

Many Large Firms Shift Advertising Money From TV To Newspapers

Stiffer competition and in several cases, a downward trend in sales, are forcing large companies to shift advertising policies to the "hard sell" method from the "soft sell," according to the Wall Street Journal.

The paper said a number of firms are using more direct appeals in their advertising methods which involves shifting of advertising media and shuffling of advertising agencies. Greater use of newspaper space and less television time is reported by the Journal.

Some companies are planning to use more ads on the local level at the expense of their national time, the paper said. Direct mail and newspapers are receiving a number of advertising dollars formerly used on television time, according to the report.

Goodyear TV Time Cut
Last fall the Goodyear Tire and Rubber company cut its network television time in half, which meant about a 25 per cent total dollar cut in advertising, the paper said. The funds saved from television are being used in more direct newspaper and magazine advertising, according to K. C. Zonsius, the company's advertising director.

The reason the General Electric company's total television advertising activity is down is because a "great deal more is being put into local newspapers," according to a company spokesman.

Another firm stepping up its newspaper advertising at the expense of television is W. P. Fuller and company, paint manufacturers. The company will attempt to sell their product direct to management with a campaign in business papers and magazines, according to Palmer Field, director of the company's advertising.

Can Concentrate
Eversharp Inc. has found with newspaper advertising the firm can concentrate on areas needing sales promotion with newspaper advertising rather than by television, said John Buffam, advertising manager of the firm.

"We are trying to make every buck look like five," one large firm advertising manager said. Others added they are placing a strong effort on making their advertising dollar stretch as far as possible.

The firm are also making a stronger effort to sell products rather than using "umbrella-type" advertising, the

report said. At least one company reported it will spend about one half of the budget on "direct" production promotion, the paper added.

Firms using newspaper ads also have changed their style,

the Journal's report said. Fashion ads formerly used layouts with lots of white space and prices in small type, one advertising firm said. Now companies are using more of the white space

for information and placing the ads in large type.

More Products Listed
One firm, placing several large fashion-type ads, reported to the paper they are no longer running pictures of nationally advertised products but using this space for the listing of more products.

Most firms reported they would have a higher budget this year for advertising but this would be because of high media rates, the paper explained. The average firm polled by the Journal said the budget would rise about 10 per cent more than 1957.

Some firms said the additional costs of advertising would be necessary to keep sales for 1958 up to the 1957 rates. The additional sums of money for advertising will also be used for developing trade in a new age-group or for stressing individual products which are lacking in sales in a certain area, according to some firms polled by the Journal.



SMALL FRY FAN—Martha Mendez, 2, looks up with admiration as she receives autographed photo from Willie Mays during the star San Francisco Giant's centerfielder's first public appearance in San Francisco. Aside from handing out photos of himself, Willie also answered questions about his career.

Fish Wins Round In Local Contest Of Toastmasters

Wilbur Fish, Medford Insurance, was the winner of the fifth elimination of the Jackson Toastmasters speech contest. His topic was "Vocal Sense to Earn Dollars."

In the close race Harold Soballe, mechanical designer, was second with a speech entitled "Sunshine" in which he told about the use of solar energy.

Norman Matteson, Boyle pharmaceutical sales man, told about a universal antidote for poison, "Res-Q," with his speech, "Would You Like to Save a Child's Life?"

Various topics for the remainder of the members were arranged by Jack Cummings. Harry Marshall won the beret and brush awards for his topic and tardiness.

Speakers scheduled next Monday for the final eliminations were Wayne Venekamp, Neal Arant, Weston Crow, George Jennings, Art Lusk, Herb Partridge and Calvin Smith. Robert Harland will be toastmaster and Curt Butterfield will be topicmaster.

The winners of the six eliminations will speak Feb. 17 to determine three finalists for the joint meeting with the Medford club Feb. 22. A winner from each club at this meeting will compete in an area speech contest to be held in Medford during March.

The Yukon, 2,300 miles long, is the fifth largest in all North America.

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

Mildred T.—We should send Phyllis away for a year.

