

NFL SETS EXHIBITIONS PHILADELPHIA (UPI) — The National Football League will play a total of 36 pre-season exhibition games which will raise about \$500,000. The games will be played in 26 cities and the District of Columbia.

DEL MAR (AP)—Haydn (\$6.80) closed fast in the stretch Monday and won the feature at Del Mar.

Grid Coach Passes Stengel In Hearings

WASHINGTON (UPI)—Coach Duffy Daugherty of Michigan State nosed out Manager Casey Stengel of the New York Yankees today as the season's funniest congressional witness.

Sen. Estes Kefauver (D-Tenn.), the chairman and "straight man" of the Senate anti-trust subcommittee, awarded the comedy laurels to Daugherty on the basis of his testimony Monday on a bill to exempt professional sports from anti-trust laws.

"You caused us more merriment than Mr. Stengel," Kefauver told Daugherty.

"I'm afraid I can't claim any of Mr. Stengel's ability, senator," Daugherty replied.

Stengel captivated the subcommittee and a large group of spectators earlier this month with his celebrated ability to talk sideways, like a sand crab runs.

Daugherty had a smaller but none the less appreciative audience composed mostly of subcommittee aides, newsmen and Coach Bud Wilkinson of Oklahoma, a fellow witness who led the laughter.

Wilkinson was particularly amused by Daugherty's bland suggestion that Michigan State enjoys success on the gridiron be-

cause it draws its football players from its regular student body. Realizing that he was surrounded by skeptics, the squad-tousled haired Daugherty finally conceded astute recruiting had more to do with producing a winning team than astute coaching.

Daugherty was followed in the witness chair by Coach Bowden Wyatt of Tennessee who also was something of a laugh-getter. His best line was fed to him by Kefauver, a Tennessee alumnus, who asked what kind of team he would have this year.

"Very young and inexperienced," Wyatt replied.

Fights

By THE ASSOCIATED PRESS SYDNEY — Billy Todd, 146½, Australia, outpointed Derby Brown, 146, Australia, 15.

Tijuana, Mexico — Davey Moore, 127, Springfield, Ohio, outpointed Kid Anahuac, 127, Mexico City, 10.

NEW YORK — Tony DiBiase, 151, New York, outpointed Jimmy Archer, 149½, New York, 10.

Briefs

By THE ASSOCIATED PRESS TRACK AND FIELD

MOSCOW — Rafer Johnson, Calif., bettered the world record in the decathlon by scoring 8,302 points. The Soviet Union defeated the United States 172-170.

TENNIS SOUTHAMPTON, N.Y. — Sammy Giammalva, Houston, and Ham Richardson, New Orleans, won easily in the first round of the Meadow Club invitation.

RACING CHICAGO — Willie Shoemaker had a perfect day at Arlington Park with four winners in four races. Danee (\$2.80) took the feature.

NEW YORK — Trodden Way (\$5.30) captured the Rockville Centre Handicap at Jamaica.

Monday's Stars

By THE ASSOCIATED PRESS BATTING Al Kaline, Tigers — Collected four hits, drove in two runs and scored another in Detroit's 5-4 victory over Boston.

PITCHING Ruben Gomez, Giants—Hurled a four-hitter against Philadelphia for his first triumph since May 25 as San Francisco swept the two-night doubleheader from the Phillies 3-2 and 2-1.

Sawyer Warns Phils To Give Everything

PHILADELPHIA (UPI)—Eddie Sawyer demands that the Phillies "put out 100 per cent," which is considerably less than they gave him six years ago when he announced he was "through with baseball for good."

Sawyer, the ex-college professor who is back in the dean's chair with the Phillies, makes no bones about the blunt warning he gave his players.

"I told them I expect them to put out 100 per cent," he said. "And if they don't, I made it very clear to them that they wouldn't be here long."

Sawyer isn't fooling. He's been burned by these same Phillies once before.

They made him king for a day so to speak when they surprised the baseball world and won the National League pennant under his leadership in 1950.

