



THIS INTRICATE crocheted panel of "The Last Supper," is on display under glass at the home of Mrs. F. C. Bynum, McCloud. The art work was made by her late mother, Mrs. Herbert J. Eastman, a victim of arthritis, without a pattern. Mrs. Bynum is the great-granddaughter of Chief Sark of the Mimac Indian Tribe of Canada.

— Photo by Ray Kite

# Mart, Business Brush Up On Letter Designations

By ELMER C. WALZER  
UPI Financial Editor  
NEW YORK (UPI) — Wall Street and business this week are brushing up on alphabetical designations with Congress going into session Wednesday and the European Common Market getting into swing.

The DAC (Democratic Advisory Council) is expected to shout loudly for an acceleration of GNP (Gross National Product) which it doesn't think is rising fast enough.

Standard Hikes Gasoline Prices  
PORTLAND (AP) — Gasoline prices went up a nickel a gallon at Standard stations in Portland Monday, and other stations selling major gas brands are expected to announce increases this week.

OSBORN HOTEL  
EUGENE, ORE.  
Mrs. J. H. Early—Joe Early, Jr.  
Proprietors  
Thoroughly Modern

## Basin Briefs

**Bonanza Garden Club** — will meet Friday, January 9, at the home of Aline Oberheide, west of Bonanza. Roll call will be on ideas for the new year's program. Topic is new plants and seeds. Speaker, Violet Brown.

**Midland Grange** — will meet Wednesday, January 7, at 8 p.m. Refreshments will be served.

**Open House** — Mr. and Mrs. Ralph Bowman of Alturas extended 500 invitations to guests for their open house on New Year's Eve.

**To Bend**—for the holidays were Alturas visitors, Mr. and Mrs. Walls Kloster and children, Tommy and Karen.

**Teen-Age Dance** — The Alturas Elks gave an annual dance for the teen-agers on New Year's Eve. Music was by the Dallas Dodge Orchestra.

**With Father**—Richard Testi has moved from the Los Angeles area, where he stayed with other relatives, to be with his father, Ricky Testi, Modoc Point. Richard is a freshman at Chilquin High School and had spent a few months here two years ago.

**Breaks Foot** — Donald Potter, Chilquin, broke several bones in one foot recently when he slipped from the roof of a three-unit rental which he is building during his free time from delivering mail on the Modoc Point, Klamath Agency, Fort Klamath and Sprague River routes.

**Return Home** — Mr. and Mrs. Don Harris, Chilquin, have returned home after spending the holidays with relatives in Portland. Harris is an instructor in the high school.

**Build Home**—Mr. and Mrs. Jacob Disch who were married this fall, are constructing a three-bedroom home on Agency Lakeshore between the Bill Davis and the Frank Hanson homes and just across the highway from Disch's parents, Mr. and Mrs. Jacob Disch.

## Marie Begins Prison Term

JERSEY CITY, N.J. (UPI)—TV-radio columnist Marie Torre settled down to a 10-day prison term for contempt of court today with three good books, a sharpened pencil and intentions of getting at least one good story out of her confinement.

The New York Herald Tribune columnist was committed to the Hudson County Women's Prison Monday for refusing to tell a federal court the source of a disputed news item about singer Judy Garland. She told newsmen her imprisonment would be a "badge of honor" in the battle for freedom of the press.

The 34-year-old mother of two infants was booked, fingerprinted and clad in a blue- and white striped dress. She was assigned to a three-bed room with a view on the seventh floor that is used normally for court witnesses or civil prisoners. She is the only occupant.

Warden Henry B. McFarland said she will not come in contact with anyone charged with a crime. She will have nothing to do but read and take notes, according to prison officials. Guest columnists will write her daily column until her release Wednesday, Jan. 14.

## Youth To Attend Repair Course

SP3 William S. Hawkins, 3011 Boardman St., a member of Battery D, 732nd AAA Gun Bn., Oregon National Guard, will attend the Automotive Repair course at the Army Ordnance School, Baltimore, Md.

Hawkins, a member of the Oregon National Guard since March 1953, reported for duty at the school Friday, January 2.

## Marshall Field Buys Paper For 18 Million Dollars

CHICAGO (UPI)—The purchase of the Chicago Daily News — the city's second top newspaper shift in 28 months — today left Chicago's four large metropolitan dailies under two owners.

They are Field Enterprises, Inc., Monday's buyer, and the Chicago Tribune, Inc., publishers of the Tribune and the Chicago American, purchased from the Hearst Corp. in October, 1956.

## New Hospital Now Available

DUNSMUIR — A 200 bed emergency hospital is now available in Dunsmuir to meet local, state and national emergencies. Harold Beale, civil defense director, has announced.

The emergency unit is complete with stretchers, dried plasma, paper blankets, surgical instruments, splints, drugs and dressings, ready for any disaster that might hit this area, Beale said. A special storage room prepared according to civil defense specifications has been built in the basement of the city hall by Beale and other volunteers in anticipation of the allocation of this hospital to Dunsmuir by regional civil defense authorities.

In event of a local disaster requiring use of the hospital unit, the city or other authorizing agent would be expected to replenish the unit, Beale explained. In an extreme emergency declared by the state, the state will restock the hospital following its use. The unit is federal civil defense property and valued at \$6,000.

The 15 kw generator, costing the city \$150 through civil defense, is now installed and tested. Beale said, assuring the power blackout, which disrupted police communication and other city duties during the threatened flood last February will not be repeated.

An auxiliary 5 kw generator and air compressor is now on order for CD use. This, too, will cost the city a small fraction of its value, Beale said. The CD office and radio room in the city hall is also nearing completion.

