

FRANK JENKINS Managing Editor... MALCOLM EPLEY Managing Editor...

Today's Round-Up

THE widely-welcomed air age isn't going to be so good for coyotes. Hunters in planes recently have blasted the big Warner valley coyote pack in Lake county...



EPLEY

South Sixth

THAT long-talked-about South Sixth widening program should become a reality this year. Right-of-way arrangements have been completed and engineering work done...

Under city regulations and legislation of a dozen or so years ago, the cost of changes of utilities, which have been theretofore properly established as to grade, is added to the cost of the improvement which requires the changes.

The mayor reported today that a decision should be made within a few days upon the return to Oregon of J. M. Devers, state highway department attorney.

Without offering an opinion as to the question of who should stand the expense, we do contend that every effort should be made to assure an immediate amicable arrangement so that there will be no further delay in contracting the South Sixth improvement.

Logger Bails After Mishap

Vern Elmer Randall, Naches, Wash., logger, posted \$5 ball with city police yesterday following a minor automobile accident at 6th and Klamath. He was charged with failure to yield the right-of-way.

Former Klamath Man Claimed By Death

Charles Mead Babcock, former Klamath resident, died at his home in Stockton, California, Wednesday, January 30, and final rites will be held here Monday from Ward's Funeral home.

Lifetime Income Makes Growing Older Easier... AT YOUR SERVICE... John A. Houston... REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY

By A. D. ADDISON Herald and News Advertising Manager READERS of this paper give the final answer to every ad published—of whether it is worth the cost and effort or not.



ADDISON

Considerable importance has been attached to the position given an ad in the paper. Complications over "good" position have caused many a newspaper headache.

It all must have started when some eager-beaver newspaper salesman said, "Look here, Joe, you use more advertising than the fellow across the street and we'll give you the extra special position of page so-and-so."

The idea was repeated, refined and improved until most advertising agencies requested (and some still do) that their ads be placed on a "right hand page far forward."

Others requested that their ads be placed "above the fold," that is, in the top half of the paper. It seems reasonable that this theory came from the old morning, breakfast-table style of reading in which the Mr. propped his paper up against the syrup pitcher and the Mrs. got to see him mornings only when she cut a peek-hole through the journal with her (now-extinct) sewing scissors.

Back To Front

HAVING found it a painful duty to occasionally read newspapers in quantity, I have gone into reading styles as a continuing research project, and have long since found that the only practical way to read a newspaper is from back to front, leaving the titillating black headlines as a sort of finish-off bit.

Also, reading is at its best in a semi-prone position, and, having weak eyes, I find the best reading at the bottom of the page. Early training still forces me to read from left to right, and, all in all, the best reading seems to be just where the smart advertising men say it ain't!

Now, with the advertising business becoming respectable and scientific, we sadly find that it all was hollering in the rain barrel.

That 'Preferred Position'

FOR instance, Sydney D. Mahan, vice president of the Crosley Corporation, in advising Crosley radio and appliance dealers how to advertise (and sell \$50,000,000 worth of Crosley goods in 1946) has this to say:

"To get your ads in certain 'preferred positions' in a paper, you usually have to pay a higher rate. Nine times out of ten it's not worth the extra cost. In some cases, an exclusive dress shop might find it paid always to run on the society page. Or a sporting goods shop on the sports page. But for general retail advertising, one spot is about as good as another.

"Studies have shown that left-hand pages get as much attention as right-hand pages, sometimes even more. Also, that reader interest beyond page 7 of a paper varies little from that in the first seven pages. For instance, 'Page 7 or forward' got a 72% men, 80% women reader rating. 'Page 8 or back' got 66% men, 74% women. It appears then, that run-of-paper position gives every advertiser plenty of opportunity to capture readers' attention."

If any advertiser wants to be scientific—and read what Crosley has to say about how to get people to read the ads and then buy the merchandise—we have reprints of Mahan's article, and will be glad to pass them around.

PTA To Honor Founders Day

Founders Day will be celebrated by the Klamath County Council of Parents and Teachers on Monday, February 4, at 2 p. m. in the Mills school auditorium. The council especially wishes to invite all past presidents of the council and local PTA units. All members of PTA in the county also belong to the council and are requested to attend.