Gilbert T.—She always ducks out of her responsibilities.

Mildred T.—My husband and I have been married for 18 years—yet we have never gotten along from the first day. We probably should have separated, but we decided to stay together for the children's sake. Yet I wonder if it was the right thing.

Our daughter, Phyllis, is now 17 and terribly unhappy at home. At times I feel she actually hates us both. When she is angry, she always throws it up to us that we should have been divorced.

I would now like Phyllis to spend a year with my sister, who lives in another state. My sister's children are grown up and married and she is rather lonesome. It would do us all good to get rid of some of the tensions in our home.

Gilbert T.—This is typical of my wife. If anything is too much trouble, she tries to duck out on her responsibilities. When Phyllis was a baby, she always had this same sister coming over to help her—even though any normal woman is able to care for her own child.

Phyllis is now at an age when she needs a mother's supervision. My wife can't handle her. Phyllis has no respect and disobeys all the time. So Mildred figures she'll just ship her off.

Well, it just happens that this sister of Mildred's is a lot like her. She thinks she wants Phyllis now, but if any problems arise, she won't want to be bothered. She'd think nothing of going away for the week end and leaving Phyllis alone.

The Council: A year's visit in a happy home might give Phyllis a pleasant respite and help her toward a happier general outlook. However, if Gilbert is giving a truthful picture of his sister-in-law, this home would hardly be the one for her.

In any case, since they have other children, Mildred and Gilbert cannot afford to take a shortsighted view of this problem. The younger children when they will clearly reflect the bitterness that corrodes the family life.

Mildred and Gilbert should recognize that their decision to "stay together for the children's sake" has been half-hearted. Such a decision involves more than remaining together under one roof. The decision needs to be implemented by the emotional force of love if the goal is the creation of a happy home for children.

Mildred and Gilbert should

try to see that there can be many forms of love, but none will withstand a constant onslaught of bitterness and recriminations. They should recognize that their common desire to create a home for their children represents at least one powerful love bond between them. They need to feed this bond with mutual respect and consideration. It would undoubtedly grow if given the proper nourishment.

Once they have helped themselves, Mildred and Gilbert will be in a better position to help Phyllis and their young children.

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PHOENIX

Tractor Injures Woman

By LILLIAN KNIGHT
Phoenix—Mrs. C. H. Debusk, Pioneer rd., Phoenix, received a broken leg Thursday, Jan. 18, when a tractor she was driving overturned in a six foot ditch.

After extricating herself from beneath the machine she was unable to get out of the ditch and remained there for about three hours before her shouts were heard.

She is still in traction at the Sacred Heart hospital, but she may have visitors.

Mr. and Mrs. William Redmon are making their home at the Anderson trailer court after their marriage Jan. 7 at the Methodist church in Reno, Nev. Mrs. Redmon is the former Sally Boyd of Talent, a graduate of Talent High school. Redmond also attended Talent High and is now a logger.

Roy Jungie is in the Osteopathic hospital in Medford where he underwent surgery last Saturday.

Michael Raymond, not Michael Patrick, as was previously announced, is the name given to the son born to Mr. and Mrs. Michael Popow Jan.

9. He was named after his father and after his grandfather on his mother's side, Raymond Furry.

R. J. (Larry) Lawrence has reopened his shop on the highway and now spends some time each day there. Glen Knauber is working with him.

The name of Mrs. George Bourne, newly elected installing officer for the Phoenix Thimble club, was inadvertently omitted from the list of officers given in the last issue of this column.

PRINT SPECIAL EDITION
Atlanta—The Atlanta Constitution published a "satellite" edition today devoting its front page to news of the Explorer and a color photograph of the Jupiter-C missile leaving its launching pad. The normal front page appeared on page 3 along with the full masthead.

Salem—Gov. Robert D. Holmes has appealed to the Navy Department in an effort to keep the Navy's Bureau of Ships from moving its floating drydock from the port of Portland.



