

READY TO GO around the end of this month will be the big new mobile dental unit introduced by Dr. Boyd Sprague and his associates, Dr. James Hefner, Dr. Lester Brookshire and Dr. Harold Catmull. The unit, says Sprague, will be sent anywhere in the area, including Northern California, where there is need for it and where no regular dental service is provided. The top picture here shows the trailer unit and the truck used to haul it and which contains the generator unit. Dr. Hefner and Jerry Rhoads are in the doorway. The lower shot is of the fully equipped dental chair in the trailer unit. — Photo by Guderian

Newspapers' Rising Cost Alarm Told

NEW YORK 20 — An executive of the American Newspaper Publishers Association said Tuesday rising costs are more of a problem to the nation's newspapers than competition from television.

George C. Biggers of the Atlanta Journal and Constitution, vice-president of the ANPA, told one of the opening sessions of the ANPA's 67th annual convention: "I am not one of those who view with alarm the future of newspapers because of television. Newspapers years ago took radio in their stride and I think they will do the same with television. 'I do believe,' he said in his prepared address, 'that with the advent of this new form of communication, newspapers will have to take another look at their picture. They will have to extend themselves to improve their product. Executives will have to learn from their readers just what it is about the newspaper that appeals to them and what is far more important—just what it is about the newspaper that does not appeal to them...'

Caddie Clique Plagued By Persistent Hubcap Thefts

A felonious fad now popular with the city's thuggery clique is proving costly to the Cadillac gentry. The offing playboys (many of them, no doubt, mere "mischievous children") simply can't resist stealing those big, heavily-chromed Cadillac hub caps. Perhaps the ornate has relief Cadillac coat of arms glowing in the center of the dear discs casts something of a Fascist spell over the thieves. Several Cadillac owners have reported hub cap losses to City and State Police recently. Two reports were made to City Police yesterday. They came from Fred Hillenbrand, 1950 Fremont and Richard Williamson, 1809 Esplanade.

Portland Ice Arena Ruled Unsafe

PORTLAND 20 — A double shift of firemen and an extra engine company stood by Monday night at the Portland Ice Arena where the Portland Home Show was in progress. The precaution was taken after the building was declared unsafe by Portland Commissioner Stanley Earle because of what he said was defective electric wiring. The building was ordered closed effective Tuesday until repairs are made. The Home Show, which opened Saturday, was scheduled to run eight more days. An effort was being made to replace the wiring by Tuesday night.

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Cons Testify In Shooting

ROSEBURG 20 — Ten of 11 police officers involved in the fatal shooting of C. D. Burgoyne two months ago, appeared before a grand jury here Monday. Burgoyne was killed Feb. 1 in a shooting affray in which police pumped more than 1,000 bullets into his cabin near Hiddle. They said he had resisted arrest. Attorney General Robert Y. Thornton is conducting the investigation before the jury which is made up of four men and three women. Subpoenas for about 50 persons have been issued, many of them to residents in the Hiddle area. Gov. Paul Patterson directed Thornton to make an investigation of the shooting after a group known as the Douglas County Committee for Justice had protested the slaying. The committee contended that the shooting wasn't necessary — that tear gas could have been used to get Burgoyne out of his cabin.

15 DROWN
 MANILA 20 — Fifteen persons drowned Monday in two boat mishaps, the Philippine News Service reported Thursday.

If you happen to be one of the lucky (5) Cadillac victims, we suggest you be careful about where you purchase replacement hub caps; buy them only from recognized dealers. Your barrister will tell you that buying stolen property bargains can be very, very expensive.

APPOINTED
 Sealer, Inc., has been appointed as a local dealer for the Lincoln Electric Company of Cleveland, Ohio. The local firm will sell and distribute Lincoln's line of arc welding equipment, electrodes and other welding supplies for agricultural users and service shops in this area.

