



PORTLANDL FILE


## FIRST BASIC

ELECTRONIC
ADVANGE IN
HEARING AIDS
IN A DECADE!



## Man Released

FARM House style for a suburban home, this design combines the advantages of the old colonial center hall
with modern ranch house layout. This is Plan 9081 by Architect Herman York, 115 New Hyde Park Road, Garden City, N.Y. The house, covers 1,420 square feet. Front and
rear vestibules, built-in vanity in bathroom and twin bay windows in iling rowom are among features of this palay.
There are nine closets. Folding doors make it possible to There are nine closets. Folding doors make it possible to
convert the small bedroom into an open study or sewing convert the smail bedroom into an open study or sewing
room, or the rooms can be casily enclosed with a permanent partition. The house is planned for a full basement. but the space occupied by the stairs can he used for :
heater room in basementless constuction heater room in basementless constructio

IT MUST BE FUNNY - Ginger Rogera and Cuition Webb enjoy serip ot Hollywood film In which ther portray nilent-
day stars who "come back" when TV relssues thetr old pletures.

## 

## New

The use of post cards to put your message in the 12,616 best homes in the Klamath Basin would cost you $\$ 277.55$ for postage alone. Printing would be Klamath Basin would cost you $\$ 277.55$ for postage alone. Printing would be
extro.
The same amount of space as that contained on a post card would cost you a maximum of $\$ 8.91$ total as an advertisement in the Herald and News. Lower rates are earned by regular advertisers.

- (Audit Bureau of Circulation 1950 audit report showed an average number of net pald


## WHICHIS MORE EFFECTIVE ADVERTIIING?



record fee

## s27755 WORTH OF POST CARDS!

OR

## s891 WORTH OF NEWSPAPERS!