TAKING HIS FOURTH WIFE, Cornelius Vanderbilt Whitney, 58, millionaire sportsman, and his bride, former Mary Hosford, 32, smile in Carson City, Nev. (International)

Quotes From the News

By UNITED PRESS

New York—After Grace Metalious, in announcing her intention to divorce the husband she married at 17, to marry her manager:

"I don't think the things you want when you are 17 are the things you want when you are 33, not by a damned sight."

Washington—Lt. Gen. Donald L. Putt, deputy chief of staff for development, on the possibility of man entering space:

"Today we are poised at the very edge of sustained journey by man into outer space."

Glen Cove, N.Y.—A spokesman for the Glen Cove Community hospital, on the progress of Los Angeles Dodgers' catcher Roy Campanella:

"The patient is cheerful and slept well during the night."

Washington—Chairman John C. Doerfer of the Federal Communications commission, on charges by the House Commerce subcommittee that he submitted fraudulent costs for expenses:

"I hope my whole career, my character and my reputation are not to be attacked and judged on the basis of charges which seem to question whether I have . . . properly construed governmental regulations concerning per diem allowances."

Lincoln, Neb.—William Fugate, father of 14-year-old Caril Fugate, after his daughter was charged with murder along with her boyfriend, confessed killer of 11, Charles Starkweather:

"I haven't given her the love a father should. If she's found guilty, I'm as guilty as she is."

Tuesday, February 4, 1958

MEDFORD (OREGON) MAIL TRIBUNE—THREE

Bubble Truck To Get Test Run

Baltimore, Md.—A suburban Baltimore man plans to "drive" a bubble-borne truck to New York over the inland waterways this summer.

Hiram W. Woodward, of Riderwood, unveiled his water-going truck in a trial run on Chesapeake Bay. The pickup truck is mounted on a 32-foot ferry which is in turn supported by sections of plastic foam.

Woodward explained that propulsion of the unique craft is accomplished through a power takeoff from the rear wheels. The steering gear of the truck also provides direction for the ferry on which it is mounted. Woodward said the low density of the foamed plastic makes the craft in effect one large life preserver.

The craft, labeled the X-4 by its inventor, is a modified catamaran design to insure lateral stability. The pontoons are four feet wide and spaced four feet apart. The draft is about 12 inches when the craft is fully loaded.

Woodward, a professional engineer, said the experimental craft may open the way to use of the foamed plastic in other fields and other ways. He said it might be utilized in construction of large-size ferries for commercial use and for diving platforms and floats in swimming areas.

PRESENTS LETTER

Tehran, Iran—U.S. Ambassador to the United Nations Henry Cabot Lodge presented Shah Mohammed Reza Pahlavi with a letter from President Eisenhower Sunday. Contents of the note were not revealed. Lodge is on a tour of several Middle East and Asian nations.

The average consumption of electric power on the REA lines serving Kentucky increased from 90 kwh in late 1947 to about 205 kwh in late 1954, more than twice as much.

London — It could have been nostalgia. At least, that is the only explanation Holloway jail officials have for the fact that thieves broke into the prison Sunday and escaped, apparently without taking anything.



RCA Victor. This console swivels—"aims" both picture and sound in any direction! 261 sq. in. of viewable "Living Image" picture. Balanced Fidelity Sound. Illuminated tuning dial. Mahogany grained, walnut grained, lined oak grained (extra) finishes.

Model 21T8485—\$309⁹⁵

Special Purchase

RCA Model \$229⁹⁵
CONSOLE 21T8375

HAL "K" APPLIANCES

OF
FELDMAN & OLSON ELECTRIC
237 EAST MAIN • PHONE SP 2-2456

Election Planned For All Venezuela

Caracas, Venezuela—Juan Larrazabel says national elections would be held in Venezuela "as soon as the national interest" dictates.

Larrazabel refused to set a specific date for elections. He said the political situation remained too fluid for such predictions.

However, he said the junta would coordinate whatever actions are to be taken with regard to elections with an eye toward "public opinion, which remains the guiding factor in this issue."

The junta chieftain issued his statement as Venezuelans once again took an active part in politics.