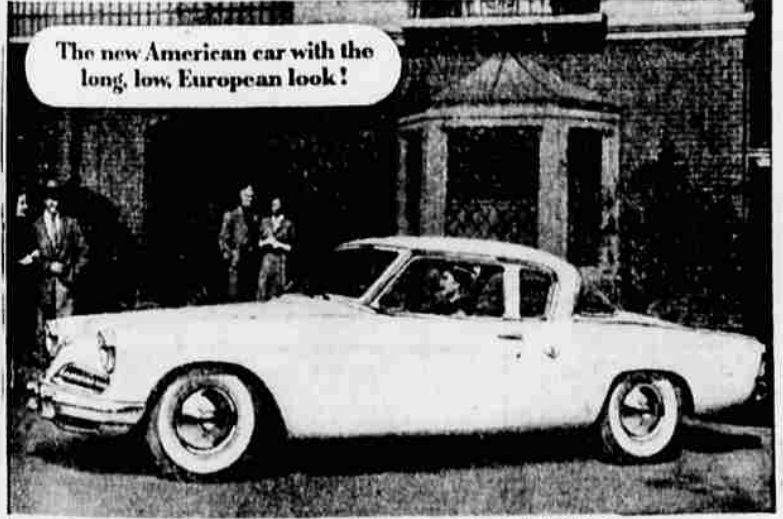
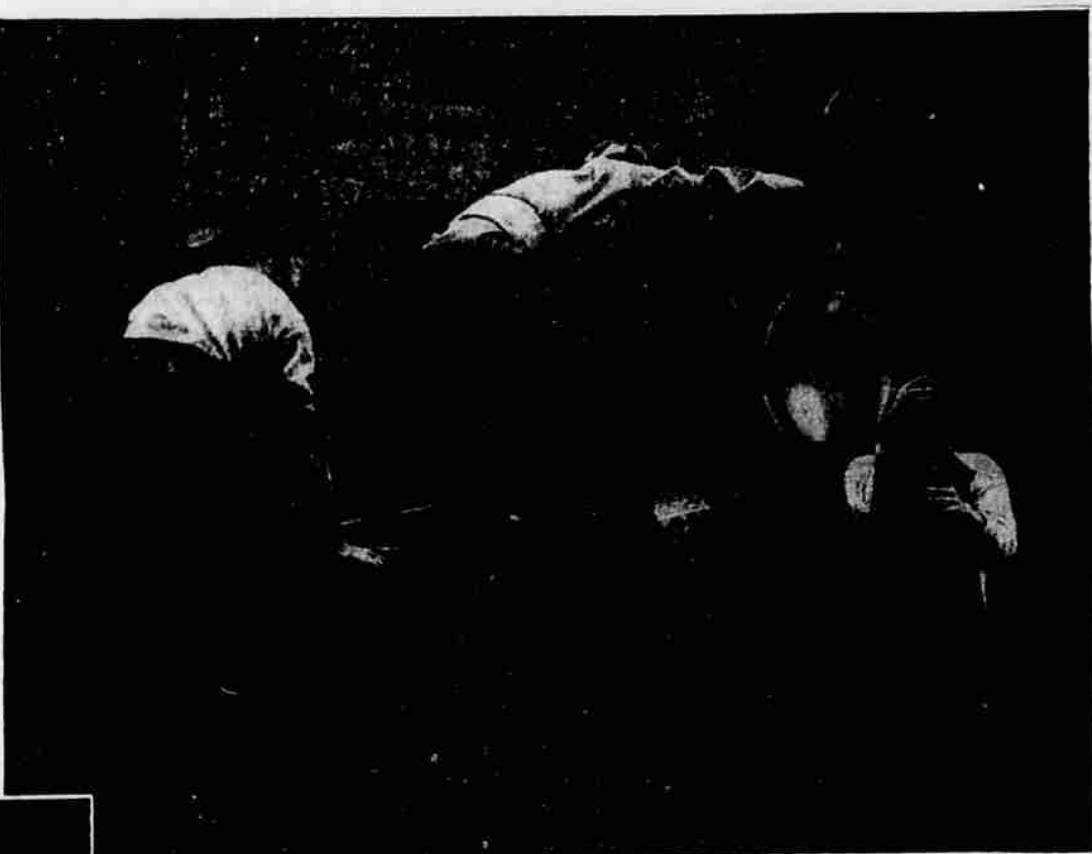
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"What's up, Mac? What're they doing?"

It happens to everybody. You. You walk down the street, see a crowd, join it, and watch some strange goings-on. Then you tap somebody on the shoulder and ask what's up—even though you can see what's up with your own eyes.

Chances are that he doesn't know what's going on any more than you do. Chances are he'll have to get a newspaper to find out—just as you will.

Then, for the first time, you'll discover that the firemen on the ladder were trying to reach a young man who had escaped from the police and climbed a pole.

It's great to be on the spot at a football game... or political gathering... or hear and see any burst of excitement. It stimulates your appetite for the whole story.

But being on the spot is not much better than seeing one or two photographs of the action, or seeing a headline about it.

All of these can whet your appetite for news, but they cannot satisfy your hunger for the whole story.

This goes for advertising, too. The brief message that hangs in the air... or brief headlines here or there... may indeed have a momentary interest. But the newspaper ad carries the brass-tacks quality, the urgency of the newspaper itself. Like a news item, the ad can be examined and re-examined. Can be read any time. Anywhere. Can be clipped and carried in a pocketbook. And just as the newspaper speaks the special language of the town it mirrors, the ads themselves have the same important local quality. No other medium can match this quality. Add to all this the fact that the newspaper reaches just about everybody in town, not just fractions of audiences, and you know why the newspaper is the nation's most effective advertising medium. No wonder advertisers—both retail and national—invest more money in newspapers than in any other form of advertising.

The newspaper is always "first with the most"

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