MARKET QUOTATIONS

old Billie Mae Thompson holds her sister, Natalie, one of the three persons she saved after her home caught fire in Hous-

ton, Tex. After taking her 8-month-old sister from the house, Billie Mae went back and led her mother and a roomer from the blazing house. (Acme Telephoto)

STOCKS

(By the Associated Press)
American Can
Am Pow & Lt
Am Tel & Tel

Am Pow & Lt.
Am Tel & Tel
Am Tel & Tel
Am Tel & Tel
Am Tel & Tel
Continents

Anaconda
Bendix Aviation
Beth Stee
Boeing Airpiane
Calif Packing
Canadian Pacific
Case J I
Caterpillar
Chrysler
Continents Can
Continents Can

mutton, best, 18-20c; tough heavy ones, 12-14c.

Beef—Good cows, 32-36c ib.; canneramitters, 29-30c.

Fresh Decased Meals

1 Winniesalers to retailers per cwt.);

1 Winniesalers to retailers per cwt.);

1 Wonders and the second of the sec

Grown 134-35, aparethis, 455-48; carease as 137-28; mixed weights, 12 per cwt lower

Portiand Misselianeous
Oriona: Supply moderate, market duil;
Cre. yellows, No., in medium, 11,23-35; in Created and the second of the second

mills 21-22; medium sausage buils 18.50
Calves salable 50; market active, steaty, odd good vealers 28-30; choice to 23;
medium mostly 20-26; common calves and
realers 14-17.

Hogs salable 150; market alow mostly
steady; early sales good-cniulec 190-235 lbs. bid
19; other lots good-choice 180-235 lbs. bid
19; other lots good-

Sheep salable 80; merket active; one lot good-choice fed wooled lambs 23.50; truck lot good-choice 101 ib. wooled lambs late Wednesday 23.65, new recent high; good ewes salable around 21 Chicago Livestock Chicago, March 9 (39)—Lavestock Hogs salable 14.000; barrows and gilts 30 cents to were 160 ibls., now strond 25 cents lower; good and choice 300 ibls., now strond 250 cents lower; good and choice 100 ibls., now strond 250 ibls. more around 250 ibls., now strond 250 ibls.,

Use Organic Fertilizer

The Right Way to Rebuild Soil Free of Weed Seeds

Odorless 6 sacks \$5.00

1 ton \$10.00 17.50 FREE Delivery Anywhere

Phone 3-8127

Pearson Files for Governor of Oregon

State Treasurer Walter J Pearson today filed his candidacy for governor of Oregon. He will seek the democratic nomination at the May 19 primary election.

Pearson stated as his platform: "If I am nominated and elected, I will, during my term of office strive to make the state government one of, and by the people, and not one for special interests. I will stand 100 per cent for the principles contained jan in the platform of the democratic party of Oregon. I will devote my time to fulfilling the duties for office of governor and to the business of the state of Oregon —not to social functions. No individual or group will sway my efforts to give all the people of Oregon an honest and force-ful administration of their government.'

A light raindrop is 125 times



WOW! Lookit them teeth! A Waco, Texas, Fisherman claims its the real McCoy and says he bagged the piscatorial novelty in the Colorado River near Buchanan Lake. Fish has double row of teeth in both upper and lower jaws and also a growth resembling a tongue. (Acme Telephoto)

WHY SUFFER ANY LONGER

CHARLIE Phone 11830 184 N. Commercial CHINESE HERR CO. SALEM. ORR.

ut hospitalization.

DR. R. REYNOLDS

Naturo-Rectal Specialist 1144 Center St. Phone 3-9460

QUICK RELIEF FROM

STOMACH ULCERS

DUE TO EXCESS ACID

Free BookTells of Home Treatment th Must Help or it Will Cost You Nothic





READY FOR TRIANGLE Chick Starter

Sold locally by
YOUR TRIANGLE DEALER

munity in 1908, and had spent the remainder of her life there with the exception of seven years at Bistchley. She Harrisbure I.O.O.F. centery. Mr. Fry Shipment has been made to Spokane. Was married to Thomas J. Settlemier in the services and proprietor of the C. O. Fry warm was married to Thomas J. Settlemier in the services and intermediate the made to Spokane. Wash, by the Harrisbure, He had served as She is survived by a satter, Mrs. Elizabeth She is survived by a satter, Mrs. Elizabeth Settlemier, Albaoy, and a number of nices and nephews.

| Capital Journal, Salem, Oregon, Thursday, March 9, 1950—19
| South 17th atreet, at a local hospital which T. Survived also by a satter, Mar-line date, Mrs. Howards chapel Sattery, March 11, at 2 p.m. with bore, He was born in Missouri Valley, Iabor, Iab

One of America's Greatest Retailers Points the Way to

MORE SALES TODAY AT LOWEST COST

By RICHARD H. EDWARDS, JR.* Vice President, Jordan Marsh Co., Boston One of America's Greatest Stores

 Our large use of newspaper advertising should be an interesting subject for explanation.

