Same Story This Year; Night Club Prices High

NEW YORK (AP)—New Year's Eve at most of the nation's leading hotels and night spots will cost you about the same as last year—which, as you may recall, was plenty.

Celebrants who want dinner and entertainment will pay up to $37.50 a person — and extra for the drinks.

A survey of major cities turned up no sign that the night spots are upping prices noticeably this year, though the trend for flat prices on New Year's Eve has long been upward.

Top tabs will be paid at the Empire Room of the Waldorf-Astoria Hotel in New York and Los Angeles' Cocoanut Grove.

At both places dinner, dancing, funny hats, horns and entertainment will cost about $37.50, including tax.

At the Waldorf's Empire Room that price will include listening to singer Eartha Kitt, Emil Coleman's orchestra and Gypsy violinist Bela Bebai.

Most well-heeled celebrants who want to do the evening up right in major cities will be paying about $25 a person, plus up to $1.25 a drink extra.

That is the price in top spots in Miami Beach and Chicago, the plusher clubs on Los Angeles' Sunset Strip, and New York's ultra-swank Twenty-one and El Morocco.

Two big, brassy spots in New York, with elaborate floor shows and filet mignon dinners, are billing all-night customers according to where they sit. At both the Copacabana and the Latin Quarter, it will be $15, $20 or $25 per person, depending upon location.

The Stork Club's faithful clientele will dine and dance for $15 a person, with no floor show and high-priced drinks extra.

In New Orleans the big spenders will be at the Blue Room of the Hotel Roosevelt, where dinner, champagne, dancing, favors, Jan Garber's band and Helen Traubel will cost $25 per person.

Running close is the Monteleon Room, where Olsen and Johnson's "Hellzapoppin'" revue will draw crowds willing to pay $22.50 a person plus drinks.

There will be a few bargains.

At a Washington night club it will cost only $10 plus tax per person for dinner, one cocktail, souvenirs and noisemakers, the Ink Spots, a chorus line, singers and dancers—and breakfast.

The Waldorf will open its grand ballroom for a public New Year's Eve party for the first time in history. In addition to supper, hats, noisemakers and the music of Les and Larry Elgart, all the ladies will get gifts of French perfume—also for only $10 a head.

The musically inclined can hear the Don Shirley Trio and pianist Lucille Howard at New York's Hickory House will enjoy a full steak dinner, all for only $8.50 a person.

Probably the best buy will be the Miami Beach Kennel Club, which opens Wednesday night offering a full-course dinner, music and favors for only $5 a person.

Most hotel and club owners decline to estimate the "plus drinks" part of the tab.

But a leading Detroit hotel man estimates that each couple spending New Year's Eve there will spend $50 for dinner, dancing, floor show, favors "and a reasonable amount of drinking."

ONLY 2
More days
of our December
Storewide Sale!
Rugs - Furniture
Drastically
Reduced!
LUCAS
FURNITURE
195 E. Main

Passengers Flee Airplane Fire

CHICAGO (AP)—Fire broke out in an engine of a chartered United Air Lines DC6B shortly after it landed at Midway Airport Monday night and some of the 64 passengers scrambled out through evacuation doors. Others left through the usual exits.

One passenger, William Dreier, 44, Chicago, suffered a possible fractured leg in a leap from the wing of the four-engine plane. No one else was injured.

A United Air Lines spokesman said the blaze, which started when oil caught fire in an engine, was put out quickly.

The plane came to Chicago from San Francisco with passengers who attended Saturday's East-West Shrine football game.

TAX RETURNS UP

WASHINGTON (UPI)—An estimated 59,817,000 income tax returns were filed with the Internal Revenue Service for 1957—an increase of more than 600,000 from 1956.

War Declared On Immorality

IGUALA, Mexico (AP) — The good people of the southwest Mexican village of Xotitla have declared war on the men and women living together out of wedlock.

In a public assembly this week they voted that such couples would be declared village flunkies, performing such menial tasks as delivering letters and running errands.

The unpaid service will continue under the supervision of the police chief until a marriage is arranged, or the affair is broken up.

Speakers at the assembly implied the law is aimed principally at men who leave their wives for other women. Concubinage is prohibited "even for three days."

