



**FOR OVERCOMING HANDICAP** of withered left arm to become one of world's great golfers, Ed Furgol, U. S. Open champion, receives "Handicapped Oscar" from Billy Brickner, 4, at New York Institute for Crippled and Disabled. Billy was born without left arm and with only deformed right arm. (International)

## Consumer Advantage, Personal Approach, Said Advertising Key

Consumer advantage is the heart and core of advertising, and all advertising impact is to one person. Those were the main points brought out yesterday by Ru Lund, Portland, president of the Oregon Advertising club, in a talk to Kiwanis club members here.

"Consumers are filling their stomachs, not your pocket-books," Lund declared in stressing that buyers are interested in their own advantages and not the problems and gain or benefit of the seller or advertiser.

The merchant and advertiser have to talk honestly to the consumer and have to talk with the consumer advantage in mind. People want to be important and want to be flattered, also, he said.

A seller should ask what is wrong and find out what is stated, adding that there is something wrong or a seller would have more business.

"This is a consumer society, using seller and advertiser as instruments," according to Lund. A seller just does what is necessary to meet the demands of the consumer. He mentioned that good advertising brings a profitable relationship among the seller, the advertising media and the consumer. Demand of the consumer brings changes in the methods of the seller and the media.

### Cites Radio Changes

Lund is a partner of the Moore and Lund advertising agency. He is also chairman of the Portland radio chapter of the Oregon State Broadcasters association, and he told what consumer demand has done to radio.

He questioned 12 Kiwanians

and found that they had 43 radios among them in their homes or cars. He said that this number of about 3.5 radios per family is about average. It shows Lund pointed out, that radio has "moved out to be with people as individuals rather than groups."

Lund also spoke of the possible one-to-one relationship of radio with the individual through pocket radios made possible by the development of the transistor.

### To Individuals

Regardless of the media, whether it is newspaper, radio or television, and whether one or more persons are reading, hearing or seeing at one time, Lund stressed that all advertising impact is to one person—to individuals singly. It is a mistake, Lund said for an advertiser to think that he is "always talking to a parade."

Title of Lund's talk was "The Man with 11,000 Eggs." He gave the illustration of a The Dalles merchant stuck with a supply of 900 dozen eggs as an example of what good advertising will do to sell a product.

A guest of the meeting was Louis D. Barr, Oakland, Calif., 1921 governor of the Pacific northwest district of Kiwanis. Gordon MacKenzie and Dr. William E. Bracker were introduced as new members of Medford Kiwanis club.

Don Hansen, advance director who is casting the annual Kiwanis Kapers show, was also a guest.

Estimates by the U.S. forest service now place the total known stand of Ponderosa pine at approximately 250 billion feet as of 1950.

# PENNEY'S

ALWAYS FIRST QUALITY!

Bring the family...QUALITY buys for everyone!



### ONE-TIME BUY! RUGGED SANFORIZED WORK SETS

- gray vat dyed fabric
  - regular proportioned fit
  - solidly built for heavy duty
  - dress-type collar; cuffed pants
- 6 oz. twill shirts, sizes 15-17 ..... 1.75  
8 1/2 oz. twill pants, sizes 30-38 ..... 2.25

4.00



### SPECIAL! BOYS' SHEEN GABARDINE REVERSIBLES

- Real Penney bonus! Solid-tone Rayon-Dacron® reverses to splash-printed Rayon-Acetate. Both sides repel rain and wrinkles. Trim styling in 5 dressy color combinations.
- Real Penney bonus! Solid-tone Rayon-Dacron® reverses to splash-printed Rayon-Acetate. Both sides repel rain and wrinkles. Trim styling in 5 dressy color combinations.

4.88

3.88



### WOMEN'S INTERLOCK ORLON® SLIPOVERS

- Exciting buy! Wonderfully washable Orlon sweaters in the extra soft interlock knit. Choose pastels or high shades. Sizes 34-40. At Penney's—now!
- CARDIGAN STYLE ..... 4.77

2.77

# 2 BIG DAYS! ... SENATIONAL SAVINGS IN EVERY DEPARTMENT WEEK-END BARGAINS

## FOR WOMEN!

- 300 PAIR PERFECT QUALITY Nylon House 60 gauge 15 denier. 8 1/2-11. 2 pr. 1.15
- SANFORIZED COTTON BATISTE Slips . . . Embroidery trim White only — Sizes 32-44. 1.98
- 40 DENIER RAYON TRICOT KNIT PANTIES Brief Style Lots of colors — Sizes 5, 6, 7. 39¢
- NON-STATIC DACRON AND NYLON SLIPS Lavish lace trims . . . White only — Sizes 32-40. 3.98
- 60" ROPE NECKLACES IN WHITE or Pastel Shades in Porcelain and Simulated Pearls. 1.00 plus tax

## FOR THE HOME!

- DECORATOR BEDSPREADS IN TWIN OR DOUBLE BED SIZE . . . 10 popular colors. 4.98
- WARM 5% WOOL PLAID PAIR BLANKETS Satin Bound Lots of colors . . . New low price. 4.98
- SOFT, THICK QUILTED MATTRESS PADS At a Special Price! TWIN SIZE DOUBLE BED SIZE. 3.00 2.00
- NATION-WIDE MUSLIN SHEETS 81x108 size, full 133 thread count . . . They're tops! 1.77

