

Herald and News
FRANK JEROME
MALCOLM HUNT
A temporary combination of the Herald and News...

Advertising Roundup
By DELBERT ADDISON

In these days when the Herald and News is teetering on the ragged edge of its paper quota and the use of its advertising is not pushed—and the problem of selling merchandise is hardly a problem at all—there are quite a few comments on the continued demand for advertising.

And for each casual comment there generally is ventured a different explanation of this demand for advertising.

There is a copy of a talk by James W. Egan Jr., advertising director of the New York Times, at hand, which covers it as completely as any I've seen.

ADDISON
The talk was given at a meeting of the National Retail Dry Goods association in New York.

20 Prime Advantages
SPEAKING of newspapers, Egan goes on to give 20 "prime advantages" of newspaper advertising.

1. The newspaper is the only medium of advertising in which great numbers of people, as a matter of custom, look for advertisements of merchandise or service which they are about to purchase.

2. Newspaper circulation is definitely known—there is no guessing in your purchase of opportunity to reach a great, stated number of buyers through the newspaper.

3. Newspaper space affords opportunity for effective illustration—often a most important feature—as in brief space an illustration often conveys a more adequate impression of merchandise than would be possible by verbal description.

4. The newspaper is the one medium of local advertising which is sure to reach daily, the interested attention of an audience in excess of the circulation for which the advertiser pays.

5. In the newspaper you get the greatest definite circulation at the least cost.

6. The newspaper permits with minimum effort daily change in your announcements, each change variable in size in proportion to the importance you attach to the message.

7. The element of art, mechanical and other costs involved in the preparation of your announcements is relatively insignificant in newspaper advertising, as compared with the costs involved in changes in your announcements through other media.

8. The newspaper is the only advertising medium available to retail advertisers which awaits the convenience of the reader. The radio message and the billboard announcement must be received within the fleeting moment.

9. The newspaper is the one major medium of local advertising which enters the home daily.

Celebration Eyed In Honor of First to Enter Klamath Basin
(Continued From Page One)

line north and reached a meadow near where Lost river enters Tule lake.

under conditions assuring to the advertiser that every communication included in it will be available to every member of the family at a time of his or her own choosing.

10. Newspaper advertisers have the advantage offered by few regularly retail advertising media of printed registration of the advertiser's name, address and telephone number, in form convenient for reference without need of memorandum.

11. Newspaper advertising has, by use, the overwhelming endorsement of the greatest number of successful advertisers, retail and national, everywhere.

12. Newspapers are the only major medium of local advertising for which readers pay. They possess the unique distinction of a medium wanted, sought, and paid for, by all the persons of whom their circulation, as sold, are composed.

13. Newspapers reach all classes of people regardless of social advantages, prejudices or culture.

14. Of all the media of advertising, newspapers are the most quoted in the daily contacts of people everywhere.

15. Newspapers are concerned with every human activity and are looked to for guidance in affairs of business, of social life, of sports, of amusement and of health.

16. Newspapers are the longest established regular medium for the dissemination of facts of any important size, without its daily newspaper.

17. Every issue of every newspaper has something of interest or importance for every reader in every family.

18. Newspapers serve the triple function of instruction, guidance and amusement for readers of all ages.

19. Every newspaper worthy of the name possesses institutional prestige and authority which, to some extent, are reflected to the merchandise advertised in its columns.

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SIDE GLANCES



"It's peculiar how few things I've had the matter with me since the doctor told me flatly he didn't have time to see me more than twice a month for the duration!"

Market Quotations

Table with market quotations for various commodities like wheat, corn, and livestock. Includes columns for item name and price.

Potatoes

NEW YORK, Feb. 24 (AP)—Light selling continued to trim most stock market quotations today although here and there, resistance was displayed.

LIVESTOCK

SOUTH SAN FRANCISCO, Feb. 24 (AP)—Cattle for four days 1050. Compared Friday week ago: Steers, dull choice \$12.00 lower; market \$12.00.

WHEAT

CHICAGO, Feb. 24 (AP)—Grain futures markets turned firm in the final half hour of trading today as short covering in preparation for the weekend found offerings limited.

LEGAL NOTICES

NOTICE TO WELL-DRILLERS
Well drillers are invited to submit proposals for drilling a well at Moore Park. For details see City Engineer, phone 551.

Funeral

JAMES FINLEY
Friends are respectfully invited to attend the recitation of the most holy rosary for the late James Finley, who passed away in this city on Tuesday, February 20, 1945.