Everyone hailed the triumphant Phillies as the "whiz kids" in those days but two years later, they were dubbed the "fizz kids" when they had all they could do to finish in the first division.

What happened? That's what all the experts wanted to know.

FAT CATS Sawyer, never one to pin the rap on his players, conceded he wasn't getting 100 per cent effort out of them. Somewhere along the line, the Phils had become "fat cats" — smug, indifferent and content to move along in the middle of the National League pack.

Suddenly, on June 28, 1952, Sawyer got the axe under much the

same circumstances that Mayo Smith was fired last week. Genial Steve O'Neill was signed to replace Sawyer and took over the reins that same night against the Giants — the same club Eddie found himself facing Wednesday night when he put on a Philadelphia uniform again for the first time in six years.

To say that Sawyer was disgruntled at the time of his firing is putting it mildly. There was some talk that he and the Phils were parting company "by mutual consent." The only thing mutual about it was that Sawyer was told he was through and he consented to leave.

"You can say definitely that I am out of baseball for good," Sawyer told newsmen then. "I do not intend to get back in it again."

NO REGRETS He made the statement matter-of-factly and without rancor. Sawyer had experienced both the heights and the depths and now he was getting out for good. Certainly there was no reason to doubt him, especially when he landed a well-paying job with a local golf club company.

When Eddie was seen around sports gatherings from time to time, friend invariably would ask him how he liked his new work.

"Love it," he'd answer, grinning.

Did he miss baseball? "Well, I'll tell you one thing," he'd always answer. "I certainly don't miss the headaches."

"Baseball gets in your blood," he answers. "There's more to working than just making money. What good is all the money in the world if you don't enjoy yourself?"

The one thing Sawyer wants now is another winner.

That undoubtedly would give him more enjoyment than all the money in the world.

Hal Wood's Mid-Week Short Shots

By HAL WOOD SAN FRANCISCO (UPI) —

Short shots: After arranging the U.S.-Russia track and field meet, Pincus Sobler of the National AAU told this department: "We have won one battle already—the Russians have agreed to score the men's and women's meets individually. There will be no lumping of the scores."

So right away the Russians claim a victory by lumping the scores—and the U.S. doesn't even mention that it had a prior agreement.

On the other hand, the Americans were so stunned by the fine showing of the U.S. girls that they probably are willing to accept the over-all two-point defeat.

Several of the Los Angeles baseball writers have been of the opinion for some time that Dodger manager Walt Alton would be given his walking papers.

They claim, privately that he has mis-managed the club into several defeats and that, with the close National League race, the Dodgers should be not more than three or four games off the pace — even with all the misfortune that has hit the club in the way of sickness and injuries.

The San Francisco Forty Niners always picked to run out of the money in the National Football League race, may be able to pull another surprise this year.

"If a couple of our rookies come through," says Coach Frankie Albert, "we could be just as tough as we were last year—maybe tougher."

The Forty Niners, incidentally, have four regulars still on the hold-out list: Defensive back Dicke Moegele and linemen Ed Henke, Ted Connolly and Bruce Bosley.

"However, I've talked to Henke and Connolly and will talk to Moegele when he reports to camp," said President Vic Mrazbitel. "We don't consider anyone a hold-out until after the first day of regular practice—which is next Saturday."

The club is waiting for Bosley to get in touch with it. Bosley has announced that he may not play because of the "poor pay" that linemen receive. (The Forty Niners are one of the highest-paying clubs in pro football.)

The question before the house today: If Zora Folley could knock out Pete Rademacher in four rounds, how come it took World Champion Floyd Patterson, the guy with the fastest heavyweight hands in history, six rounds to turn the same trick?

The answer: Could Patterson have been carrying the amateur champ just to make a show for the good people of Seattle?

Angry Fans Throw Bottles Following Tiff

TJUANA, Mexico (UPI)—Angry fans showed their displeasure with a fight decision Monday by setting numerous fires in the Tijuana bull ring and showering the fight ring with bottles.

