



AGNES UNRUH, senior in the Malin High School will represent Malin as candidate for queen of the 18th annual Klamath Basin Potato Festival to be held at Merrill, October 22-23. Agnes, 20 years old, makes her home with her aunt and uncle, Mr. and Mrs. Leslie Unruh. Her parents, Mr. and Mrs. Albert Unruh live in Hutchinson, Kansas. She is a senior. She won over three other contestants at a dance in Malin, October 2.

Elks Plan Press Week Observance

The Elks will salute the press as part of the observances of National Newspaper Week October 1 to 8. L. A. (Lou) Drager, exalted ruler of Klamath Falls lodge announced today.

National Newspaper Week is sponsored by Newspaper Association Managers, Inc. In a statement endorsing the event, William J. Jernick of Nulley, N. J., grand exalted ruler of the Benevolent and Protective Order of Elks, asked the Order's 1,700 lodges to join in a nationwide tribute "because of the vital importance of our free press to our country's welfare as summed up in this year's National Newspaper Week slogan—Your Newspaper—Freedom's Forum."

Exalted Ruler Drager said that the Newspaper Week observance will be one of the most important events on the lodge's calendar this year. Plans are being drawn by a special committee composed of Nelson Reed, Frank Jenkins and the Herald-News staff.

"Our free press has served well to guard our liberties, exposing those who would encroach upon them," the national head of the Elks said in his Newspaper Week statement. "For this, the press has earned the gratitude and appreciation of the Benevolent and Protective Order of Elks, whose first concern is the preservation of our democratic institutions."

"But there is another, and perhaps even more important role that the press has played in our country's development," Mr. Jernick declared. "Because it has been free to inquire, to seek out the truth, to inform the people, to comment, criticize and interpret, the press has helped to expand freedom—freedom of speech, freedom of worship and freedom of opportunity, and it has helped to stimulate social, economic and political progress. The press has indeed been freedom's forum, and it has served as such with courage, imagination and an ever-growing sense of responsibility."

Wheat Curb Order Stands

According to regulations just issued by Secretary Benson, farmers must stay within their wheat acreage allotments in order to be eligible for price supports on the 1955 crop, however, they may plant as much barley, oats, or other crops on diverted acres as they wish, states County Extension Agent C. A. Henderson.

The spreading drought was cited by the Secretary as the main reason for this big switch in the agriculture program. Restrictions have been continued on some spring planted crops such as dry beans, potatoes, peas for processing and other commercial vegetables.

According to recent announcements, farmers planting more of these crops for 1955 than the 1952-53 average acreage will not be eligible for price supports on wheat. The support price on wheat will not be less than \$2.06 a bushel.

Range Conservation Pamphlet Issued

A brief but to-the-point pamphlet on "Conservation on the Range," has just been received at the Klamath County Agent's office from Oregon State College.

This pamphlet, written by E. R. Jackman, range crops specialist points out what happens when ranges are mistreated and how this type of erosion which results, can be checked. Professor Jackman says that lack of dead plant cover on the ground is one of the most important reasons why land is considered to be overgrazed causing it to erode badly.

We think this is the greatest newspaper story ever told

This is a survey that the Newspaper Advertising Executives Association made of 664 member newspapers.

632 of those papers representing 76% of the total circulation of all U.S. and Canadian newspapers, (covering every leading market in both countries) responded to a questionnaire.

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Here is the merchandising support at the local level that these newspapers offered—

534 Newspapers will make

11,885

Personal calls

on principal outlets in their markets to obtain distributors, to acquaint retailers with the campaign, and get window or counter displays.

590 Newspapers will make

92,875

Mailings

of cards or letters or reprints and schedules to selected lists of grocery and drug stores in their markets.

625 Papers will contact

13,846

Grocery and Drug Stores for Tie-In Advertising

That's the number of grocery and drug stores regularly advertising in these newspapers and who will be solicited for tie-in copy -- on the basis the advertiser requests.

394 newspapers will make a presentation to the sales staff of the broker or distributor handling the product

505 newspapers will make a distribution check before the campaign

482 newspapers will make a result check after the campaign

575 newspapers will supply data on their markets

... AND ...

182 newspapers publish a bulletin for the drug and/or grocery trade in which they will publicize the campaign

These bulletins in many instances go to more than just drug and grocery stores.

These bulletins reach

620,879

Retail outlets each month

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