LEGAL NOTICE

RESOLUTION NO. 929

A RESOLUTION FIXING THE TIME AND PLACE FOR A HEARING OF OBJECTIONS TO THE PROPOSED ASSESSMENT ROLL MADE AND FILED BY THE COMMON COUNCIL OF THE CITY OF KLAMATH FALLS, OREGON, IN THE MATTER OF THE IMPROVEMENT OF Manzanita STREET FROM THE NORTHEASTERLY LINE OF PACIFIC TERRACE TO THE SOUTHWESTERLY LINE OF NEWCASTLE AVENUE IN SAID CITY; KNOWN AS IMPROVEMENT UNIT NO. 142; DIRECTING NOTICE OF SAID HEARING BE GIVEN; AND APPROVING SAID ASSESSMENT ROLL, HERETOFORE FILED HEREIN.

WHEREAS, the Common Council of the City of Klamath Falls, Oregon, has made and filed in the office of the City Recorder the, PROPOSED ASSESSMENT ROLL, in connection with the proposed improvement of, Manzanita Street from the Northeasterly line of Pacific Terrace to the Southwesterly line of Newcastle Avenue in said City, by paving with Asphalt Concrete pavement all in accordance with the plans, specifications and estimates therefor on file in the office of the City Recorder; known as improvement Unit No. 142:

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

Section I.

That the 5th. day of January, 1959, at the hour of 7:30 o'clock P.M. of said day, at the Council Room in the City Hall for the City of Klamath Falls, Oregon, be and hereby is fixed as the date, time and place for the hearing of objections to said proposed assessment roll, and to the individual assessment therein set forth; and,

Section II.

Be it further Resolved that the said proposed assessment roll, be and it is hereby approved by the Common Council; and,

Section III.

Be it further resolved that the City Recorder of the said City give at least ten (10) days notice, by publication in the Herald and News, the official City newspaper, on three separate days, and by posting on each lot, part of lot, block, piece or parcel and acreage property set forth and described in said PROPOSED ASSESSMENT ROLL, that at said meeting of the Common Council on said date, all objections made and filed to such assessment roll and to the individual assessments therein, will be heard and determined, and that following a determination of all objections, the Common Council will proceed, by ordinance, to assess the proportionate share of the cost of making such proposed improvement in accordance with the benefits accruing to each lot, part of lot, block, piece or parcel of land or acreage property, heretofore found and determined to be liable for such cost. Such notice to be posted and published as aforesaid shall further state the boundaries within which the property lies that is bound to be benefited and liable for such proportionate share of the cost of such improvement, and shall also refer to such, PROPOSED ASSESSMENT ROLL, for detailed information, that the boundaries within which the property lies that is so benefited and to be assessed for such improvement is as follows, to-wit:

Beginning at the Northwesterly corner of Lot 1, Block 49, Hot Springs Addition to the City of Klamath Falls; thence Southeasterly along the Northeasterly line of Pacific Terrace to the Southwesterly corner of Lot 3, said Block 49; thence Northeasterly along the Southeasterly line of Lot 3, Block 49, and along the Southeasterly lines of Lots 11, 10, 9, 8, and 7 of Block 41, of Hillside Addition to the City of Klamath Falls, to the Northwesterly line of Newcastle Avenue; thence Northwesterly along the Northwesterly line of Newcastle Avenue to the Northeasterly corner of Lot 16, Block 40, said Hillside Addition; thence Southwesterly along the Northwesterly line of Lots 16, 15, 14, 13, and 12 Block 40, said Hillside Addition to the Northeasterly line of lot 4, Block 50, Hot Springs Addition; thence Northwesterly along the Northeasterly line of Lot 4, Block 50, said Hot Springs Addition, to the Northeasterly corner of lot 4, said Block 50; thence Southwesterly along the Northwesterly line of Lot 3, said Block 50 to the Northeasterly Line of Pacific Terrace; thence Southeasterly along the Northeasterly line of Pacific Terrace to the point of beginning.

Passed by the Common Council of the City of Klamath Falls, Oregon this 1st day of December, 1958.

Presented to the Mayor and by him approved and signed this 2nd day of December, 1958.

(s) LAWRENCE E. SLATER
Mayor
ATTEST: (s) MARTHA WARNKE
Recorder.

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

I, Martha Warnke, Recorder for the City of Klamath Falls, Oregon, do hereby certify that the above and foregoing is a true copy of a resolution introduced and adopted by the Common Council of the City of Klamath Falls, Oregon, at its regular meeting held on the 1st day of December, 1958, and thereafter approved and signed by the Mayor and attested by the Recorder.

