

Campaign Figures Listed For California Hopefuls

The drugs have accelerated the pace but they have brought new and difficult problems with them. One is that the public has more confidence in them than the tuberculosis physicians who use them.



WASHINGTON (AP)—President Eisenhower, like millions of other Americans, plans to spend Christmas at home surrounded by his family.

Joining the President and his wife for a big Christmas dinner at the White House will be their son and daughter-in-law, Maj. and Mrs. John Eisenhower and their four youngsters.

The presidential grandchildren are David, 10, Barbara Anne, 9, Susan, who will be 7 a week from today and Mary Jean, who celebrated her third birthday Sunday.

The President got official Christmas duties out of the way in ad-

He and Mrs. Eisenhower sent out formal season's greetings cards to hundreds of dignitaries all over the world. On Monday they held their yearly yuletide party for members of the White House staff.

Tuesday night Eisenhower pushed a button on the lawn south of the White House to set alight the 7,000 bulbs on the tall national Christmas tree.

Campaign spending was nearly even in the battle for the attorney general's office. Democrat Stanley Mosk spent \$186,750 while Republican Patrick Hillings spent \$166,478. Mosk's campaign was more successful, however. He collected \$186,065 while Hillings received \$150,458.

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MEETING NOTICES

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

- 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 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.
- 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.*

Herald and News

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