

Expert Says Big Trouble Facing Space Travelers

SAN ANTONIO, Tex. (AP) — Space travelers face double trouble from dangerous radiation, a scientist said today.

They must survive two different kinds of radiation, not just the one recently discovered by Explorer satellites.

But a space ship designed like a club sandwich could take them safely through, said Dr. S. Fred Singer of the University of Maryland.

Its outer skin would be built up in layers of various materials to block out the radiation.

Dr. Singer spoke at the opening of the second International Symposium on the Physics and Medicine of the Atmosphere and Space. The three-day conference is sponsored by the Air Force School of Aviation Medicine here and arranged by the Southwest Research Institute.

Dr. Singer said there are apparently two bands of radiation around the earth.

One is a band of intense or hard radiation. The other is less intense, or soft radiation, streaming from our sun itself.

Both bands are trapped in the earth's magnetic field and constitute human hazard. The radiation

could be lethal over long periods of exposure. Some of it could damage human germ cells or the genes determining heredity.

The intense, hard radiation is most dangerous, Dr. Singer said. He estimated it would take 10,000 pounds of lead shielding around a spherical space ship 12 feet in diameter to keep it from harming human occupants. But that weight is too much for a space ship.

Dr. Singer proposed the club sandwich as a solution.

Merrill School Field Trip Held

MERRILL—The combined sixth grades of Merrill Elementary School accompanied by their teachers, Mrs. Rose Lee and Earle Swift, journeyed on a field trip west of Keno on Thursday, November 6. The field trip was designed to help the students with work unit subjects on forest preservation and identifying trees and plants in science.

Weyerhaeuser Timber Company and the Klamath Forest Protection Agency assisted in reporting on the problems they meet in maintaining farm trees.

Herald & News Advertising Does the Job for Ed's Shoe Shop



TOM DUNN

and Dr. Posner Shoes

The Herald and News salutes Tom Dunn and his wife, Lois, who is active in the business with him, as progressive, independent business people. It welcomes them to the growing number of successful Herald and News advertisers.

Tom Dunn established Ed's Shoe Shop in 1944 in partnership with Ed Lovern. He purchased Lovern's interest the next year and the Duns have continued the operation under the same name and at the same address, 1022 Main St., ever since.

The shop was remodeled last summer, and the Dr. Posner scientific shoes for children were stocked and introduced to the public with a Herald and News ad on August 24.

Tom has done much of the orthopedic shoe work here for a number of years. He points out that the Dr. Posner shoes are readily adaptable to corrective treatment but that they are not corrective shoes.

"People expect shoes purchased from a repair firm to last longer. Because we know that Dr. Posners will, and because they are scientifically constructed for children from pre-walker age to size three juniors and misses, we selected Dr. Posner," Dunn said.

Mr. Dunn is an active member of the Klamath Falls Exchange Club, of Toastmasters, and of BPOE No. 1247. The Duns have two sons, Tom Jr., 15, a freshman at KUHS; and Daniel, 13, Altamont School. Their home is at 4403 Carlon Way.

Ed's Shoe Shop
SERVICE
TOM DUNN, PROPRIETOR
1022 MAIN STREET
PHONE TU 4-821
KLAMATH FALLS, OREGON

October 28, 1958

Mr. A. D. Addison
Advertising Director
Herald and News
City

Dear Deb:

I want to tell you that I'm very pleased with the newspaper advertising we've run with you on our Dr. Posner line of children's shoes.

Since starting advertising the last of August I have carefully asked each customer what brought them in to see the shoes, and each one said, "I saw it in the paper."

In addition to the newspaper program worked out by Don Garrett, we used advertising on all radio stations, but it was the newspaper that brought the customers in.

The Dr. Posner shoes, which is one of the outstanding lines of scientific children's shoes in America of course, have been well accepted. The paper ads paid off and we will continue to tell parents about the shoes through the Herald and News.

Yours truly,
Tom Dunn
Owner

KIDS! WIN A BIG PRIZE! Rexall BOYS' AND GIRLS' CONTEST

YOU QUALIFY IF YOU'RE 16 YEARS OLD OR YOUNGER!