Martha Warnke
Recorder

No. 555, Dec. 16 23 and 30, 1958.

The Bureau of Land Management announces plans to advertise for competitive bids timber from the tracts described below during the period January 1, 1959 to June 30, 1960. This timber is on lands managed by the Medford Forest District. The volumes listed are preliminary estimates of the timber to be offered from certain portions of the sections described. The tracts are grouped according to the quarter of the calendar year in which it is probable that the timber will be offered for bids. Auctions will be held each month of the year at which time specific cruised volumes and minimum appraised prices will be published, as well as other information regarding the type of bidding, the exact time and place for receipt of bids, and other terms and conditions relating to the conduct of the auction and to timber sale contracts. Further information may be obtained from the District Manager, Bureau of Land Management, P. O. Box 1106, Medford, Oregon. KLAMATH MASTER UNIT—IN 2nd QUARTER CALENDAR YEAR 1959: T. 40 S., R. 3 E., Sec. 13, 2,000 M bd. ft.; T. 38 S., R. 3 E., T.39S., R. 3 E. Hyatt Lake Road Improvement, 300 M bd. ft.; T. 38 S., R. 6 E., Sec. 19, 1,300 M bd. ft.; IN 3rd QUARTER CALENDAR YEAR 1959: T. 40 S., R. 3 E., Sec. 25, 3,500 M bd. ft.; IN 4th QUARTER CALENDAR YEAR 1959: T. 39 S., R. 3 E., Sec. 15, 2,000 M bd. ft.; IN 1st QUARTER CALENDAR YEAR 1960: T. 41 S., R. 7 E., Sec's. 5 & 7, 1,500 M bd. ft.; IN 2nd QUARTER CALENDAR YEAR 1960: T. 38 S., R. 5 E., Sec. 35, 3,000 M bd. ft.; T. 39 S., R. 6 E., Sec. 5, 3,000 M bd. ft.; T. 38 S., R. 6 E., Sec. 30, 1,500 M bd. ft.

No. 581, Dec. 23, 30.

NOTICE OF SALE OF REAL PROPERTY

NOTICE is hereby given that from and after the 16th day of January, 1959, June H. DesMazes, Conservator of the Estate of Aileen O. Scotti, will, pursuant to order and license of the Circuit Court of the State of Oregon, County of Klamath, duly entered on the 10th day of December, 1958, proceed to sell at private sale for cash or on terms approved by the above entitled Court, and subject to the approval of said Court, all of the right, title and interest of Aileen O. Scotti, ward, in and to the following described real property, to-wit:

Lots 19 and 20, in Block 3 of Sixth Street Addition, now in the City of Klamath Falls, Oregon, and

Lots 1 and ., in Block 1, of Sixth Street Addition, now in the City of Klamath Falls, Oregon, and

Lot "E" of he subdivision of Enterprise Tracts No. 24, Klamath County, Oregon.

Proposals to purchase said property may be made for the purchase of all or any parcel thereof, and may be made to me at the office of O'Neill & McLaren, Attorneys at law, 4 Melhase Building, Klamath Falls, Oregon.

Dated this 16th day of December, 1958.

June H. DesMazes
Conservator of the Estate
of Aileen O. Scotti

No. 573, Dec. 16, 23 30, Jan. 6.

No. 58-289 E.

IN THE CIRCUIT COURT
OF THE STATE OF OREGON
FOR KLAMATH COUNTY

ELIZA MAY HOLLEY, Plaintiff, vs. HOWARD RAY HOLLEY, Defendant.

SUMMONS BY PUBLICATION

TO HOWARD RAY HOLLEY, Defendant:

IN THE NAME OF THE STATE OF OREGON you are hereby required to appear and answer the Complaint filed against you in the above entitled suit on or before four weeks from date of first publication of this Summons, said date being December 23, 1958; and if you fail to do so, plaintiff above named will apply to the Court for the relief demanded in her complaint, to-wit: For a decree of divorce forever dissolving the marriage contract now existing between you and plaintiff, and for such other and further relief as he Court may deem just and equitable.

This summons is served upon you by publication by order of the Honorable David P. Vandenberg, Judge of the above entitled Court, made and entered on December 18, 1958.

CHATBURN & BRICKNER
By (s) Wilbur O. Brickner
Attorneys for Plaintiff
Merrill, Oregon

No. 578, Dec. 23 30, Jan. 6, 13.

