

Advertising Clinic To Be Held In Klamath Feb. 20

An advertising clinic, open to all interested advertisers, will be held in Klamath Falls, February 20 by the "Flying Squadron" of the Oregon Advertising Club under sponsorship of local media.



ARTHUR E. HOUSE

Arthur House, director in charge of the ad club's education committee, has organized a group of eight Portland advertising specialists into the "flying squadron" to hold clinics throughout the state during 1948.

House, of House and Leland Advertising agency, will act as moderator and cover the subject, "Basic Advertising and Copy." Other personnel and their subjects are: Laurie Ross, Ross Advertising Agency, "Retail Copy and Merchandising"; Wayne Leland, House and Leland, "Advertising Layouts"; Carroll O'Rourke, Mac Wilkins, Cole and Weber, "Advertising Production"; Milton E. Bell, James Kerns and Abbott, "Direct Mail and Printing"; Vernon P. Jenkins, Foster and Kleiser, "Outdoor Advertising"; H. A. Bratsberg, KEX, Westinghouse radio stations, "Programming and Radio Copy"; and Carl Werner, public relations counsel, "Public Relations."

The clinic will open at 1:30 p. m. Friday, February 20, at Legion hall behind the courthouse. The afternoon meeting will be followed by dinner and evening sessions at the Willard hotel, concluding in a "questions and answer" panel.

All interested persons are invited. Advance registration is required and a nominal fee of two dollars will be charged. Dinner is included in the registration fee. Tickets may be secured from the chamber of commerce.

Members of the "Flying Squadron" donate their time to the clinics. Their expenses for the Klamath Falls clinic will be underwritten by the sponsors: The Herald and News, KFXJ, KFLW, Klamath Shopping Guide, Foster and Kleiser and United Outdoor Advertising.

The origination of the Oregon Advertising Club's "flying squadron" and the elevation of the club's educational school to first place on the Pacific Coast were accomplished under the leadership of Arthur E. House, who will act as moderator and speaker on the subject of "Basic Advertising and Copy."

Also being a showman of some note, House selected and programmed a group of experts into a clinic that on its initial presentation in Eugene was reported an outstanding success with an on-the-spot request for a return engagement.

House advises that the clinic is being streamlined and will, when reaching Klamath Falls, run on the clock.

His hobbies are color photography and radio recordings but he is known to many a boy and girl bent on an advertising career as a "father" adviser.

It pays to use the Want-Ads!

If you're utterly exhausted



...here's SOMETHING TO ENJOY!



A lot of enjoyment awaits you in the rich flavor of Golden West. Every sip is pure delight. 5 grinds—drip, silex, regular. Try Golden West—always Something to enjoy

Pomona Grange To Meet February 14

Klamath county Pomona grange will hold its first quarterly meeting of the year at Henley elementary school Saturday, February 14, starting at 10 a. m. Henley grange will be the host assisted by Midland grange.

All grangers are urged to attend as this is promised to be of special interest with several important topics to come before the grange body for discussion and action. Dinner will be served at noon in the cafeteria.

The afternoon meeting's entertainment will include the lecturer's program which has been planned by Pomona Lecturer Elizabeth Zellar.

Trips Arranged

by AIR - LAND - SEA Hotel Reservations

WORLD WIDE TRAVEL BUREAU

Winema Hotel Phone 8823 ALL SERVICES FREE!

YES-IT'S BONDED FOR QUALITY!



YES-IT'S A DIME-SIZE BOTTLE FOR ONLY 5¢



EVERVESS Yes, Yes!



THE FINEST SPARKLING WATER!

Reds Censure Composers

MOSCOW, Feb. 12 (AP)—The central committee of the communist party censured seven Russian composers Wednesday, including Dmitri Shostakovich and Serge Prokofiev. A party resolution spread across half of Pravda's front page this morning accused them of writing music which "follows the formalist

trend—a trend against the people." The resolution was sharply critical of "survivals of bourgeois ideology nurtured in influence of the modern decadent music of Western Europe and America."

Other composers mentioned by name were Aram Khachaturian, Vissarion Shebalin, Gabriel Popov, Irakly (Vano) Muradeli and Nicolai Miskovsky.

"The vicious formalistic trend in Soviet music—a trend against the people—also is exerting a baleful influence on the training and upbringing of young composers in our conservatories and above all in

Moscow conservatory, where the formalist trend is predominant," the resolution said.

LOANS UP

SPOKANE, Feb. 12 (AP)—The Federal Land bank of Spokane received \$8,300,000 in loan payments

during 1947. President R. E. Brown said today, but recorded more than \$9,400,000 in new loans during the same period.

The figures represent payments and loans in the Idaho, Montana, Oregon and Washington area.

Nothing Finer For Your Valentine

Completely Automatic Kitchen By General Electric

Remember when buying kitchen cabinets, General Electric cabinets will never need putty, sanding or painting. They are beautifully finished with everlasting high-gloss enamel.

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SWAN LAKE MOULDING CO.

3226 So. 6th Phone 3169

Everything tastes better with Petri Wine

PETRI TOOK TIME TO BRING YOU GOOD WINE

THE PETRI WINE CO., SAN FRANCISCO, CALIF.

BUSTER BROWN'S

2 FOR 1 SALE

- Women's dress or sport shoes, in ties, pumps or straps.
- Women's and Men's house slippers.

2 FOR THE PRICE OF ONE — FOR A LIMITED TIME ONLY —

No refunds No exchanges

ARBUCKLE'S

Buster Brown Shoe Store

633 Main

MEAT VALUES...

Specials that compare ANYWHERE!

OUR LOCATION WILL SAVE YOU MONEY!

Hens Colored Lb. 29c

Swift's Oriole

Bacon By the Piece Lb. 59c

Pork Chops lb. 49c

The Poultry & Meat Center

919 E. Main Ron McDaniel Phone 4282

Rich Sudsing trend

Made by the makers of PUREX

for DISHES, LINGERIE HOSIERY, WOOLENS

At last! a great new suds discovery that

babies your hands!

Many products wash dishes and fine laundry. TREND not only does these jobs better but also BABIES YOUR HANDS!

TREND CUTS DISHWASHING TIME IN HALF!

Glassware, dishes drain sparkling dry without wiping in even hardest, coldest water. TREND contains no powder to make you sneeze!

TREND IS SAFER THAN THE MILDEST SOAP FOR FINE LAUNDRY!

Sheerest nylons rinse out cleanly, last longer. Woolens dry fluffy and new-looking! TREND actually brightens colors, too.

TREND BABIES YOUR HANDS!

TREND is neutral, it contains no alkali, no acid. Compare TREND with even the finest complexion soap. It's easy on the hands. TREND babies your hands!

1¢ SALE!

Once you try TREND, we're sure you'll use it always. So, for a limited time only, your grocer is offering TWO packages for the price of one, plus 1¢. Give TREND a real trial. If you don't agree that TREND is the finest sudser you've ever used, your money will be refunded. Buy TREND today!

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This offer good only in Klamath Falls and vicinity.