There will be a silver tea. Mrs. Frank Peyton, state and county Founders Day chairman, will be in charge of the afternoon program. Two other state officers of PTA live in Klamath Falls, Mrs. John Selby, fourth regional vice president and Mrs. J. K. Sayres, state corresponding secretary. All will attend the day's session.

Legion Auxiliary—The Malin Legion auxiliary will meet Monday, February 4 in their meeting room. There will be initiation of new members. All members are asked to be present.



That young ex-soldier I hired is going to be a good newspaperman, Clem! Only trouble is he's too sincere—he doesn't write very good obituaries!

Discovery Of Gun Recalls Waldo Perry Case In 1910

LA GRANDE, Ore., Feb. 2 (AP)—Old-timers speculated today whether a revolver found in Victoria, B. C., might be the long lost weapon with which Waldo Perry was killed in 1910.

A message scratched on the gun, seized by the customs department in Victoria from a man who said his wife had carried it for 30 years, read: "This is the gun that shot Cretford at Union, Oregon. Shutting done by..."

Although records show no person named Cretford was killed at Union, small town near here, a Waldo Perry was shot to death in August, 1910. He was discovered dead on the stairway, a lamp in his hand and a bullet hole in his back, by neighbors who missed him and searched his Pyles canyon house.

On December 27, 1910, T. R. Ellickson—Perry's hired man—was sentenced to life imprisonment after his conviction for the crime. He was later paroled.

Authorities said no exhibits in the case still exist, so far as they know. Both the prosecuting district attorney, and defense attorney are dead.

But George Cochran, veteran attorney who followed the case closely, declared the absence of the gun which killed Perry was conspicuous at the trial.

12 Clear Days In January

The month of January was wintry for the most part with only 12 clear days, nine partly cloudy and 10 cloudy. A minimum temperature of freezing or below was recorded for 28 days and it was the wettest January since 1943 with a precipitation of 1.77 inches; 4.85 inches occurred January, 1943. Normal for the month is 2.01.

Mean temperature for the month was 28.4 degrees above zero. Normal temperature for January, based on past records, is 28.7 above zero. The warmest day was January 1 with the mercury rising to 52 degrees, and the coldest was January 30, when zero was recorded at the naval air station.

Suburban League To Reorganize

The Suburban League, inactive since the war, met Friday night at Shasta school to discuss the reorganization of the group. Some nominations for office were made from the floor and additional names will be submitted at a meeting in two weeks.

Ned Smith, former president of the League, presided over the meeting. Smith has recently returned here from Panama where he was engaged in government work. The group discussed sewage, roads and other suburban problems but no action was taken.

The waters of both the Atlantic and Pacific can be seen on a clear day from the summit of Mount Izu, Costa Rica.

666 Cold Preparations Liquid, Tablets, Salve, Nose Drops. Caution: Use only as directed.

Pay Hike Said Down Payment

DETROIT, Feb. 2 (AP)—Walter P. Reuther today served notice that the 194 cent hourly wage increase proposed by the presidential fact-finding board to settle the two and a-half month old General Motors strike could be accepted only as a "down payment."

The CIO United Auto Workers vice president made his assertion at a union meeting in Lansing last night as the union and corporation recessed until Monday their negotiations seeking settlement of the walkout.

GM workers who struck in demands for a 30 per cent wage boost heard Reuther declare: "We would take the 194 cent increase not as a final payment but knowing the rest was there and we're going back to get it at the last minute."

The fact-finding board recommendation, he asserted, "was not what we were entitled to on the arithmetic of the situation but really proved our case."

Truman Backs Gen. Bradley

WASHINGTON, Feb. 2 (AP)—President Truman today gave his "complete and unqualified" support to Gen. Omar N. Bradley in the current controversy over Bradley's operation of the veterans administration.

Bradley yesterday denied charges by John Steele, American Legion commander, that there has been a "tragic breakdown" in VA under his administration.

Charles G. Ross, White House press secretary, volunteered this statement to reporters today: "I should like to say for the president that General Bradley has the complete and unqualified support of President Truman."