BOYS' GRAND PRIZE!

Columbia
SPORTS BICYCLE

Streamlined, speedy! Red and white with lots of chrome. Fully equipped!

GIRLS' GRAND PRIZE!

Columbia
SPORTS BICYCLE

A modern beauty, fully equipped. Blue and white with gleaming chrome. Rides like a breeze!

BOYS' PRIZES!

Lionel Diesel
ELECTRIC TRAIN SET

A young engineer's dream! Complete with 16 pieces plus transformer.

GIRLS' PRIZES!

3-Speed
Portable
PHONOGRAPH

Wonderful listening for any young lady and her friends. Unbreakable plastic case.

MR. WIZARD
DELUXE
SCIENCE LAB

44" x 13 1/2" cabinet filled with experimental equipment for the young scientist.

Electric Golden
PIPE ORGAN

2 full chromatic octaves with true organ tone. Music book included.

Super Deluxe
BOWLING &
SHUFFLEBOARD SET

Two popular games in one! Can be played indoors or outdoors for year-round fun.

Deluxe
DOLL BUGGY

A most stylish stroller for a little girl's doll. Sturdily built, fully collapsible.

Brownie Starflash
CAMERA OUTFIT

Perfect camera for beginners! Complete with neck strap, bulbs, batteries and film.

High Fashion
DOLL SET

She's 20" tall, pretty as a princess! Smartly dressed with 2 extra outfits.

Spaulding
FIELDER'S GLOVE

The glove all "little leaguers" want! Finest oiled leather, professional lacing.

Deluxe Cosmetic
VANITY CASE

A gorgeous studded case loaded with top cosmetics and vanity items for the junior miss.

CONTEST RULES!

- Any boy or girl 16 years of age or under is eligible to win one of these wonderful prizes.
- Pick up a Nomination Blank at our store and have Dad or Mother (or an adult friend or relative) fill it out for you. The minute you return the completed nomination blank to us, you're officially entered in the contest.
- We will give you a Signature Card to help you gain the support of your family, relatives, friends and neighbors. You see, each time they buy an item at our store, every penny they spend earns one vote for you.
- Watch for special "Bonus Points" on selected items in the store. We will give "Bonus Points" each week on certain items to help you build up your total votes. Remind those voting for you to watch for "Bonus Point" items in the stores.
- Show the wonderful selection of prizes to your family and friends. They will be very interested in helping you when they see what you can win.
- Bulletins will be posted regularly at our Rexall Drug store to show the standings of boys and girls in the contest. Be sure to stop in often and check your progress.
- Don't lose a minute; start now to get those votes mounting in your favor. The more people you have making purchases at our store and voting for you, the greater your chances of winning.

WOOD'S DRUG

Medical-Dental Bldg. — 9th & Main

COME IN AND SEE THESE PRIZES TODAY!
AT OUR **Rexall** DRUG STORE

H&N Advertising Gets Action

The letter from Tom Dunn tells the story.

Mr. Dunn has operated a fine shoe repair service here for the past 14 years. The stocking of a line of new shoes called for advertising to tell parents about Dr. Posner children's shoes.

Mr. Dunn consulted with the Herald and News advertising department and a program of advertising was prepared for his approval.

Small space ads, ranging from 2 column by 5 1/2 inches for the Sunday Society Section to a small ad each day in the classified columns, provided a continuing program for a month's time. This program placed 54 separate sales messages before Herald and News readers.

The total investment in this introductory program in the newspaper came to less than \$100.00.

This is another example of how newspaper advertising, when properly planned and adapted to the needs of a particular business, can be effective in increasing store traffic, stepping up sales and increasing profit.

One of 9 Reasons Why The Newspaper Gives More For Your Advertising Dollar

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 story, or he can tell his story in the same or smaller space with just a few words. He can run a one-inch spot ad or a quarter-page ad, depending on his budget or strategy. A newspaper offers advertisers more physical and creative flexibility than any other medium.

THE HERALD & NEWS IS THE BASIC ADVERTISING MEDIUM IN ALL WAYS

Herald and News