

# Gifts Reach National High

NEW YORK (AP) — Recession or not, philanthropic gifts are piling up toward a new national high of seven billion dollars this year, says a fund-raising expert.

David Church, executive director of the American Assn. of Fund Raising Councils, made the estimate in a speech at a meeting of the United Negro College Fund.

Corporations are channeling 34 per cent of their philanthropic activities into education, a 13 per cent increase over 10 years ago, Church said. He noted a corresponding decrease in the share that goes to welfare agencies.

Church said the statistics were compiled by the Council for Financial Aid to Education.

School alumni are giving to their alma maters at a 25 per cent higher rate this year, he said, and the treasuries of institutions for higher education are expected to swell by a total of 700 million dollars.

Church said later that the donation trend indicated the recession had slight effect on philanthropy. Total giving reached \$6,700,000,000 in 1957 and \$6,500,000,000 in 1956. Funds for construction of new religious buildings may reach last year's record of 70 million dollars, he said.

William J. Trent Jr., executive director of the Negro College Fund, reported the organization has raised \$1,600,000 of its two-million-dollar goal for 1958.

### WALKER SAFE MOTORIST

BRIDLINGTON, England (UPI) — J. Walker was advised today he has won a competition for road safety.



"These multi-million TV audiences make me nervous! It'll be a relief to get back to the Senate where nobody listens!"

# BASIN BRIEFS

**Lost River Grange**—will hold its regular meeting Wednesday, October 8, at 8 p.m. in the grange hall at Olene.

**Merrill** — A teachers reception promoted by the Merrill Parent-Patron Association is planned for tonight, October 7, at the Merrill High School gymnasium. A program is planned and refreshments will be served.

**Altar Society** — St. Augustine's Altar Society will hold a regular business meeting on Wednesday evening, October 8, at 7:30 in the Malin Community Hall. Important plans will be made for the annual bazaar. Members are urged to attend and bring a friend.

**Card Party**—Ladies high at the Friday evening card party, sponsored by the Lost River Grange, in the Olene Grange Hall, was won by Mary Eik; second, Zella Blank; men's high, Rex High; second, Leon Crappo. High in pinocle was won by Mary Martin with Bud Lyons, second. The next card party will be held on October 17 at the grange hall in Olene.

**Malin**—Mr. and Mrs. Joe Washington, Malin, are the parents of a baby boy, Glen Edward, born September 11 at the Malin Clinic. The baby weighed 8 lbs., 3 ozs.

**Houseguest**—at the home of his niece, Mrs. Les Leavitt, and family of Langell Valley is J. C. Anton of Los Angeles, Anton is on his way to Canada to hunt.

**Medford**—visitors at the home of his twin brother, J. E. House, in Langell Valley are Mr. and Mrs. W. I. House.

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**Visitors**—at the home of Mr. and Mrs. Doug Smelcer of Langell Valley were Smelcer's brother and sister-in-law, Mr. and Mrs. John Smelcer, of Damsuir, and Mrs. Smelcer's cousin, Mrs. Mildred Johnson of Quincy, California.

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**New Residents** — of the Malin area are Mr. and Mrs. George Riesen and two children who are living in the former Chernaboff home.

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### WANT AD CLASSIFICATION DIRECTORY

- ★ AUTOMOTIVE ★
- Trailers 22
- Auto Miscellaneous 23
- New Cars & Trucks 24
- Used Cars & Trucks 25
- ★ EMPLOYMENT ★
- Help Wanted 14
- Help Wanted, Male 15
- Help Wanted, Female 16
- Situations Sought 17
- ★ REAL ESTATE ★
- Rooms For Rent 22
- Apartments For Rent 23
- House For Rent 24
- Misc. Property to Let 25
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- Real Estate Exchange 27
- Real Estate For Sale 28
- Business Opportunities 29
- ★ MISCELLANEOUS ★
- Card of Thanks 2
- In Memoriam 3
- Newspaper Notices 4
- Meeting Notices 5
- Lost & Found 6
- Personal Notices 7
- Public Charity - Services 8
- Services 10
- ★ MISCELLANEOUS ★
- Transportation 11
- Health 12
- Educational 13
- Financial - Loans 14
- Building - Remodeling 15
- Fuel 16
- Food - Produce 17
- Boats - Pets - Sports - Hobbies 18
- Radio - Records - Movies 19
- Livestock & Poultry 20
- Machinery 21
- Real Estate 22
- Misc. Wanted 23
- Misc. For Exchange 24
- Misc. For Sale 25

### PALMISTRY READING

By gifted Madame Brown. She will tell your past, present and future. Answers all questions. If you are worried or in doubt she can help you. Special readings with this ad.

