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FRANK JENKINS

EPLEY

Kerald and News

Entered as second class matter at the postoffics of Klamath Falls, Ore., on August 20, 1908 under set of congress, March 8, 1872.



MALCOLM EPLEY

ADDISON

Advertising Roundup

By DELBERT ADDISON

DVERTISING, like men and ships, is expendable. Being expendable, it spends its

force; and unless renewed, is gone forever. Being expendable, you can't

This being the nature of the critter, those

working at advertising are avid for new de-

velopments and performances, and are great

It's reassuring then, for country advertising

The latest hunch we've been prodding along

-those of us that hash such things over around

the office here-is that the newest, great use

for advertising lies in developing for the fu-

ture, in opening up better public relations for

pany's advertising, and is not above asking the

largest beet sugar producers, have put it up to

him. Spreckels employs the J. Walter Thomp-

son company, one of the best and brainiest

advertising agencies there is, and, of course,

this is the problem, this is what we're driving

probably MORE interested in his company's

ads reach most everybody and his talks only

It isn't long since, that a top-flight executive

It HAS to be the business of those in the

of a large outfit would say: advertising- that's

head office, if the sights are set years ahead.

Circulation Up—Deliveries Fast

HE audit report of Herald and News circu-

lation for the six months ending March 31

is just in. (This is from the ABC, the Audit

It credits us with 10,088 net paid subscribers.

We actually print 11,100 copies. This difference comes from those whose payments are be-

In spite of shortages in tires and help, the number that has to be sent out by mail has

The ABC credits "city zone" with 6525 sub-

scribers, and "retail trading zone" with 3072.

Of the papers covering the retail trading zone

(outside of Klamath Falls and suburbs) 1626 are

now delivered by carriers and dealers the same

evening. (Mail subscriptions are not delivered

suffering TOO much from exodus to the serv-

ices and war-boom centers, with our circulation

Klamath Falls and Klamath county can't be

LONG that line, we carried yesterday, in

A the want-ad section, two out-of-town help

wanted ads. Up until the time of the labor

"freeze," all such ads were submitted to the

local employment office, and, if applying to

labor needed here, the ads were rejected. Fol-

lowing the "freeze" we didn't get any for quite

a while, and the ads yesterday more or less

sneaked in without anybody on the paper

checking them. Such out-of-town ads won't be repeated. We need all the skilled workers we

About a year ago, Kaiser shipyards wanted to

launch a large advertising campaign in The

Herald and News to recruit workers for the

Portland area. (And this advertising would run

into hundreds of dollars for The Herald.) The

OSING so many of our own staff, it's fine to have an old timer drop in. Orville Ortell, with wife Pat and small daughter Patti,

walked in today. Orv held down a main job

as advertising man for us in the good old

He has been with the Sacramento Bee for five years, and is now next to the top in an

advertising staff of 14. Local Bee advertising

is on the increase, Orv said, but admits a war-

free and easy days of the early 30's.

boom area is no bed of roses.

can muster in war work right here at home.

until the morning following publication.)

still showing a steady increase.

Help Wanted Ads

program was rejected.

Orv Ortell Visits

hind and from complimentary copies.

been gradually whittled down to 1458.

the advertising agency's business.

put more into it.

Bureau of Circulation).

at, and this is the way to go about it.

He is interested because Spreckels, the west's

folks to have their conclusions borne out by

measure it in ordinary terms.

You can't measure it in board

feet, or sacks, or pounds. You can only guess at what it will

To the expert (like the ,ex-

pert in command of a force

of men and ships) the guess

can be fairly accurate. This guess is based on past exper-

ience, an over-all knowledge

of the problem at hand-and

for following up a hunch.

higher sources.

a bigger day ahead.

Spreckels Head Here

opinions of us little guys.