RESOLUTION NO. 928

A RESOLUTION FIXING THE TIME AND PLACE FOR A HEARING OF OBJECTIONS TO THE PROPOSED ASSESSMENT ROLL MADE AND FILED BY THE COMMON COUNCIL OF THE CITY OF KLAMATH FALLS, OREGON, IN THE MATTER OF THE IMPROVEMENT OF Mesa Street FROM THE NORTHERLY LINE OF AUBURN STREET TO THE SOUTHERLY LINE OF HURON STREET, IN SAID CITY, KNOWN AS IMPROVEMENT UNIT NO 140; directing notice of said HEARING BE GIVEN; AND APPROVING SAID ASSESSMENT ROLL HERETOFORE FILED HEREIN.

WHEREAS, the Common Council of the City of Klamath Falls, Oregon, has made and filed in the office of the City Recorder the PROPOSED ASSESSMENT ROLL, in connection with the proposed improvement of, Mesa Street from the Northerly line of Auburn Street to the Southerly line of Huron Street, by paving with Asphalt Concrete pavement all in accordance with the plans, specifications and estimates therefor on file in the office of the Recorder; generally known as improvement Unit No. 140:

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

Section I.

That the 5th. day of January, 1959, at the hour of 7:30 o'clock P.M. of said day, at the Council Room in the City Hall for the City of Klamath Falls, Oregon, be and hereby is fixed as the date, time and place for the hearing of objections to said proposed assessment roll, and to the individual property assessment therein set forth; and,

Section II.

Be it further Resolved that the said proposed assessment roll, be and it is hereby approved by the Common Council; and.

Section III.

Be it further resolved that the City Recorder of the said City give at least ten (10) days notice, by publication in the Herald and News, the official City newspaper, on three separate days, and by posting on each lot, part of lot, block, piece or parcel and acreage property set forth and described in said PROPOSED ASSESSMENT ROLL, that at said meeting of the Common Council on said date, all objections made and filed to such assessment roll and to the individual assessments therein, will be heard and determined, and that following a determination of all objections, the Common Council will proceed, by ordinance, to assess the proportionate share of the cost of making such proposed improvement in accordance with the benefits accruing to each lot, part of lot, block, piece or parcel of land or acreage property, heretofore found and determined to be liable for such cost. Such notice to be posted and published as aforesaid shall further state the boundaries within which the property lies that is bound to be benefited and liable for such proportionate share of the cost of such improvement, and shall also refer to such, PROPOSED ASSESSMENT ROLL, for detailed information: that the boundaries within which the property lies that is so benefited and to be assessed for such improvement is as follows, to-wit:

Beginning at the most westerly corner of lot 3, block 102, Buena Vista Addition to the City of Klamath Falls, Oregon; thence southeasterly along the northeasterly line of California Avenue to the most southerly corner of lot 5, block 102, said Buena Vista Addition; thence northeasterly along the line common to lots 5 and 6, block 102, said Buena Vista Addition 121.5 feet to a point; thence southeasterly 87.5 feet to a point which lies 155.0 feet southwesterly (when measured at right angles) from a point on the southwesterly line of Second Street, said point on Second Street being 14.0 feet northwesterly along the southwesterly line of Second Street from the northeast corner of lot 1, block 102, said Buena Vista Addition; thence northeasterly 155.0 feet to said point on the southwesterly line of Second Street; thence continuing northeasterly crossing Second Street and along the southeasterly line of block 25, First Addition to the City of Klamath Falls, Oregon, to a point which lies 124.1 feet from the northeasterly line of Second Street; thence northwesterly parallel to Second Street to a point on the northwesterly line of Block 101, said Buena Vista Addition; thence southwesterly along the northwesterly line of block 101, said Buena Vista Addition 124.1 feet to the most westerly corner of lot 2, block 101, said Buena Vista Addition; thence northwesterly at right angles to Roosevelt Street to the easterly line of California Avenue; thence southerly along the easterly line of California Avenue 65.5 feet; thence southeasterly at right angles to Roosevelt Street to a point on the northwesterly line of Roosevelt Street; thence crossing Roosevelt Street to the most northerly corner of lot 2, block 102, said Buena Vista Addition; thence southwesterly along the southeasterly line of Roosevelt Street to the point of beginning.

Passed by the Common Council of the City of Klamath Falls, Oregon, this 1st day of December, 1958.