## FOR GIRLS!

- SPECIAL PURCHASE! GIRLS ORLON CARDIGAN SWEATERS—Sizes 7-14 . . . White and pastel colors. 2.77
- JUST ARRIVED! GIRLS COTTON PLISSE PAJAMAS in gay stripes . . . Sizes 4-14. 1.69
- LACE TRIMMED COTTON AND RAYON BLEND PANTIES — White and pastel colors — Sizes 2-14. 39¢

## SHOE VALUES!

- BOY'S OXFORDS AND GIRL'S T-STRAP OXFORDS with leather uppers and synthetic Soles. Sizes 8 1/2-3. 2.66
- WOMEN'S BEADED HAND SEWN GLOVE LEATHER MOCCASINS . . . 6 beautiful colors — 3 1/2 to 9. 3.00
- CHILDREN'S RUBBER FOOTWEAR CLEANUP Pull-on boot styles . . . Broken sizes 9-4. 2.00

## FOR MEN!

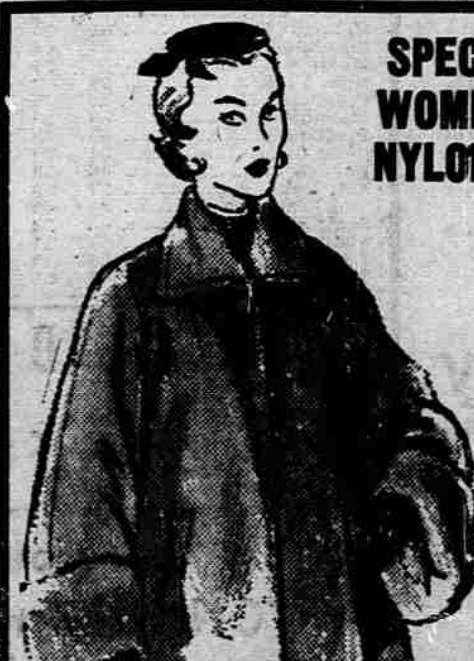
- MEN'S SANFORIZED BROADCLOTH PAJAMAS Vat dyed colors . . . coat style . . . Sizes A-D. 2.44
- MEN'S PRINTED NYLON BOXER SHORTS wash and dry in a wink . . . Sizes 30-40. 88¢

### SAVE!

While They Last! Special Purchase!

Women's Higher Priced Butcher Rayon Skirts—This Spring's Smartest Fashion Fabric

A SPECIAL SELECTION of popular butcher rayon skirts in several choice styles and smart spring colors. Sizes 10-18. ONLY 3.00



### SPECIAL PURCHASE! WOMEN'S WOOL AND NYLON SHORT COATS . . . JUST

12.75

Sizes 10-20

A popular Spring Favorite in a durable blend of nylon and mohair. Several styles and spring colors.



RED HOT

LOOK AT THIS BARGAIN! PENNEY'S ELECTRIC BLANKET WITH FULL 2 YR REPLACEMENT GUARANTEE NOW ONLY

\$15.00

72"x84" Twin or Double bed size blanket in a 25% wool blend. Blanket has a top quality electrical circuit—with full 2-yr. replacement guarantee. 4 popular colors—Hurry for these!



LOOK AT THIS VALUE!

### SPECIAL! LARGE PLUMP FOAM RUBBER PILLOWS!

Here are buys you don't find every day. Allergy-free foam latex in solid mold won't bunch, mat, 17 by 25-inch size means plenty of room for comfort. Pre-shrunk muslin cover zips off.

3.00 Each



A TEXAS MIRACLE!

REINFORCED VAMP Copyright 1954-1955

Alco Ranch Mocs Hand Laced for Women and Children

Unconditionally Guaranteed

- Reinforced Vamp
- Cushion Insole
- DuPont Neoprene Treated

WOMEN'S SIZES 4 to 9  
CHILDREN'S SIZES 12 to 3

\$1

## LOSE UGLY FAT TODAY Amazing New Safe Discovery Makes REDUCING EASY

FOR MEN AND WOMEN

Everyone is talking about the new reducing sensation HUNGER TABLETS.

Science now helps you take off your fat while you eat the foods you choose. HUNGER TABLETS make you lose ugly fat, pounds and inches of it, without dieting or hunger—and it will not affect the heart.

Think of it! With HUNGER TABLETS you no longer count calories, you forget all about diets. Fat goes fast from all over the body! All you do is swallow two HUNGER TABLETS before each meal followed by a glass of water—and eat the foods you like.

And you don't have to worry about HUNGER TABLETS. It is absolutely safe—it is a food adjunct—not a drug.

Nothing like it ever before. You get no "Reducing Plan" or "Reducing Menu" with HUNGER TABLETS. None are needed.

With HUNGER TABLETS you eat what you like—grow slim, more youthful looking, more active and enjoy better health.

For easy reducing get HUNGER TABLETS today. A sixteen day supply for less than 19¢ per day. HUNGER TABLETS are sold at all leading drug stores.

MONEY BACK GUARANTEE  
McLAIN DRUG CENTRE  
8 North Central Ave. — Medford, Ore.