**\$1.00**

4678 South 6th ON HIGHWAY 66

### PUBLIC CHARITY - SERVICES 7

YOUNG women of any faith needing confidential advice, topography, contact Miss Prout, Catholic Charities, 276 W. Broadway, Eugene, Oregon. Phone 3-3642.

ALCOHOLICS Anonymous, phone TU 2-5749. P.O. Box 200. Also, for help for the families of alcoholics.

### SERVICES 10

LEVELING, backfilling, foundations, basins, fill dirt, John Bowers, TU 4-7076.

LAWNS, sprinkling systems, landscaping, evergreens, trees, shrubs, Lake-shore Gardens Nursery, 879 Lakeshore Drive, TU 4-6206.

DON'T GUSSE - PHONE US! Oil burner service, stove and furnace repairs. Day and night service. All work guaranteed. TU 2-1459.

CHIMNEY & cement repair wanted. Free estimate. Phone TU 2-5693.

### WANT AD RATE SCHEDULE

For additional rate information Phone TU 4-8111

★ 1 - 5 WORDS ★	75
2-3-4 Insertions	1.25
1 Month (Daily)	3.25
★ 6 - 10 WORDS ★	1.50
2-3-4 Insertions	2.50
1 Month (Daily)	6.50
★ 11 - 15 WORDS ★	2.25
2-3-4 Insertions	3.75
1 Month (Daily)	9.75
★ 16 - 20 WORDS ★	3.00
2-3-4 Insertions	5.00
1 Month (Daily)	13.00
★ 21 - 25 WORDS ★	3.75
2-3-4 Insertions	6.25
1 Month (Daily)	16.25
★ 26 - 30 WORDS ★	4.50
2-3-4 Insertions	7.50
1 Month (Daily)	19.50
★ 31 - 35 WORDS ★	5.25
2-3-4 Insertions	8.75
1 Month (Daily)	22.75
★ 36 - 40 WORDS ★	6.00
2-3-4 Insertions	10.00
1 Month (Daily)	26.00

### DEADLINE - 5:30 p.m. day before publication.

Non-Saturday for Sunday or Monday. For rates and information concerning Classified Display please call TU 4-8111. Minimum charge 50 cents. Box numbers 25 cents. Please read the first insertion of your ad. The Herald & News reserves the right to classify, edit or reject any Want Ad copy and will be responsible for only one incorrect insertion of any publication of same. Corrections or cancellations if received by 5:30 p.m. will be made in following day's publication.

### FUNERAL HOMES C

O'HAIR'S Memorial Chapel, 339 Pine, Phone TU 4-3456. Parking lot available.

WARD'S Klamath Funeral Home, 925 High St. Phone TU 2-4104.

### MEETING NOTICES 1

SCOTTISH RITE BODIES stated meeting in the Lodge, Tuesday, October 7, at 8 p.m. Herman Gisvold, secretary.

MANZANITA CHAPTER No. 172, O.E.S. meets every second and fourth Wednesday at 8 p.m. at the Scottish Rite Temple, 632 Walnut. All O.E.S. members are cordially invited.

Gladys Chubb, W.M. W. E. Anderson, W.P.

### LOST & FOUND 2

LOST fishing tackle box, Sprague River, Sunday. Finder call TU 2-3992.

LOST female German shorthair dog named Penny. If you have information Philip Wein, Lakeview WH 7-4061.

### GENERAL NOTICES 4

SPECIAL NOTICE Will anyone having knowledge of a will executed, presumably in Klamath Falls, for the late Ernest Smith, S.P. engineer, please contact: Smith, executor, Portland phone PB1-1025 collect.

FOR your Stanley Home Products call Peggy Peber, Phone TU 2-0223.

STAUFFER home reducing plan. Amy Brown, TU 2-0314 for free demonstration.

DANCEMASTERS (Formerly McDonald-Morgan) must for any occasion TU 4-8131 for Nelson or TU 4-9308 for Pearson.

### PERSONALS 6

LICENSED home for aged, TU 2-3163.

REALTOR, Jayne Gorch, representative, TU 2-5027.

FULLER distributor, Arnold Miglic, TU 2-3666.

WOMEN interested in joining class in Afro Cuban hair style and modern jazz, call Thurston Dance Studio at Winema Hotel.

WIDOW will share her home with middle-aged lady. Kitchen privileges. 322 Delaware, TU 4-9045.