Ringside spectators caught in the rain of refuse and bottles climbed over their ring, held folding chairs over their heads or ran for their lives to the shelter of walls which normally protect against bulls.

Two fire engines were called. Several squad cars filled with police officers roared up to the stadium and finally the lights were turned out, plunging the bull ring into darkness.

Tough Davey Moore, No. 1 ranked featherweight contender from Springfield, Ohio, winner of the fight by a split decision over Kid Anahuac, Reynosa, Mexico, climbed over a wall into a box seat and out the back door to safety.

Partisan fans carried Anahuac away on their shoulders before the sprinkling of bottles became a deluge of refuse tossed from the stands.

The athletic commission announced that the decision in the bout would be reviewed today. There were reports it would be changed to a draw.

Moore said he would like to meet Anahuac again in the United States "to see him straight."

"But I wouldn't fight him again in Mexico for all the money in the world," Moore said.

Rodgers Holds PCL Bat Lead

SAN FRANCISCO (UPI)—Andre Rodgers, the Phoenix Giants infielder who has turned from banjo hitter into fence wrecker, stayed ahead in the Pacific Coast League batting chase on two fronts today with a .399 average and 25 homeruns.

Rodgers clubbed three more homers and boosted his average by three points during the past seven days of play ending Sunday.

Dusty Rhodes, his cigar-chomping teammate of Polo Grounds last year, drove in 83 runs to lead in that department. Carlos Bernier of Salt Lake City had the most hits, 137.

Marshall Bridges, the top-notch right hander with lowly Sacramento, and Gordon Jones of high-riding Phoenix were deadlocked today for the most pitching victories with 12 apiece.

Bridges (12-8) retained his streakout lead by fanning 11 more batters in 20 innings to run his season's total to 143. He also had walked the most, 81.

George Bomberger, veteran journeyman with Vancouver, had posted a 2.16 earned run average to lead in that department Larry Sherry (4-11) of Spokane was the biggest loser.

The two-day pro-amateur prelude to the tournament, opening Thursday, was arranged after John E. McNulty, president of the Gleneagles Chicago Open Committee, cancelled qualifying rounds for the big event.

McNulty's gesture for the Chicago Open, first of its kind, automatically made all the 170 players entered eligible for the 72-hole open.

LEGAL NOTICE

RESOLUTION NO. 508 A RESOLUTION DECLARING THE INTENTION OF THE COMMON COUNCIL OF THE CITY OF KLAMATH FALLS, OREGON, TO PAVE AND IMPROVE VAN NESS AVENUE, FROM SOUTHWESTERLY LINE OF ELIDORADO AVENUE TO THE SOUTHERLY EXTENSION OF THE WESTERLY LINE OF LOT 20, BLOCK 12, ELIDORADO ADDITION, AND HAWTHORNE STREET FROM THE SOUTHERLY LINE OF VAN NESS AVENUE TO THE OREGON STATE HIGHWAY RIGHT OF WAY IN THE CITY OF KLAMATH FALLS, OREGON; AND DIRECT CERTAIN STEPS BE TAKEN IN CONNECTION THEREWITH; SAID PROJECT TO BE KNOWN AS IMPROVEMENT UNIT NO. 143.

WHEREAS the Engineers of the City of Klamath Falls, Oregon, pursuant to a resolution of the Common Council of said City, heretofore adopted, having filed plans, specifications and estimates for the cost of improving and paving, according to the plans and specifications attached hereto, the portion of Van Ness Avenue from the southerly line of Elidorado Avenue to the southerly extension of the westery line of lot 20, block 12, Elidorado Addition, and Hawthorne Street from the southerly line of Van Ness Avenue to the Oregon State Highway Right of Way, in said City, and the Common Council of said City, finding the same to be in the public interest and estimates satisfactory for said project, which shall be known as improvement Unit No. 143.

THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF KLAMATH FALLS, OREGON, DULY ASSEMBLED IN REGULAR SESSION AS FOLLOWS:

That said plans, specifications and estimates for the improvement of said portion of streets, and the same are hereby approved.

