

M-T Advertising Department Does Selling, Layout Work for Paper

(Editor's note: This is the second in a series of six articles describing the departments of the Mail Tribune, and how they function to bring you your daily newspaper, new each day and delivered to your doorstep or mailbox.)

The advertising department of the Mail Tribune has two functions:

1. It is the paper's chief revenue-producer, enabling all the other departments to operate.
2. It is a service department, dedicated to assisting advertisers in presenting their message to the newspaper's more than



HERB GREY
M-T Advertising Director

16,000 subscribers and their families, in the most attractive manner.

In performing this service, the department's personnel have three principal tasks, the first salesmanship and sales service, second design and layout of advertising, and third, production of copy to convey the advertise-

ment's message. Advertising, in one form or another, is the "grease" that makes the wheels of retail merchandising turn, as any merchant can testify. The staff of the advertising department is determined that the advertising which appears in the Mail Tribune will be as accurate, as appealing and as effective as care, skill and hard work can make it.

No other country markets as high a volume of consumer goods as does the United States, nor does any other nation have as high a standard of living. This is, at least partly, a result of advertising, which allows manufacturers and retailers to tell their stories to consumers in the mass.

Herb Grey Director
Advertising director of the Mail Tribune is Herb Grey, who has held that position since 1930. He has been with the M-T ad department since 1920. Grey is responsible for all functions of his department, including retail and national advertisements, promotion and newspaper public relations.

Each of the five display advertising salesmen fill different roles in the department's operation. Tom Ginn, who has been with the newspaper since 1933, and Bob Monney, have similar duties, handling advertising for grocery and dry goods stores, and other retail outlets.

Mrs. Betty Minger handles a number of accounts, including many furniture stores, and is in charge of cuts, mats and castings (ways in which pictures are reproduced for publication), as well as handling some layouts for display advertisements.

Grey handles the national advertising, which comes to the paper from major advertising agencies, and from the Mail Trib-

une's national representative, West-Holiday company, which has offices in the major cities of the U. S. and Canada.

Women's Ads
Mrs. Louise Scott supervises advertising for women's apparel and other general retail accounts. Newest addition to the staff is June Couey, a sophomore at Oregon State college, who joined the department in June and who returns to college next week.

Completing the ad staff is Al Hagen, who reads proof checks the accuracy of copy after it is converted into type, assisted by Marvin Taylor and Warren

Lowell. All staff members make a point of keeping abreast of trends in advertising, such as the use of more pictures, new techniques in advertising make-up, layout, and use of various type, unique and individualized signatures, and others.

Augmenting this continuing study of the job is the day-to-day experience of dealing with advertisers and producing ads, meeting ever-new demands and creating new ideas, to satisfy the advertisers' legitimate demands for a strong, dependable and effective medium for stimulating and maintaining sales.



PREPARING ADVERTISING—Four members of the Mail Tribune's advertising staff are shown above preparing advertising copy and layouts for an issue of the newspaper. From left to right they are Mrs. Betty Minger (checking files of illustrations available for advertising use); Mrs. Louise Scott, in charge of women's apparel advertising; Bob Monney, retail advertising salesman; and Miss June Couey, a vacation-relief assistant soon to return to Oregon State college. Not shown is Tom Ginn, retail advertising salesman.

Showers Reported In Northern U. S.

By UNITED PRESS

A belt of showers and thunderstorms swept across the northern section of the country today, dumping rain over areas from the Pacific Coast through the upper Mississippi Valley to the East Coast.

People in sections of Florida and the coastal area of Texas had to don rain clothes when showers drizzled across the areas.

The Great Lakes and southeastern parts of the nation enjoyed pleasant weather, but the Southwest continued to swelter under a late summer heat wave.

Several heat prostration cases were reported in Los Angeles Monday as the mercury scooped past the 100 degree mark for the fourth straight day. The heat was assisted by an eye-irritating smog in making people miserable.

Temperature rises of approximately 10 degrees were noted along the northern section of the country Monday.

Readings of 50 degrees were reported as far south as Georgia and Alabama, while 70-degree temperature extended as far north as Nebraska.

