



JIM CRISMON, right, of the Herald and News advertising department is shown in the role of a retailer as a fellow workshopper, Bill Sheffield, center, of the Fairbanks, Alaska, News-Miner, presents a sales and advertising analysis with recommendations he has just prepared for a retail store. The picture was taken at the Bureau of Advertising Workshop which Crismon attended recently in San Francisco. The Bureau's Workshop program, now in its third year, has helped train salesmen from 267 newspapers through the U. S., Alaska and Canada. Jack Pearson of the Herald and News was selected to take part in the 1955 Workshop. Also seated at the table is Bill Sackett, left, of the Glendale, Calif., News Press.



SANDRA CROSS, Mount Shasta eighth grader, was winner of the Siskiyou County Sacramento Bee spelling contest held at Weed on Monday, March 19.
—Shasta View Studio Photo

Group Plans Missile Talks

WASHINGTON (UP)—A Senate Armed Services Subcommittee today summoned Army and Air Force officials for a showdown on which service has the better anti-aircraft guided missile.

The hearing, to be staged behind closed doors, could resolve or explode an interservice controversy that has been boiling up behind the scenes in the Pentagon.

On the surface, the question was, which is a better missile for knocking down enemy bombers: the Army's Nike, now deployed around most of the nation's principal cities, or the Navy-developed Talos, which the Air Force plans to use to defend some of its vital Strategic Air Command bases.

But in the background was the question of which service in the future is to have the mission of anti-aircraft defense.

The Army, which in the past has had the primary assignment for anti-aircraft, realized its stakes were high in the battle. It sent to argue its case two of its top three-star generals, Lt. Gen. C. D. Edlman, chief of Army operations, and Lt. Gen. James M. Gavin, director of Army research and development.

The Air Force relied on two two-star generals, Maj. Gen. K. P. Berquist of the Air Force operations office and Maj. Gen. S. R. Brentnall, assistant chief of staff for guided missiles.

The subcommittee, which handles military construction, forced the showdown on the relative merits of the two missiles after it found that the Army and Air Force were installing different types of missile anti-aircraft systems.

EXPECTING
LOS ANGELES (AP)—Debbie Reynolds' mother says the actress is expecting a baby in November. Mrs. Maxene Reynolds said Debbie, 22, now in the East with her husband, singer Eddie Fisher, 26, telephoned the news. The Fishers were married in New York state last Sept. 25.

SEE

HOW WE'VE MURDERED PRICES ON USED CARS! TURN TO OUR CLASSIFIED AD RIGHT NOW — THEN HURRY TO...

DUGAN & MEST

410 So. 6th Ph. 3107

Plane Crash Mishaps Drop

WASHINGTON (UP)—The number of military plane crashes has been dropping every year for six years despite some recent spectacular accidents, the Air Force said today.

"Preliminary reports indicate the military flying accident rate is lower than it was at this date a year ago," an Air Force spokesman said. "It is following a six-year downward trend."

A number of more or less spectacular accidents recently do not mark any over-all increase in the accident rate.

Operation of increasingly complicated military planes requires more knowledge, more skill, and more modern aircraft control systems than ever before. To meet these conditions, the spokesman said the Air Force has applied extra training efforts. It has instituted tougher and more intensified training of personnel, and has provided better command supervision.

"In this way," the spokesman said, "the Air Force has kept down the accident rate so far this year."

The major accident rate in 1955 was 17 per 100,000 plane-hours flown, three fewer than in 1954.

There were four fatal crashes and nine fatalities per 100,000 hours flown, the same as in 1954. This was the lowest rate in Air Force history.

Any air accident in which a fatality occurs is "major." Non-fatal accidents also are classed as "major" if they require a certain number of hours of repair work—the amount varying with the type of plane.

The Air Force would not reveal the number of plane crashes or the number of fatalities for this or any other year since 1950. Such information is classified.

MARRIAGE PLANS
HOLLYWOOD (AP)—Italian-born actress Marisa Pavan, 23, and French actor Jean Pierre Aumont, 46, plan to be married today at Santa Barbara.