That the Common Council of the City of Klamath Falls, Oregon hereby declares its intention to improve said portion of streets, according to said plan, specifications and estimates as follows:

This project consists of paving Van Ness Avenue from Southwesterly line of Elidorado Avenue to the southerly extension of the westery line of lot 20, block 12, Elidorado Addition, and Hawthorne Street from the southerly line of Van Ness Avenue to the Oregon State Highway Right of Way.

Pavement will consist of 5" of Asphalt concrete or 6" of Cement concrete and will be 28" in width, curbing concrete on all sides.

One intersection is included. No sidewalks are to be constructed. The estimated cost of all classes of improvement embracing all work and materials for the complete improvement of said project for each type of pavement being as follows:

Asphaltic Concrete Pavement 3" thick, \$13.44 per lineal foot.

Cement Concrete Pavement 6" thick, \$15.93 per lineal foot.

Section II. That the property lying within the boundaries hereinafter described be and the same is hereby declared to be benefited by the said improvement, to-wit:

Beginning at the southeast corner of lot 1, block 12, Elidorado Addition to the City of Klamath Falls, Oregon, thence northwesterly along the southerly line of Elidorado Avenue 203.82 feet to the point which is 18.93 feet northwesterly from the southeasterly corner of lot 4, block 12, said Elidorado Addition; thence southerly along a radial line of a 676.6 foot radius curve 110.0 feet to a point on the southerly line of lot 1, block 12, said Elidorado Addition; thence northwesterly along the southerly line of lot 4, block 12, said Elidorado Addition to the northeast corner of lot 21, block 12, said Elidorado Addition; thence westerly along the northerly line of lots 21, 20 and 19, block 12, said Elidorado Addition to the northwest corner of lot 15, block 12, said Elidorado Addition; thence southerly along the line common to lot 18 and 19, block 12, said Elidorado Addition to the northerly line of Van Ness Avenue to the Oregon State Highway Right of Way; thence southerly along the Oregon State Highway Right of Way to the centerline of said alley and along the line common to lots 2 and 3, block 4, said Hillside Addition to the southerly line of Elidorado Avenue, thence northwesterly along the southerly line of Elidorado Avenue to the point of beginning.

That all the property included in the foregoing boundaries above described be and the same is hereby declared to be benefited by said improvement and assessed for the expense thereof.

Section III. That Monday the 11th day of August, 1958, at the hour of 7:30 o'clock P.M. and the Council Room of the City Hall in Klamath Falls, Oregon, be and it is hereby fixed as the time and place for hearing objections and remonstrances against said proposed improvement.

Section IV. That the Police Judge be and he is hereby authorized to cause notice of such hearing to be published as provided by the Charter of said City and to publish this resolution as provided by law, and within five days after the first publication of the above notice shall cause to be conspicuously posted at each end of the line of contemplated improvement an invoice as is provided by law and ordinance.

Passed by the Common Council of the City of Klamath Falls, Oregon, this 14th day of July, 1958.

Presented to and approved by and him approved and signed this 15th day of July, 1958.

LAWRENCE E. SLATER Mayor

ATTEST: FRANK A. BLACKMER Police Judge

STATE OF OREGON, COUNTY OF KLAMATH, CITY OF KLAMATH FALLS,

I, Frank A. Blackmer, Police Judge of the City of Klamath Falls, Oregon, do hereby certify that the above and foregoing is a true copy of a resolution introduced and passed by the Common Council of the City of Klamath Falls, Oregon, at its regular meeting held on the 15th day of July, 1958, and thereafter approved and signed by the Mayor.

FRANK A. BLACKMER Police Judge

No. 361, July 15, 20, 21, 22, 23, 24, 25, 27, 28, 29

EQUITY NO. 58-153 IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR THE COUNTY OF KLAMATH

CATHERINE ELIZABETH ZOLL, Plaintiff, vs. WALTER L. ZOLL, Defendant.