New Attendance Record Set At 91st Oregon State Fair

Salem — (UP) — An official audit has showed that 331,856 persons attended the 91st Oregon State Fair here for an all time record.

The figure was 4,000 more than the unofficial estimate of attendance at the eight-day fair which ended Saturday. It was 10,558 more than the previous record of 1954.

Paid cars numbered 70,022, or 6,443 more than last year.

Racing tickets also set a record with 25,823 of them sold for a profit of \$15,060. Last year's profits from horse racing were \$13,648.

The combined horse show and rodeo drew 28,900 persons for a paid admission of \$34,578. Fair officials said that while no comparative figures were available from last year, attendance was almost triple that at last year's circus.

The night revue drew 23,567 persons who paid \$33,207. Last year, the revue totaled 26,032 persons and brought in \$33,262. Officials, who were generally quite pleased with attendance figures, said the drop in revue admissions probably was due to the pull of the combined rodeo-horse show which was staged at the same time as the revue.

Million Dollar Note To Remain Missing

New York — (UP) — The Chase Manhattan bank's missing million dollar banknote will have to stay missing, the bank reluctantly decided Monday.

Officials of the bank called off a six-month search for the Treasury note which had been turned over to Chase Manhattan for safekeeping by a smaller bank.

When the smaller bank asked for its money back on March 6, Chase employees went to the drawer where it had been filed away on Feb. 8. It was gone.

A feverish search followed. More than 150 bank employees turned Chase Manhattan upside down. They rifled through stacks of paper, peered into filing cabinets, poked into waste baskets. Still no million dollar Treasury note.

The quest cost Chase Manhattan thousands of dollars and the bank was actually the only party to lose money as the Treasury note is non-negotiable. The Treasury department eventually will reimburse the smaller bank.

Maralinga Proving Area Fitting Name

Sydney, Australia — (UP) — The first of four atomic tests at the new Maralinga Proving Ground probably will be held Wednesday morning if weather permits, it was reported today.

Maralinga — an aboriginal word — means "field of thunder."

Americans Launch Mission to Laos

Manila — (UP) — Four American ex-Navy men left Monday for Laos to launch a medical mission to show the Laotians "Americans like them."

The group was led by Dr. Thomas Dooley, 29, former Navy doctor and author of the book "Deliver Us From Evil," which depicts the flight of Viet Nam refugees from Communist North Viet Nam to the free South.

Others in the group are Norman Baker, Dennis Sheppard and Peter Kennedy.

The mission is supported by the International Rescue Committee, a private New York organization. It will distribute medical supplies contributed by Americans.

In Portland, it's the DANMOORE HOTEL

A Home Away from Home. All rooms remodeled and furnished. Free Garage. Free T.V.'s in most rooms.



Distributor

"OIL TO BURN"

Let Us Fill Your Tank Now

Medford Fuel Co.

Tel. 2-2111

Court & McAndrews

WE GIVE YOU GREEN STAMPS

Algerian Mob Hangs Bomb Thrower

Algiers — (UP) — An angry crowd captured a bomb thrower in Oran Monday night and hanged him from a lamp post before police could intervene.

Nationalist rebels blasted two cafes in Oran's Place de L'Opera before the thrower of a third bomb was caught and hanged.

Three persons were injured in the explosions, one seriously.

United Nations Probes Reports of Six Deaths

Jerusalem, Israeli Sector — (UP) — United Nations truce observers today investigated reports that six Israeli soldiers were killed and three wounded by Jordanian guardsmen Monday.

The men were killed in Israeli territory near Jawayma, south of Beit Givrin, according to an Israeli military spokesman, when Jordanians opened fire on the border patrol with machine guns and mortars.

Read and Use Classified Ads



RENT OR BUY

- Good Used Spinets
- Small Bungalow Pianos
- Reconditioned Uprights
- Low Price Practice Pianos

ANY PIANO New or Used, May Be Had on EASY TERMS Or on Our RENTAL-PURCHASE PLAN

Come in Today! HOURS 9 TO 5:30 Evenings and Sundays By Appointment

ERSKINE'S
1304 KINGS HWAY
Phone 2-4296

AT WEISFIELD'S

Wednesday Night Is Family Night
OPEN UNTIL 9 P.M.