Funeral

Church of Christ
(At 11:00 a.m.—4135 Main St.)
10:00—Bible Reading
11:00—Edification Service

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HOUSING DEMAND EXCEEDS SUPPLY

The demand for living quarters continues to exceed the supply, according to the homes registration office of the Klamath county chamber of commerce, and another appeal for rooms, apartments or houses went out again today.

SENATE DEFEATS EQUAL PAY BILL

The senate elections committee introduced a proposed constitutional amendment to provide that legislators shall serve until their successors are elected and qualified, and ending their terms when the session begins, instead of on election day.

County Road Work Underway Again

County Engineer Wally Hector announced Saturday that work on county roads was being resumed, with the power shovel now in operation after it had been out of commission for the past six weeks.

Man Held On Charge Of Selling Liquor

James McDonald, 62, of Klamath Falls, was charged with the sale of intoxicating liquor to Indians Friday and is being held for further investigation.

Police School Held For City Officers

A police school is now being held in Klamath Falls twice a week, according to Acting Police Chief Orville Hamilton.

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CHRISTIE RELIEVES ADMIRAL GRIFFIN

In Manila—Mr. and Mrs. W. C. Hurn, 2209 Madison, learned this weekend that their son, PFC Bill Hurn, is serving with the American division now on Capul island off the south tip of Luzon.

LIQUOR BY THE DRINK

BOISE, Ida., Feb. 24 (AP)—Sale of liquor by the drink under local option was approved by the Idaho house of representatives by a 32-25 vote Saturday. It now goes to the senate where it is expected to pass with similar approval.

Visits Here—Lt. Kendall

Thompson, U. S. army air corps arrived here this week to visit his wife and two sons, one of whom he had not seen until he reached his home in 1944.

To Locate Here—Lt. and Mrs. A. C. Leaming

will locate permanently in Klamath Falls. Lt. Leaming has just received medical discharge from the army after lengthy service. He is the son of Mr. and Mrs. L. Grimes of this city.

To Redding—C. O. Wamstad

engineer with the Klamath reclamation bureau, is leaving Saturday night for Redding, Calif., to make preparations for meeting his wife and two children in Klamath Falls. They will return here to establish residence March 1.

Apply For Navy—Warren C. Stinson

Rebov, R. Lee, and Marion J. Robb, all of Klamath Falls, left Thursday night for Portland to take final qualifying examinations for general service in the navy.

Daughter Born—Mr. and Mrs. E. R. Fox

of Merrill received word of the birth of granddaughter, Susan Lape Myers, to Mr. and Mrs. F. W. Myers Jr., of Covington, Va. This is their first child.

Chase's office, 203 Old

lows building, will be open every evening until 8 o'clock and on Sundays, to assist working men with income tax problems.

Growing Older Is Easier . . . If You Have a Lifetime Income.

AT YOUR John A. Houston

REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY

U R Invited To Attend A

Going-Glowing-Growing Church

At The First Baptist Church

No. 8th and Washington Sts. CECIL C. BROWN, Pastor

8:30 A. M.—The Baptist Bible Hour over KFJL. 9:45 A. M.—Sunday School Classes for All Ages.

11:00 A. M.—Morning Worship. 6:15 P. M.—Training Union for All Groups. 7:30 P. M.—Evangelistic Service. Song Service led by Youth Choir. 8:30 P. M.—Fellowship Hour for Service Men.

The Victory Service—Wednesday at 7:30 P. M. Theme—"How Not To Pray" SUNDAY SERMONS— 11:00 A. M.—"In the Upper Room." 7:30 P. M.—"Jesus Is Able." A Friendly Fellowship for Followers of Christ.

OBITUARY

ELI GEORGE
Eli George, a lifetime resident of the Klamath Indian Reservation, passed away at his home on the Dice Camp road near Beatty, Ore., Friday, February 23, 1945, at 8:40 p. m.

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Friendly Helpfulness To Every Creed and Pursue

Ward's Klamath Funeral Home

Marguerite M. Ward and Sons AMBULANCE SERVICE 925 High Phone 3334

RADIO REPAIR

By Expert Technician GOOD STOCK OF AVAILABLE TUBES—BATTERIES—AERIALS For All Makes of Radios ZEMAN'S Quick, Guaranteed Service 116 N. 9th Phone 7522 Across From Montgomery Ward on North 9th

Peace in the Midst of War

True Christianity brings a great calm to your soul that nothing else will do. Attend the inspiring services at the Apostolic Faith 226 N. 8th St. Sunday: 11 A. M. and 7:45 P. M. Wednesday and Friday: 8:00 P. M. You are always welcome and will enjoy the friendly atmosphere. No collections.

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