Chas. J. Cizek
TAILOR
Suits Made To Order
Perfect Fit Guaranteed
119 SOUTH 7th

Sail Into Spring...

trim rigging
in White Stag
AIR-CONDITIONED SAILCLOTH

Action-fashioned, designed for your fun and freedom. Gay new Sailcloth, accented with color-coordinated cotton knit trim. Sanforized.

Bosun's Mate—
Sizes S-M-L... \$5.95
See Legs—
Sizes 10-16... \$6.95

"Shop The Store You Enjoy"

There's a whole new collection of White Stag fun tags at...

The Town Shop

• 200 Main • Free Parking in Back

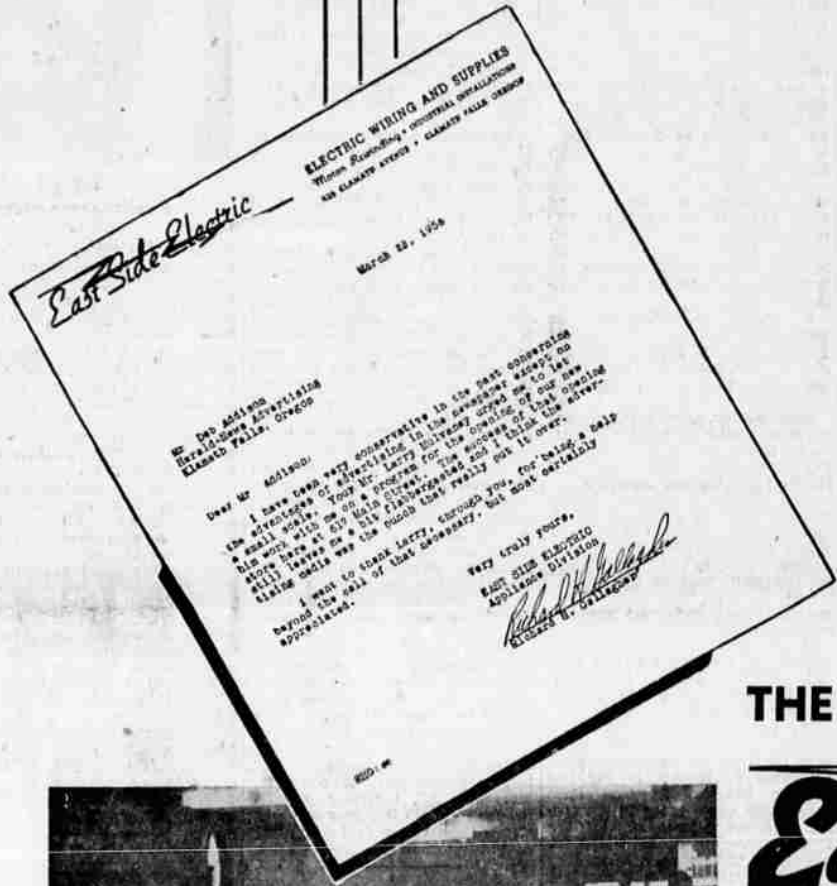
TOWN SHOP'S FASHION VILLA

In The TOWN & COUNTRY Shopping Center

SUCCESS!

Herald and News Advertiser SELLS CARLOAD of MERCHANDISE

DURING GRAND OPENING!



East Side Electric used a total of 5 pages in the Herald and News the week prior to their opening, which resulted in their tremendous sales success and the establishment of their new location.



East Side Electric's New Store At 617 Main Street

THE APPLIANCE DIVISION of East Side Electric

... now offers you a complete line of both large and small Westinghouse appliances. Radio and television by Westinghouse, RCA Victor, Raytheon and Stromberg-Carlson. Lighting fixtures and Pfaff sewing machines. All this plus an excellent service department. Truly "YOUR HOUSE of QUALITY - BACKED by SERVICE".

Herald and News

WE ARE SURE...

that our readers have benefited from your advertisements as you have from their patronage. Advertising is as important to Herald and News readers as it is to Herald and News advertisers.

Shopping starts in the pages of this newspaper because it does not have to compete with other interests and activities for your attention. It is always waiting to be read at your convenience as you are doing now.