I am confident that the question that comes first to your mind is "Why do you use it?" and, second, "How do you justify such use of newspaper advertising?"

It is not very complex . . . not difficult . not mystical. It is very, very simple. We do use the largest black-and-white newspaper advertising of any store in

COSTS ARE WELL BELOW AVERAGE

Now, the purpose of all adversising primarily is the creation of traffic and resulting sales. The ability to obtain satisfactory results at proper costs is the determinant factor as to whether or not the usage was proper. History - and naked fact - is the best proof of whether our policy is correct. Regarding sales, let me tell you that we have consistently bettered the Federal Reserve average for the city of Boston.

At the same time, using such lineage as we do, our newspaper costs in relation to sales are as low-or lower-percentagewise as those of the average stores of NRDGA whose volumes are \$50,000,000 and up.

That is the simple answer as to why we make such use of the newspaper medium of advertising.

Sales results are better than competition by actual record. Costs are as low or lower by actual measure.

I know that another question is "Will your advertising use of this medium continue at its high level?"

I can see no reason whatsoever why it should not so continue.

SALES RESULTS GOVERN DECISION

Costs being dependent on sales volume, if that volume continues at a high level, so will the advertising use of the medium. Therefore, it behooves newspapers to do everything within their power to assist the advertiser to maintain sales at the high level in order that they may maintain the usage of advertising at corresponding high levels.

I believe each newspaper . . . is a vehicle on which we can ride to display our merchandise to the consumer. The big problem is the use of the proper vehicle with the proper merchandise at the proper time to reach that desired consumer.

WHAT ABOUT TELEVISION?

... what effect is television ... a presentation both visual and auditory going to have on the advertising dollar?

From an address to the Advertising Club of Boston, February 7, 1950.

I believe television is a good and growing and coming medium, but I do not think it will take away anything from the newspapers.

The newspaper is the only medium that permits advertisers to present their merchandise simultaneously before the same public and provides thereby the perfect opportunity of equality for competition.

No other medium permits it to anywhere near the same degree-and the success of one store or the other is dependent on the ability of the public to discern which is the best value and who has made the best presentation.

NEWSPAPERS REACH MORE PEOPLE

Also, newspaper advertising . . . is the only medium which permits an advertiser to reach the greatest and most complete cross-section of the public.

Many magazines direct . . . their readership to classes of readers . . . those interested in fashions, home furnishings, sports, etc.

Radio or television solicits by its programming . . . an audience along the lines of amusement or news and leaves such selection to the choice of the audience

But the newspaper presents all these features to all classes of people simultan-

BIGGEST COVERAGE AT LOWEST COST

Further . . . the newspapers offer the ble circulation at the lowest percentage of cost.

I know I am correct when I credit newspaper advertising with a major role in the success of Jordan Marsh sales accomplishment.

It isn't done with mirrors.

A lot of cold-blooded analysis of results has gone into the calculation of the advertising appropriation. We know what we must have to succeed . . . and we know, wherein we can fail.

NEWSPAPER TIMING FAR SUPERIOR

Another vital factor is timing. Merchandise which arrives in our store this afternoon can be, by dint of hard work on the part of the newspapers, presented to the public within 24 hours in the newspaper.

This . . . virtue . . . is shared with radio, but we do know the newspaper will be printed tomorrow. We do know its circulation. And it would be necessary for us to see if we could find or buy radio time on the spur of the moment.

Remember, the newspaper is the one great advertising medium that awaits the convenience of the reader.

A newspaper ad lives for hours . sometimes for days. It is not received in a fleeting moment. It does not have to register within a brief time or be lost forever. It enters the home and is available to every member of the family at a time of his or her own choosing.

AGENCIES' OBLIGATION UNDERSCORED

Now I would like to address the advertising agencies. I think the agency has an obligation to guard against permitting a client to put too much advertising money into an unproven medium of any kind.

Agencies should not . . . be exclusively radio or television agencies or magazine agencies or newspaper agencies. They should be partners in the proper use of advertising expenditures to bring about the desired result for the client as efficiently and economically as possible by making use of the proper media to do so.

I believe agencies can learn a lesson if they will make a study of the advertising habits of some of America's largest department stores and their distribution of advertising dollars.

The Capital Journal is equipped to give you—and all advertisers and advertising agencies — substantial practical help toward more efficient use of your advertising dollar. Why not let us tackle your problem - today?

Bureau of Advertising

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

are members

of which The Capital Journal and approximately 1,000 other outstanding newspapers