The president does not feel that Mr. Steele's attack on Bradley is speaking for the American Legion.

Expected Here—Mrs. Ted McDonell, (Esther Veatch), is expected here on the Saturday night train from Portland to visit for a time with her parents, Mr. and Mrs. Elbert S. Veatch, 1956 Earle. Ted McDonell is leaving Canton, O., Tuesday on lumber business and will join his wife here. Their two children, Stephen and Bruce, will not accompany their parents west but will remain at their home in Canton. This is Mrs. McDonell's first visit home in almost seven years.

Discharges—Honorable discharges presented to Klamath basin army men at Fort Lewis, Wash., on January 31 went to John R. Childers, Wade K. Bowen, Frank H. Robinson, Delwayne E. Rugg all of Klamath Falls.

Garden Club—The regular meeting of the Klamath Falls Garden club will be held Monday at 2 p. m. in the city library club room. Pruning of flowering shrubs, roses and the dividing of iris will be discussed. Mrs. Will Wood is president.

Courthouse Records

Marriage Licenses: ASHCRAFT-ROSE, Frank Ashcraft, 19, 17, S. army, Native of Arkansas, Resident of Fort Ord, Calif., Carol Jean Rose, 17, Native of Oregon, Resident of Klamath Falls, Oregon. Filed Feb. 1, 1946. BRESNER-WILSON, Casey C. Brewer, 24, brakeman, Native of Alabama, Resident of Dunsmuir, Calif., Mary Jo Wilson, 21, telegrapher, Native of Texas, Resident of Dunsmuir, Calif. Filed Feb. 1, 1946. SPENCE-HERBEK, William Thomas Spence, 19, lumber worker, Native of Oregon, Resident of Chiloquin, Ore., Alice Herbeck, 22, housewife, Native of Nebraska, Resident of Conatock, Neb., Compliments Filed. Bertha L. Knight vs. James Jones Knight, suit for divorce. Charge, cruel and inhuman treatment. Couple married May 5, 1924, at Cascade, Idaho. J. C. O'Neill, attorney for plaintiff. George H. Wood vs. Barbara Ann Wood, suit for divorce. Charge, cruel and inhuman treatment. Couple married May 15, 1943, at Alturas, Calif. Plaintiff asks property settlement. U. S. Palentine, attorney for plaintiff. Pauline Margaret Sumner vs. Richard James Sumner, suit for divorce. Charge, cruel and inhuman treatment. Couple married November 17, 1936, at Grand Junction, Colo. Plaintiff asks custody of three minor children. J. C. O'Neill, attorney for plaintiff.

First Church of Christ, Scientist

A branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass. 10th and Washington Services: Sunday School, 9:30 a. m. Sunday Service, 11 a. m. Wednesday Evening Service, 8:00 o'clock. Subject, Feb. 3—"LOVE" THE CHRISTIAN SCIENCE TEXTBOOK SCIENCE and HEALTH With Key to the Scriptures by MARY BAKER EDDY may be read or purchased at the Christian Science Reading Room 1023 Main St.

Caution Urged In Sled Areas

With each new sleigh of snow, more children take to their sleds and coast on the streets of Klamath Falls. E. E. Hambrick, city recreation director, again warns both motorists and children of the necessity of using extreme caution in areas where coasting is popular.

The streets open to coasting are Portland from Pacific Terrace to the railroad, 2nd from Lincoln to University, and Worden from Delta to Upham. Hambrick said that particular care should be used at the two most dangerous places, Portland at Eldorado, and Worden at Upham.

Eagles Hold District Meet

The district convention of the Fraternal Order of Eagles and the auxiliary started with registration at noon today at the FOE hall, 9th and Walnut. There will be a dance in the hall tonight with Shepherd's orchestra playing.

At 10 a. m. Sunday, auxiliaries from Medford, Bend, Lakeview and Klamath Falls will meet in district ritualistic and fancy drill competition. The men's lodge will hold a session beginning at 2 p. m.

Lady Eagles and prospective members will be entertained at KC hall from 2 to 5 p. m. There will be a banquet at the FOE hall at 5 o'clock followed by dancing later in the evening.

State officers will be present at the convention, including Al Friesen, state president, Salem.