Member of Audit
BUREAU OF CIRCULATION

WEST-HOLLIDAY Co., INC. San Francisco, New York, Se-attle, Chicago, Portland, Los Augeles,

Today's Roundup BY MALCOLM EPLEY

LAMATH COUNTY, once proudly among the leaders in the war bond payroll deduction program, has fallen sadly behind in this phase of the war effort in

recent months. The local honor roll, show-ing 10 per cent firms and groups, once made other Oregon communities look pitiful in comparison, That honor roll has been shot to shreds since

last winter.
Some of the larger organizations, which were once 10 per cent, are now down below 5 per cent, and some are as

low as 2 and 3 per cent. What caused this unwelcome slump? The winter shutdowns of industrial operations, the victory tax, and high income taxes are believed to be factors that started the payroll deduction program here on its downhill trend. Labor turnover may have had something to do with

But without concerning ourselves further with what caused the trend, it is surely time to stop it and start going the other way. This is the first of June, industry is in full operation, there are jobs for more than 100 per cent of the available help, wages are at unusually high levels, there are fewer places to spend money, the war goes on furiously and expensively, and every Klamath earner should be buying 10 per cent in bonds.

Efforts of the past few weeks to get the payroll deduction program on a going basis again have met with little success.

The Kiwanis club, which has accepted leadership of the June bond drive, has wisely de-cided to make payroll deduction revitalization a major part of its program. There's a job to be done there.

And we believe it will go. We have that much faith in the average Klamath working man, wage earner and salaried employe. These people have come through when they were needed in the past; they will do it again.

Battle of the Trees

WE'VE been carrying on a lively out-ofprint contest with our friends on the county court since we decried the removal of three large trees on the courthouse grounds

Court members have been telling us about various people who have commended their "itch for the axe" so far as these particular trees were concerned. We've countered with accounts of the people who have called up or written with commendation for our editorial defense of Klamath's fine old trees. Final returns aren't in yet.

Members of the court are quite pleased about discovering a certain amount of rot in two of the trees, now that their insides are exposed. Although they didn't know this before, the officials claim it proves their good judgment We think it was plain political luck; furthermore, it doesn't mean that every old tree is

Recently, we have been informed, the of-ficials have been tapping other trees on the courthouse grounds, hoping to find one that is about to fall down. Their rumored intention is not to cut it down, but to let it fall down on somebody or something, after which they will tell all damaged parties to send their bills to Mac Epley. Better yet, of course, would be to have the tree fall on Mac Epley.

The court members have lined up some for-midable supporters, such as Cap Collier, Bogue Dale and Coleman O'Loughlin. On our side, we have people who are ready to form shotgun squads to protect old trees from ruthless officialdom.

Incidentally, our boss and associate, Frank Jenkins, just stopped by and recalled that one time in Eugene, county officials went on a tree-cutting binge with the idea of removing all the trees in three parks so the grass would grow better. It took a full-sized newspaper campaign to stop them.

That grass issue has been brought up here.

We observe there is grass on the courthouse grounds right under the trees that are still standing; anyhow, one great tree is worth more than an acre of grass.

Seriously, we haven't backed down an inch, and with the help of those who agree with us propose to defend every sound old tree in the city from unnecessary destruction.

Hide It From the Children!

WHILE we're in a fighting mood, we'll take on Deb Addison, who is permitted to write something on this page on Saturdays. Last Saturday, he abused the privilege by

calling us something and by using, as an adjective describing our writing efforts, the word "libidinous." We rushed to Webster and found that the

synonyms for that one are "lewd, lustful, lascivious, unchaste, impure, licentious, lecher-

We deny the allegation. We know our col-umn isn't that well read!

none of them. The enemy must Wei Tao-ming. be hit and hit hard from so many directions that he never knows which is his bow and which is

There are many roads which in full enjoyment of their freelead to Tokyo. We will neglect doms .-- Chinese Ambassador Dr.

his stern.—President Roosevelt, taxation during wartime. If we W. Bricker of Ohio. can draft a mother's only son, we The ultimate purpose of the United Nations should be the building of a better world in which all peoples, great and small, will live in equality and can draft a mother's only son, we should not hesitate to draft her neighbor's surplus dollars.—

Florida cold spell damaged fresh vegetable crop. We suggest all the freezing be left to Uncle Sam.