## MISSING MAN RETURNS

Robert S. Ball, 218 Martin Street, who was reported missing by his wife on December 30, had returned home by Friday, and was all right, it was reported to city police.

**Tuesday, January 7, 1936**—William Rajnus, son of Mr. and Mrs. V. Rajnus arrived just before Christmas with his mother from San Francisco, where the young man has been attending school. They were accompanied by Gagnes Rajnus and also by a cousin, Charles Rajnus, son of Mr. and Mrs. John Rajnus also of Malin.

**Wednesday, January 8, 1936**—Girls' physical education will be re-established at Klamath Union High School at the opening of the new semester January 24. This was announced by Principal Lloyd B. Emery. He said plans for this program had been under consideration for several weeks.

**Thursday, January 9, 1936**—Miss Catherine Goylord, manager of the Kennell-Ellis studio, has left on a six weeks' trip which will take her to New York. She will sail from San Francisco on Saturday, making the trip east via the Panama Canal. During her stay in the east, Miss Goylord will take a course in modern studio portrait lighting at Rochester, N.Y., and will stop on her return journey to study the same subject in Hollywood, Calif.

**Friday, January 10, 1936**—Mr. and Mrs. J. W. Kerns and Mr. and Mrs. Ben Kerns have left for a month's trip in southern California and northern Mexico. They are traveling by automobile. Fishing in northern Mexico is a part of the plan for the trip.

**Saturday, January 11, 1936**—Nelson Reed of Klamath Falls announced Friday that the Reed Tractor and Equipment company had been formed and had been appointed distributor for Caterpillar Tractor Company products. Reed and Bob Burleigh head the firm. Reed was formerly in the lumber business here, and he lately resigned as a district official of the WPA.

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Marshall Field Jr., Field Enterprises president, announced the purchase of the afternoon Daily News from John S. Knight for \$50 a share.

The estimated sale price for the paper's controlling interest, which Knight bought in 1944 for \$2,150,000, was 18 million dollars. The 481,293 outstanding shares of Daily News stock total more than 24 million dollars at the \$50 figure.

Field said the Daily News would continue on a basis of "vigorous competition" with the Field-owned Sun-Times, the product of a merger between Marshall Field Sr.'s Chicago Sun and the afternoon Chicago Times two years after World War II.

Until Field bought the Times in 1947, Chicago had five major dailies, all separately owned. The merchandising he started the Sun on Dec. 7, 1941 at the outbreak of the war and published it as a morning paper until January, 1948. The combination Sun-Times published around-the-clock for several years.

The Hearst-owned Herald-American changed its name in 1953 to the American, and three years later was bought by the Tribune ownership but continued as an afternoon daily.

The American was in turn the product of several Hearst mergers of the paper dating back as far as 1854.

Marshall Field Jr., new editor and publisher of the Daily News, cited rising publishing costs for his purchase decision.

## Youth Attending Airplane School

INGLEWOOD — David J. Handbury, son of Mr. and Mrs. Homer Handbury, Tulelake, is attending college at Northrop Aeronautical Institute here. He is enrolled in the aeronautical engineering technology course.

Handbury is joining hundreds of young men from all parts of the United States and from many foreign countries, who are obtaining their engineering education at Northrop. Located in the heart of the Southern California Aircraft, electronic and Missile Industries, Northrop has become one of the nation's largest sources of trained aeronautical engineering personnel.

A veteran of the Korean War with service in the Navy, David is a graduate of Lakeview High School, Lakeview, and also attended Milwaukee School of Engineering, Milwaukee.

## Judge Grants Fire Charter

KULPTOWN, Pa. (AP) — For two years David Kennedy, a plumber, toiled in his spare time to build a one-story frame and cement block home in this eastern Pennsylvania community.

It was ready as a Christmas gift for his wife and 21-month-old son. The family moved in Christmas Eve.

Monday a fire destroyed the house when firemen from neighboring communities were too late to save it. The Kennedy's lost everything.

And Monday a judge granted a charter for Kulptown's first fire company, although township officials had objected to the extra tax burden.

One of the sites under consideration for the proposed fire house adjoined Kennedy's house.

something on FRB (Federal Reserve Board), FPC (Federal Power Commission), SEC (Securities & Exchange Commission), AEC (Atomic Energy Commission), BLS (Bureau of Labor Statistics), and perhaps Regulation W will come up. Regulation W was the control on consumer credit that came up after the wild buying rush at the start of the Korean War.

Businessmen are still trying to find out what ECM (European Common Market) will mean to them. That organization of six nations—France, Germany, Italy, Belgium, The Netherlands, and 1. A year ago the OEEC (Organization for European Economic Cooperation), and EAEC (European Atomic Energy Community, also known as Euratom) were born.

The EPU (European Payments Union) went out when ECM came in and we now also have EMA (European Monetary Agreement) in the FTA (Free Trade Area).

And businessmen are trying to keep straight such things as ECSE (European Coal and Steel Agreement), GAAT (General Agreement on tariffs and trade), and FAO (Food and Agricultural Organization of the United Nations).

At home we have our HCL (high cost of living as it was known before we had a consumer price index). And Wall Street wonders if there'll be a new alphabetical agency named to fight it and spend our way to wealth and "full employment," a "full dinner pail," "two cars in every garage," and a "good live-cent cigar."

The inflation that has brought the HCL is said also to have been a major stock market influence in the big 1956-1959 rise. It is recalled that stocks soared after election on what Wall Street said was an expected spending orgy by the Democratic Congress—new inflation, and hence bigger and better demand for common stocks as inflation hedges.

Those who hold that inflation was a main stock market incentive would anticipate a sharp price break if inflation could be sidetracked even temporarily.

Some think it can be sidetracked with the government cutting its spending and balancing the budget.

Some of the market experts

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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.