Radio Programs

- KFJI Mutual-Don Lee 1240 kc. Saturday Eve., February 2 6:00 p. m. Leave It to the Girls 6:30 Break the Bank 7:00 Klamath Temple 7:30 Red Ryder 8:00 Music That Sparkles 8:15 Robert Hilliard Concert 8:30 Shout the Works 9:00 Glenn Hardy, News 9:15 Sunny Days 9:30 Dancing Party 9:45 OPA Program 10:00 News Roundup and Concert Hall 10:30 Music As You Like It 11:00 Let's Dance 11:45 Organ Recitals and News Roundup Sunday, February 3 8:00 a. m. Organ Meets 8:15 News 8:30 First Baptist Church 9:00 Pilgrim Hour 9:30 Lutheran Hour 10:00 Glenn Hardy, News 10:15 Commander Scott 10:30 Sweetheart Time 11:00 Fashion Flashers 11:15 Les Brown Orchestra 11:30 Bill Cunningham, News 11:45 Mische Stanley Concert 12:00 News 12:15 Ika Chase 12:30 Radio Army, Songs 12:45 Mill Herli Trio 1:00 p. m. Murder Is My Hobby 1:30 True Detective Mysteries 2:00 The Shadow 2:30 Quick As a Flash 3:00 Nick Carter

Table of radio programs for Saturday, Feb. 2, 1946. Includes programs like 'Cadeo Pastor', 'Case Luna Time', 'Western Ballads', etc.

LEGAL NOTICES

NOTICE OF FINAL REPORT AND ACCIDENT IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR KLAMATH COUNTY. IN THE MATTER OF THE ESTATE OF WILLIAM B. SANDERS, sometimes known as W. B. Sanders, deceased. Notice is hereby given that the undersigned has filed her Final Account of the administration of said Estate, and that said Court has set Monday, March 4, 1946, at 10 o'clock A. M. as the time and the Circuit Court Room in the Court House at Klamath Falls, Oregon, as the place for hearing objections to said Final Account and the settlement thereon.

Dated February 2, 1946. LILLIE ANN SANDER, Administratrix, Estate of William B. Sanders, sometimes known as W. B. Sanders, Deceased. F. 2-9-16-23 No. 200.

TRUCKS AND PICKUPS FOR RENT

You Drive-Long, Short Trips Move Yourself—Save \$4 STILES' BEACON SERVICE Phone 8304 1201 East Main

When in Medford Stay at HOTEL HOLLAND Thoroughly Modern Joe and Anne Earley Proprietors

KLAMATH LUTHERAN CHURCH Cross and Crescent Streets S. M. TOPNESS, Pastor SUNDAY, FEB. 3RD: Sunday School 9:45 a. m. Divine Worship 11:00 a. m. SERMON: "Songs in the Night of Doubt" Young Peoples' Luther League—7:30 p. m. Devotional Program—Fellowship—Refreshments. We Preach and Present the Changeless Christ to and in a Changing World.

The money is ready to help you finance or refinance your home! ASK FOR DETAILS First Federal Savings & Loan Association OF KLAMATH FALLS 540 Main St. Phone 5195

A Cordial Welcome to Strangers The Apostolic Faith 228 North 8th Street Congregational singing of well loved songs. Concert of music at the beginning of the Sunday evening service. Services: Sunday School..... 9:30 Sunday Morning..... 11:00 Sunday Evening..... 7:45 Wed. & Fri. Eve.—8:00 JESUS THE LIGHT OF THE WORLD WONT' YOU COME?

ATTEND CHURCH SUNDAY! at the FIRST BAPTIST CHURCH North 8th and Washington Streets Cecil C. Brown, Pastor SUNDAY SERVICES: 8:30 a. m.—The Baptist Bible Hour Over KFJI. 9:45 a. m.—Sunday School Classes for All Ages. 11:00 a. m.—Morning Worship—Message by Pastor. 6:15 p. m.—Training Union for All Groups. 7:30 p. m.—Message by Rev. E. B. Barrow. BAPTIST YOUTH JUBILEE EVERY SATURDAY NIGHT AT 7:45 O'CLOCK