The great mass of laboring people want the opportunity to save some money, to start a small business, and to build it We must not shirk from high hands and brains.—Gov. John

Uncle Sam.

SIDE GLANCES



"I can't help being late—I've got some three-star mothers on my route, and when I haven't any mail for 'em, I have to stay and talk it over!"

EDITORIALS ON NEWS

(Continued From Page One) is a fancy military word

meaning sewed up.)
The Japs on Fish Hook ridge RONALD HAYES, head of sales for Spreckels Sugar company, and a repeat visitor to Klamath Falls, is vitally interested in his comwere entrenched above the cloud line, and our boys had to scale a 60-degree slope in the face of heavy fire to get at them.

(THE next time you're tempted to cry about the hard time civilians are having on the home front, picture to yourself this agency actually produces the advertising. Fish Hook ridge in But to start with, it is up to Hayes to say:

But to start with, it is what we're driving those boys scaling blizzard-swept Fish Hook ridge in the face of

IN the South Pacific, the bomb-Hayes made two talks here, giving a world of information on the sugar situation. He's We're hammering the Jap bases in New Guinea and to the north advertising than in his own talks, because his and the Japs take a crack at a point near Darwin, in Australia. British bombers raid Mandalay, in Burma.

head office, if the sights are set years ahead. The point is, rationing having changed the problem of immediate sales, Spreckels hasn't quit advertising, but has set the sights ahead and Better wait a while before

clean it up. We all hope so. But it will do no harm to wait for with the applause.

THIS writer sometimes gets so and more plain, simple explana-tions of what it's all about and appeals for our loyal, patriotic CO-OPERATION, we might get ty wide drive which has met farther with the war effort on with approval from every quarthe home front.

Allied Invasion Threat Worries **Axis Militarists**

(Continued From Page One)

een constructing a great number of invasion barges. America ands of similar craft. The con-feel very kindly toward Andy struction of millions more tons Collier as he was really the one of small naval craft is under

African landings were 2,000,000 Union high school for their serv-tons and that 11,000,000 tons of ices,

czar (with the possible exception of blunt-speaking Rubber Czar Jeffers) seems to have made the mess messier.

Maybe Super Car

Hedy LaMarr Weds John Loder



Dusky-haired Screen Star Hedy LaMarr is shown with her brand new husband, Actor John Loder, at their marriage in Beverly Hills, Calif, The stars, both of whom have been wed twice before, will delay their "oneymoon until current film assignments are completed.

V-HOME VESTIGES



Buy wisely! Wartime is no time to include that secret yearning for a race-track plaid. Real conservation starts with thoughtful planning and careful selection of all purchases. "Buy the least you have to get and get the most from what you buy," says OCD. Conservation is one of five qualifications of a V-Home. Ask your Air Raid Warden or Block Leader about the other four. Make yours a V-Home!

Telling The Editor

stiers printed here must not be mor-than 500 words in length, must be writ en legibly on ONE SIDE of the pape anly, and inues be signed. Contribution offowing these rules, are warmly we

THANKS FROM LIONS

KLAMATH FALLS, Ore. (To Citizens of Klamath County, Bond Buyers, and Friends)-Four weeks ago today the Klamath Lions club accepted the spon-sorship of the May war bond drive with the understanding that if we were able to sell \$350,000 actual value of E bonds we would be permitted by the state bond committee and the war department to purchase a heavy bomber Flying Fortress with your bond money. It would also be our privilege to name this giant plane.

You have supported this grand project so well that you have participated in one of the largest E bond sales in the state of Ore-gon and Klamath county again goes over the top and at the head of the list of counties.

Friends: Our goal has been reached and even exceeded by a very substantial sum. In fact the results were so gratifying that it is very difficult for us to express our appreciation in a manner that would be justified. The entire membership of the Lions club and Lioness auxiliary have worked hard to put this drive across and they are to be it will do no harm to wait for commended and are entitled to much praise, but in my estimation the real credit and praise for this huge success is due the bond buyers of Kiamath county radical as to think that if as after all, they are the ones we had fewer czars to drive us who have made it possible for who have made it possible for us to succeed.

ter. We have been accorded whole hearted cooperation from every citizen and organization, and we realize that it would be impossible to attempt to thank every individual for his purchase of bonds.