SUMMONS TO WALTER L. ZOLL, DEFENDANT: IN THE NAME OF THE STATE OF OREGON, you are hereby required to appear and answer the plaintiff's complaint on the 11th day of August, ten o'clock A.M., Wednesday, August 13, 1958, and if you fail to so answer or otherwise appear for want thereof plaintiff will apply to the Court for the relief prayed for in her complaint, to-wit: For Decree of the above entitled Court granting her an absolute divorce from defendant, declaring that said defendant, Walter L. ZOLL, is a non-resident of the County of Klamath, Oregon, and that the household furnishings be the sole and separate property of plaintiff, declaring that the household furnishings be the sole and separate property of plaintiff, restoring to plaintiff her maiden name of Catherine Elizabeth Zoll.

This summons is set upon you by publication thereof in the Herald and News once each week for four consecutive weeks pursuant to the order of the Honorable David R. Vandenberg, Judge of the above entitled Court, made and entered the 11th day of July, 1958, the first publication being made on the 12th day of July, 1958, and the last publication to be made on the 12th day of August, 1958.

Foram: For Plaintiff, 210 Underwood Building, Klamath Falls, Oregon.

No. 360, July 15, 22, 29, August 5, 12

RANGERS TO TRAIN

NEW YORK (UPI) — General Manager Muzz Patrick announced Monday that the New York Rangers will start training for the 1958-59 National Hockey League season on Sept. 11 at Niagara Falls, Ont. Coach Phil Watson will have 42 players on hand when workouts begin.



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- People like advertising in newspapers better than in any other medium.** People feel friendly toward advertising in newspapers. Surveys show that far fewer people want advertising in other media. An advertiser wants his customers to like him, so it stands to reason he will benefit if he runs his ads where they please instead of annoy people.
- Newspapers deliver more "ready to buy" prospects than any other medium.** Newspapers offer something for everybody—information, entertainment, editorials, advertising. And the reader is attracted to the ad that interests him. This means that readership ratings on ads represent live prospects for the advertiser. These people are easy to sell because they have a product interest. On the other hand broadcast ratings indicate people with an interest in the program, not necessarily a buying interest in the product.
- Newspaper advertising gets more action than any other medium.** As a news medium, the daily newspaper gives advertising an atmosphere of action and believability. People have confidence in and believe in newspapers. This prompts action on the part of the reader.
- Newspaper advertising offers more local selling flexibility than any other medium.** Advertisers can use newspapers market-by-market—to protect strong markets, to bolster weak markets, to vary advertising where potential varies, to meet competitive attacks, to get better timing with their sales and merchandising programs than is possible in any other medium.

- Newspapers give more flexibility in selling copy than any other medium.** An advertiser can tell his story in the size that suits his needs. He can use a two-page spread to tell a detailed copy story, or he can tell his story in the same or smaller space with just a few words. He can run a 100-line or a 1,000-line ad, depending on his budget and strategy. A newspaper offers advertisers more physical and creative flexibility than any other medium.
- Newspaper advertising offers better retail merchandising than any other advertising.** Four million U. S. retailers invest about 2½ billion dollars in the daily newspaper—more than they spend in all other media combined. No other medium has as close a relationship with retailers as the daily newspaper.
- Newspaper advertising is a safer and surer investment than advertising in any other medium.** In some media a good percentage of the results are affected by the variables of the medium, and by the medium's own competition. In newspapers, the advertising stands on its own feet, unaffected by such variables. Newspaper advertising is always ready and waiting to suit the time, place and pleasure of the consumer. The daily newspaper is always selling.
- Newspaper advertising produces more sales per dollar of advertising cost than do other media.** The cost of an advertising medium depends on a combination of two things: First, how much it costs to reach a person with a sales story. Second, what action that sales story causes the person to take—or, how much it costs to make a sale. The best figures available indicate that the newspaper delivers a message to a person for a typical advertiser at a cost at least as low as the cost of delivering the message through television or magazines. And the other eight points guarantee more sales action per message delivered.