CONVICTING Marine Sergeant Adrian McLane, Philadelphia, of cruelty to Navy brig prisoners, court-martial at Tokyo, sentences him to two years hard labor in prison. (International)

Tokyo—Lt. Col. Stanley F. Levin, 50, Army legal adviser to William S. Girard during the controversial manslaughter case, died of a heart attack today. Levin was stricken at his quarters in Tokyo and died en route to the hospital.

When It's Cherry Tree Choppin' Time in Southern Oregon...

The folks at DAISYLAND have chopped down cherry trees far and wide to get the rich, ripe, red cherries needed to make that once-a-year favorite . . .

CHERRY VANILLA ICE CREAM

...and we KNOW that YOU will like it . . . A LOT! It's made of luxury-textured vanilla ice cream — Daisyland's very finest — literally packed, jammed full of luscious, juicy cherries. You'll certainly agree that here's the very last word in Tempting GOODNESS . . . and it's Snider's real February special treat!



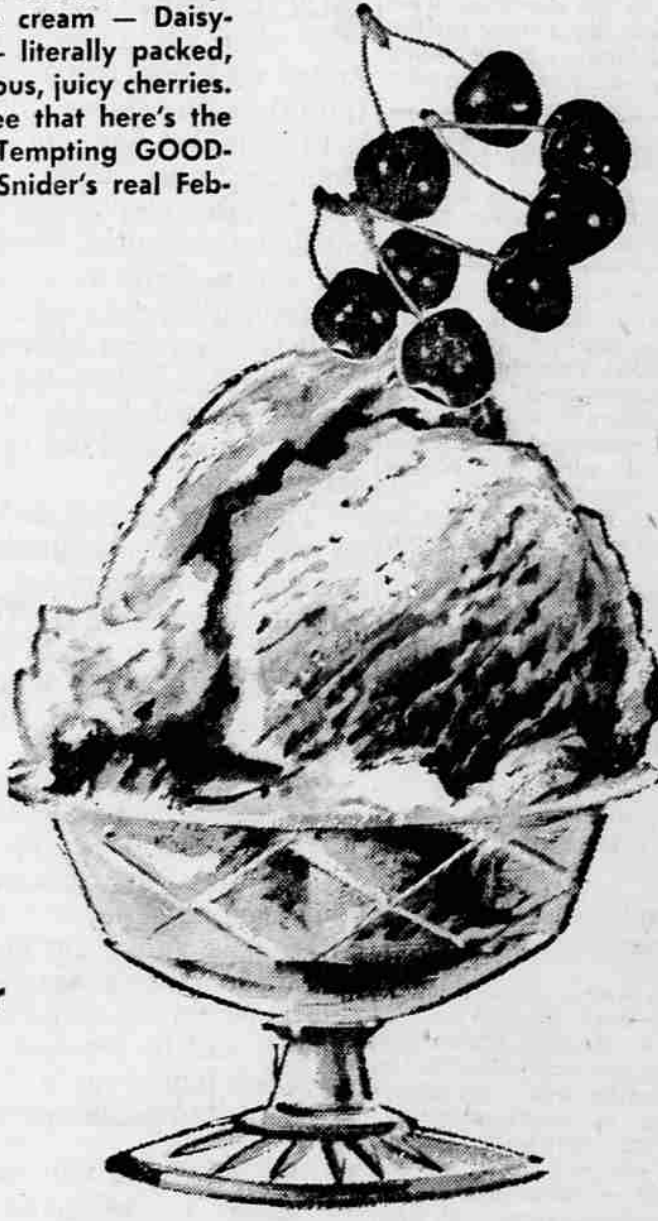
ENJOY IT NOW . .

FRESH from DAISYLAND



at Your Favorite Grocer or Fountain

ONLY SNIDER'S COULD MAKE IT SO GOOD!



SAVE **FORTUNE** SAVE

S. Riverside & S. Central — "On the Point"

CHECK FORD TICKETS NOW! FOR FREE T.V.

AWARDED FROM FEB. 26 TICKETS

NUMBERS POSTED JAN. 29th for 7 Days

NEXT FREE FORD FEB. 26