At this time in behalf of the Klamath Lions club, I am compelled to especially thank those who gave so generously of their already has built many thousands of similar craft. The confeel very kindly toward Andy responsible for "The Klamath Pelican" as it was his enthusi-ON the home front, Byrnes is named as a new czar-of-all-czars to tell the other czars where to head in. Congress is needs for the original North

tons and that 11,000,000 tons of shipping had been needed since. We are deeply indebted to shipping had been needed since. The Daily Express played up to the Herald and News and our local radio station KFJI for their local radio station and assistsplendid cooperation and assist-ance in helping us get our story to the public. Also probably the one high light of the entire drive was the entertainment the Commandos furnished for our radio auction, and they are certainly to be congratulated for this fine

contribution. It has taken the combined efforts of our theatres, the sound trucks, together with the support of some of our local business men to make our publicity complete.

In closing we want to give honorable mention to the Greek American and Italian American associations as well as organized labor for their generous bond purchases. We also want to give banks and the other bond issuing agencies in the county for their splendid cooperation in taking care of the increased volume of E bond sales during May.

Now a word of ensures.

Now a word of encouragement M 29; J 5-12-19. No. 243 for next month's bond drive sponsors. Friends: with your bond purchases this month you have bought a share in the Klam-ath Pelican, and we are all partners in this enterprise. I know you will want to protect your investment when the enemy sends their fighter planes to attempt to drive off the Pelican when it is raining destruction to the Japs. The best way to insure this protection is to help the Kiwanis club purchase their four or five fighter planes to escort our Klamath Pelican to the isle of the rising sun that is rapidly

R. E. Hooker, President, Lions Club.

Window Display Here Wins Third Prize Nationally

A window display by Elmer Harnden, Star drug store owner, won third prize, a \$25 bond, in a nation-wide Rexall window ad-

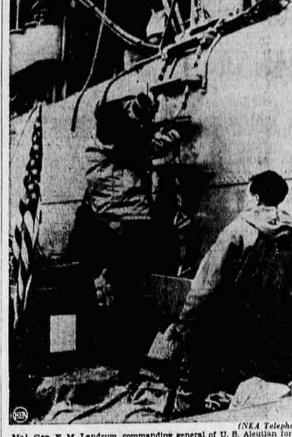
a nation-wide rexall window advertising contest for the month of April.

The contest is a monthly event which Rexall drug stores all over the country may enter. Harn-den's window advertising won eleventh in the country in the March event.

Entries are judged by George G. Fero, Rexall national advertising manager, Boston, Mass.

ITCHING Soothe with Mexsans, formerly Mexican Heat Pow-of MINOR der—cooling, medicated. SKIN IRRITATIONS

Gen. Landrum Directs Attu Landings



commanding general of U. S. Aleutian forces, Maj. Gen. E. M. Landrum, commanding general of U. S. Aleutian forces, goes over the side of a ship into a ramp boat headed for a point in the Massacro Bay area during the landing of American forces on Attu Island. Official U. S. Navy photo.

(Continued From Page One) separately under a tax equaliza-

tion procedure, was a question mentioned by local attorneys in discussing the proposal.

The resolution adopted by the Chilocuin council pointed to the loss of the Forest Lumber company plant by fire and other factors which, it was asserted, had lowered property values and decreased the income of Chiloquin residents.

Some women won't be able to get used to shoe rationing to save their soles.

LEGAL NOTICES

ADMINISTRATOR'S NOTICE OF FILING OF FINAL AC-COUNT IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR KLAMATH COUNTY.