### LEGAL NOTICE

area betterment be established which are less than the base rates and required deposits for area betterment as stated above and in no event shall predetermined tentative rates which are lower than those but become effective for a particular species until at least the following volume of that species has been scaled and paid for: ponderosa pine 5,200 M board feet, sugar pine and Western white pine 1,200 M board feet, Douglas-fir 1,200 M board feet, white fir and other species 4,100 M board feet. As a condition of bid, all bidders must submit a sealed bid accompanied by the required payment to the Forest Supervisor prior to 10:30 A.M., November 7, 1958. Sealed bids will be posted at the beginning of the auction for the information of all bidders. A money order, bank draft, cashier's or certified check in the sum of \$14,700.00 must accompany each bid. To be applied on purchase price, refunded or retained in part as liquidated damages, according to the conditions of sale. If requested by the purchaser, contract terms will permit felling of timber in advance of payment up to the value of the performance bond. If an oral bid is declared to be high at the closing of the auction, the bidder must immediately confirm the oral bid by submitting it in writing on a Forest Service bid form. The right to reject any and all bids is reserved. Forest Service bid forms for use in submitting sealed bids and full information concerning the timber, the conditions of sale and the submission of bids should be obtained from the District Ranger, Klamath Falls, Oregon, the Forest Supervisor, Medford, Oregon, or the Regional Forester, Portland, Oregon, before bids are submitted. No. 470, Oct. 7.

### TELEVISION CAREERS MEN & WOMEN

YOU can have a VITAL part in the television picture. The need for well-trained camera-men, executives, talent, and other studio people is expanding daily.

Take advantage now of the complete TELEVISION TRAINING PROGRAM now offered by one of the Nation's leading Training Institutions.

Free placement assistance—and easy budget terms can be arranged.

GET FULL INFORMATION . . . WRITE TODAY, TO TELEVISION DIVISION Northwest Schools Dept. TO-42 Box 340 c/o Herald and News

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Hours I Work: From \_\_\_\_\_ To \_\_\_\_\_  
Age \_\_\_\_\_ Phone No. \_\_\_\_\_

### HELP WANTED, FEMALE 14

HOMESWIVES and mothers! Part time without interfering with your family responsibilities or full employment. Local assignments with nationally known business, and no experience or best references required. For local interview phone TU 2-3293 Monday through Friday.

WANTED housekeeper to live in, take full charge, care for 13-year-old girl. Call TU 4-6142 after 9:15 p.m. weekdays, or Sunday between 7 and 11 a.m. or 1 to 4 p.m.

### HELP WANTED, MALE 16

WASHROOM helper, Apply Cascade Laundry and Cleaners.

MAN Retired on social security. No drinker. Telephone answering work. Monday through Friday. Write Herald and News Box 343.

### EST. FOOD ROUTE

900 family Watkins Route now available! 50 year reputation. A top-grade one-man business, and no experience or money required. Write for full information to The J. B. Watkins Company, 2003 Brooklyn Avenue, Seattle 5, Washington.

AAA sales representative, Klamath Falls area. Salary commission, renewals, and fringe benefits. Call TU 2-3423 for appointment with Mr. Russell on the 9th and 10th. Training classes start on the 12th.

## Missouri Man To Head Church

INDEPENDENCE, Mo. (AP) — William Wallace Smith of Independence was ordained Monday night as fifth president of the Reorganized Latter Day Saints Church.

Smith, 57, succeeds his brother Israel, who was killed in a traffic accident June 14.

The new president is the spiritual head of nearly 170,000 communists in the United States, Canada and several other countries.

New Daughter—Mr. and Mrs. Walter Russell, Langell Valley, are the parents of a baby girl, Donna Lea, who weighed 7 lbs., 14 ozs. The baby was born September 30.

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### SPECIALS AT JUCKELAND'S

- ★ TWO - 1958 EDSLELS Executive Cars - Loaded - Terrific Deals!
- ★ Two-1950 4-5 Yd. Dump Trucks
- ★ ONE-1956 International 4x4 Long Wheelbase pickup. Loaded and real clean.

## Juckeland Motors, Inc.

11th and Klamath Phone TU 2-2581

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# 9 reasons why

## the Daily Newspaper gives you more for your advertising dollar

1. Newspaper advertising reaches more people than any other medium. 88% of the nation's families get a newspaper every day. Over 100 million people, 82% of all people 12 years of age and over, read a newspaper on an average day. Every one of these people has the opportunity to see every ad in the daily newspaper. Only a small number of these people could be reached with any TV, radio or magazine ad.
2. 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.
3. 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.
4. 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.
5. 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.

6. 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.
7. Newspaper advertising offers better retail merchandising than any other advertising. Four million U. S. retailers invest about 2 1/2 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.
8. 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.
9. 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.

Published in the interest of more effective advertising by

Herald and News