Hunter's Specials!

Save 50%
IMPORTED
FIRST QUALITY
HI-PRISM
BINOCULARS

6x30 Size



REG. 35.00

16⁸⁸

WITH LEATHER CARRYING CASE
Hard coated lens, wide range vision and individual focus.
NO MONEY DOWN • 50c WEEK

8x30 Size

REG. \$45.00

Shock resistant with weather seal to resist dust, moisture.
With leather Case
No Money Down • 50c Wk.

7x35 Size

REG. \$50.00

Lightweight, shock resistant, resists dust and moisture.
With leather Case
No Money Down • 50c Wk.

7x50 Size

REG. \$60.00

With leather Case
No Money Down • 50c Wk.

ALL THESE
BINOCULARS
Guaranteed 1 Year

REINFORCED NYLON ARCTIC TWILL COVER
FULL SIZE
FULL ZIPPER SLEEPING BAG
FILLED WITH 3 1/2 POUNDS
WOOL or KAPOK Insulation

Reg. \$24.95

11⁸⁸

NO MONEY
DOWN . . .
50c A
WEEK



Designed So
Two Bags
Can Be
Zipped
Together

- * SNAP-OFF TENT FLAP CANOPY IS ALSO CARRYING CASE
- * DOUBLE-PULL TALON ZIPPER ZIPS INSIDE OR OUTSIDE
- * TWO ROOMY AIR MATTRESS POCKETS
- * POINTS OF STRAIN REINFORCED FOR GREATER WEAR
- * QUALITY FLANNEL LINER FOR EXTRA WARMTH

See our Complete Line of Sleeping Bags . . .

DACRON - KAPOK - WOOL

REG. \$5.95

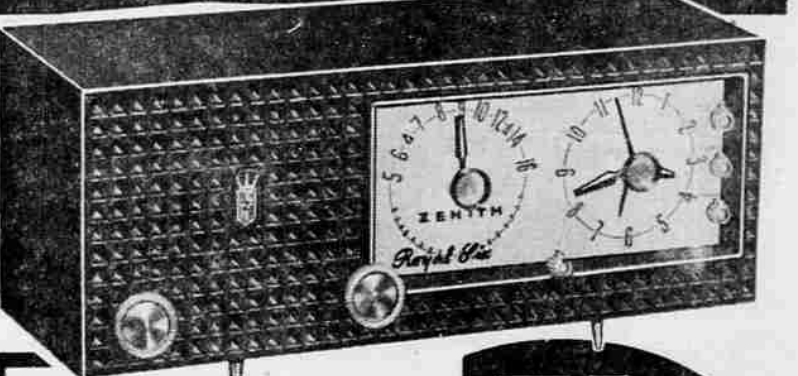
Molded Plastic Air Mattress
Single valve, easy-to-inflate air mattress of heavy molded plastic.
NO MONEY DOWN • ONLY 25c WEEK

2⁹⁹

WEISFIELD'S
THE WEST'S LARGEST
CREDIT

122 E. MAIN
MEDFORD
Phone 3-5348
OPEN WED.
UNTIL 9 P.M.

WEISFIELD'S NEW Royal Six ZENITH



NEWEST AUTOMATIC FEATURES
AT THIS SENSATIONAL PRICE

- Electric clock operates continuously, has luminous hands.
- Convenient appliance outlet, shuts off.
- Plug-in phonograph for playing records.
- 3-gang condenser gives razor-sharp station selectivity.

Colors: Ebony, White, Nickel Gray, Dusk Gray
NO MONEY DOWN
ONLY 1.25 A WEEK



NEW! ZENITH
ROYAL "500" TUBELESS
7 TRANSISTOR
POCKET RADIO

Carry in pocket or handbag, weighs only 19 ounces, yet picks up weak signals. Costs 1c per hour to run. Maroon or black.
NO MONEY DOWN . . . EASY TERMS

7⁵⁰⁰



Open Daily: 9:30 a.m. to 5:30 p.m.
Wednesdays 9:30 a.m. to 9 p.m.

WEISFIELD'S
THE WEST'S LARGEST
CREDIT

122 East Main — Medford — Phone 3-5348