IN THE MATTER OF THE ES-TATE OF E. N. EAGLE, de-

Notice is hereby given that I have filed my Final Account and report as Administrator of the above-mentioned Estate, and the above-entitled Court has fixed 2 o'clock in the afternoon of Wednesday, July 14, 1943, as the time, and the Circuit Court Room in the Court House of Klamath County, Oregon, in the City of Klamath Falls, in said County, as the place, when and where any person may present any objection or exception to anything contained therein, or to anything done by me as Ad-

NOTICE

Notice is hereby given that Klamath County proposes to ex-change with the City of Klamath Falls, Oregon, the following described real property owned by Klamath County, Oregon, to-wit

Lots 1 to 6, inc. and 11 and 13 of Block 2, Lots 1 to 25, inc. of Block 5, Lots 1 to 21, inc. of Block 6, Lots 1 to 17, inc. of Block 9 Lots 1 to 12 inc. of Block 10, Lots 1 to 7, inc. and 16 to 23, inc. of Block 12, Lots 1 to 8, inc., and 21 to 29, inc. of Block 13,

Lots 7 to 14, inc. of Block 14, All in Westover Terraces, Klamath County, Oregon, for the following described property owned by the City of Klamath Falls, Oregon, to-wit.

Northeasterly 50 feet of Lot 3, Block 57, Nichols Addition to Klamath Falls, Oregon, and by Resolution of the County Court of Klamath County, Oregon, the time for entering

objections thereto has been set on the 7th day of July, 1943, at the hour of 10 A. M., at the County Court Room, Klamath Falls, Oregon. MAE K. SHORT,

Clerk of Klamath County, Oregon By Allen Sloan, Deputy. M 29; J 4-11-18. No. 242.

> When in Medford HOTEL HOLLAND Thoroughly Modern Jos and Anne Earley Proprietors

Let it be emphasized that we cannot expect future peace and security without enjoying the friendship of other nations. We cannot enjoy such friendships without sharing with other peo-ples the responsibility of maintaining a world in which they too, may possess the blessings of peace and security.—Wendell Willkie.

TOO LATE TO CLASSIFY

FOR THE BETTER grades of fuel oils, accurate, metered de-liveries, try Fred H. Heilbron-ner, 821 Spring street, tele-phone 4153. Distributor Shell Heating Oils. 6-13m

Heating Oils. WILL PAY CASH for 20 acres of alfalfa land in alfalfa. No buildings. Close in. R. C. Prudhomme, 5102 So. 6th St. Phone 4943.

WANTED-Woman to care for child in own home, 9, to 6 week days. Preferably St. Francis Park. Apply evenings 4435 Boardman. 5-29

APARTMENT, close in, \$37.50, light and water furnished. Small house, East Main, \$22.50.

Drew's Manstore.

ORRES TAILORS will observe Memorial Day Sunday but will be open for business on Monday, May 31st. Get your all wool suit while getting is good. We tailor suits in our shop. Charles Wilson, tailor from Portland will be the coat maker. Oscar-Weilander from Minneapolis is the pants maker, best in the west. We also do altering, repairing, cleaning. Sudden service. Don't forget, where you have a fit. ORRES TAILOR SHOP, a fit. ORRES TAILOR 129 So. 7th. Phone 4677. OP-

You still SWING IT and SING IT with that SNAPPY THOM-AS NATURAL SHORTHAND. The only private business school in southern Oregon that has the SPECIAL PRIVI-LEGE to teach it. A possible speed of 150 words per minute in 3 months of STUDY. Why not try it? Klamath Business

College. Next to Esquire. 5-29 GIRL for part-time office work.
Typist, experience unnecessary. State age, references.
Write News-Herald, Box 4475.

LOST-A Ration Book near

Chiloquin. Ben Peters, care Pelican Bay Camp, Chiloquin.

THE INTERSTATE BUSINESS COLLEGE summer business course will put you in line for a good position. Join us Tuesday, June 1st. 432 Main.

Young People's Society of the Nazarene Church Vern Speirs, Pres.

Meets Sunday, 6:20 P. M. 🐿 TOPIC

"Young People in Action"

Corner Martin and Garden