Presented to the Mayor and by him approved and signed this 2nd day of December, 1958.

(s) LAWRENCE E. SLATER
Mayor
Attest: (s) MARTHA WARNKE
Recorder

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

I, Martha Warnke, Recorder for the City of Klamath Falls, Oregon, do hereby certify that the above and foregoing is a true copy of a resolution introduced and adopted by the Common Council of the City of Klamath Falls, Oregon, at its regular meeting held on the 1st day of December, 1958, and thereafter approved and signed by the Mayor and attested by the City Recorder.

Martha Warnke
Recorder

No. 556, Dec. 16, 23, 30, 1958.

Claims allowed by the County Court and Warrants issued on the Various Funds of the County by the County Clerk for the month of November, 1958.

CURRENT EXPENSE

Cynthia Campbell, Salary, Tax Clerk	187.60
A. E. Perry, Salary, Watermaster	7.92
Doris M. Konnie, Salary, Deputy Sheriff	286.66
Elaine P Eaker	124.29
Dale Mattoon	294.63
D. E. Summers	242.84
F. I. Calfee	310.34
Esther Newell, Salary, Deputy Tax Collector	289.38
Nellie Knupp	236.50
Pearl R. Luthy	134.69
Velma Green	198.63
Maxine Linville	106.14
Deloris Tracy	116.05
Ethelene Hawkins	99.76
Marian I. Nanneman, Extra Help, Tax Collector	114.01
Helen Schneyder	102.45
L. E. Saunders Jr., Salary, Jailer	294.19
L. L. Bogart	228.73
Dorothy Post, Salary, Matron at Jail	82.74
H. A. Perkins, Salary, Jailer	163.33
A. O. Davig	246.29
A. D. Torgerson	234.21
A. O. Youngblood, Salary, Deputy Sheriff	313.14
J. W. Bryant	243.59
O. B. Bryant	238.06
A. W. Bryant	266.60
H. F. Hartley	113.23
Dorothy Rogers, Salary, Deputy County Clerk	316.74
Violet Pieser	243.44
Jane Wever	240.74
Betty Hromada	257.01
Bernice Mack	239.59
Ida Stewart	204.96
Gladys DeLap	198.63
Norma Richardson	237.89
Karle Blanchard	212.88
Mildred Maguire	159.71
Evelyn Biehn, Extra Help, County Clerk	13.31
Pauline Offield, Extra Help, Election	245.63
Evelyn Biehn, Salary, Election	288.46
Mary Alice Lang	212.20
Robert M. Reed	4.38
Mary Lou Caldwell, Salary, Deputy Assessor	197.13
L. C. Thomas	197.77
Ada Barleen	193.90
Mattie Green	132.80
Mary Lou Lindsay	91.81
Virginia Foster	154.31
Betty Crapo	179.29
R. D. Brackman	224.87
J. G. Grimes	204.30
C. A. Poteet, Salary, Deputy Assessor, Field	209.24
N. B. Nelson	182.23
Lester Jones	207.23
F. W. Mecker	263.67
Ruth A. Krider, Salary, Stenographer, Dist. Attorney	187.50
Beverly Calfee	101.20
A. A. Beddoe, Salary, District Attorney	234.62
O. W. Goakey	320.58
Mildred Binney, Salary, Deputy Treasurer	191.05
T. D. Case, Salary, Veteran Service Officer	197.86
D. E. Van Vactor, Salary, District Court Judge	313.26
C. G. Merrill, Salary, Constable	248.51
J. S. Matlick, Salary, Deputy Constable	227.50
J. R. Abbott, Salary, Bailiff, Circuit Court	223.80
Doris Abernathy, Salary, Clerk, Circuit Court	150.00
E. W. Dunn, Salary, Justice of Peace	188.34
D. B. Smith	212.06
Walter Zimmerman	190.70
H. J. Davidson, Salary, Constable	23.98
A. O. Younghlood	20.00
J. W. Bryant	25.00
W. R. Fenton, Salary, Janitor	229.34
Beverly Hyde	78.93
Irma Arnold	93.34
Anna Westrom	83.86
F. E. Olp	113.85
R. A. Dexter	74.74
L. R. Shogren	68.87
D. R. Gaston	68.87
C. T. Sterland	38.50
Madelyn Brown, Salary, Nursing Home	323.34
Dorothy Rogers	30.00
Janice Arnold	136.99
Lucille Bender	119.31
Delia Bowman	182.93
Clovis Bowman	119.66
Ina Brown	118.98
S. S. Clauson	149.87
Marjorie Coppinger	116.80
Edna Edmunson	118.46
Dollie Hoffman	108.78
Jennie Hunt	129.00
Bula King	151.83
Eva LaMarche	106.83
Letty Livingston	235.98
Raymond McIntyre	22.96
Naomi Mitchell	129.50
Ruth Newlun	149.87
Nora Page	149.87
Marybelle Pruett	137.67
Clara Rainwater	149.91
Melba Shallcross	119.78
Dorothy Snyder	109.02
Geneva Sutherland, Salary, Nursing Home	144.56
Hattie Tucker	140.40
Edwin Eisenbeisz	138.68
Lee Pool	235.98
Paul Caldwell	20.94
J. B. Campbell	154.12
Ruby Campbell	136.98
Mary Harrison	143.98
H. B. Schieferstein, Salary, Weed Confrol	235.56
Ross Aubrey	30.31
Warner Carr	182.94
F. H. McCornack, Salary, Fire Warden	283.30
R. J. LaMarche, Salary, County Fire Dept.	209.14
J. T. Baker	280.22
A. J. Loomis	305.01
S. E. Winkley	272.50
E. D. Harris	287.10
F. L. Mathews, Salary, Juvenile Officer	436.44
F. E. Olp	299.10
Rosemary Lusk	169.45
Jacquelyn Wade, Salary, Juvenile Dept.	116.01
Stella Bogle	107.72
Georgia Johnson	164.14
Leota St. John	142.93
C. E. Moss	145.10
Myrtle Moss	137.93
Vernon Whitwer, Salary, Experimental Area	60.02
V. C. Koehn	102.10
R. E. Gross	22.35
D. E. Boatman	47.57
C. W. Payne	23.62
D. R. Harmer	11.71
J. E. Leeper	24.15
S. M. Kerron, M.D., Salary Health Officer	695.64
Hilda Boyle, Salary, Health Dept.	351.56
Marjorie Curteman	280.25
Marjorie Paul	291.11
Helen Murrary	292.06
Mildred Philippi	277.28
Myrtle Caldwell	237.89
E. Mae Speirs	280.25
Gladys Samples	24.64
P. F. Sweet	351.28
Marjorie Comer	260.28
Robbie Myers	172.03
Mildred Lowden	405.14
Agnes Rusth	80.18
Rodney Comer	64.93
Fayra Mason	11.22
M. G. Gordon, Salary, County Fire Dept.	213.55
Maxine Summers, Salary, Bailiff Circuit Court	78.00

ROAD DEPARTMENT

Earl Alston, Salary	136.57
D. L. Bailey	144.70
W. M. Baker	114.01
I. W. Beard	168.20
L. G. Blackmer	136.90
H. V. Borton	181.68
G. S. Boyd	44.39
Frank Braman	192.58
J. G. Bramhall	185.96
C. D. Bronson	119.97
A. L. Bruley	228.31
R. H. Bryson	212.95
N. C. Burney, Salary	142.06
P. B. Caldwell	167.42
W. R. Canton, Salary, Engineer	261.68
L. S. Coon, Salary	139.48
C. L. Cox	175.43
R. C. Cox	154.03
J. R. Dalton	193.80
G. H. Davis	159.34
J. B. Dennis	134.10
H. J. Depuy	123.70
C. H. Ellis	1.74
E. P. Evans	311.04
M. C. Faulkner	130.28
W. E. Flescher	33.53
D. R. Fullmer	133.42
F. A. Gardner	147.03
D. F. Gibney	134.20
W. S. Hawkins	131.32
D. E. Heath	279.58
C. C. Heidrich	213.71
R. B. Hix	181.48
W. T. Hood	183.08
E. C. Jones	149.80
V. J. Jones	132.88
H. T. Kellison	152.46
Maribel Kidwell	215.83
J. A. Kimbrough	163.60
H. W. King	202.36
Olive Kinmark	237.75
J. O. Kuhn	79.20
Perry Kuhn	130.32
Amedeo Lasagna	135.35
George Lasagna	65.42
E. J. Linville	184.16
G. G. Lousignont	156.30
Edmond Mahan	125.43
M. C. Martin	149.08
J. W. Mather	220.11
J. F. Mattos	259.39
M. M. McClay	150.68

(Continued on page 10)

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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 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.

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