

Member of THE ASSOCIATED PRESS... FRANK JENKINS Editor

Herald and News

A temporary combination of the Evening Herald and the Klamath News... MALCOLM EPLEY Managing Editor

Member of AUSTIN BOARD OF CIRCULATION... Represented Nationally by WEST-HOLLIDAY CO., INC.

Advertising Roundup

By DELBERT ADDISON... Urged Jane to write something for this advertising column.

West-Holliday represents The Herald and News—but that's Jane's story.

Did you know that The Herald and News has an office in New York City?

It was lucky for us that it has. When we left home we weren't sure of our New York address, so we asked that mail be sent in care of West-Holliday Co., 271 Madison avenue, New York, N. Y., which is the New York City address of The Herald and News national advertising representatives.

West-Holliday has offices in almost all the principal cities of the United States. The one in New York is our contact with advertisers and prospective advertisers who have headquarters in our country's largest city.

Even though we knew about this set-up, it gave us a peculiar feeling to sit in a large office with a dandy view of the Empire State building, and talk to some one who knows all about Klamath Falls.

In fact, C. A. Johnson, manager of the New York office, told us things about our home town that we didn't know before!

For instance, Mr. Johnson said that it's almost a cinch to sell space in The Herald and News if the advertiser is going to use newspapers outside metropolitan areas. Our home town is the center of the third largest area in sales volume in Oregon and it is strategically isolated from the metropolitan areas of Portland and San Francisco.

Value of Smaller Papers

Of course, if the prospective advertiser happens to think in terms of 100,000 circulation or more in one newspaper, it's up to Mr. Johnson and his staff at West-Holliday Co. to present the facts that show the value of advertising in smaller newspapers.

West-Holliday, you see, represents most of the non-metropolitan papers of the type of The Herald and News, published on the Pacific Coast and in the mountain states.

Mr. Johnson said that surveys in Oregon reveal that more than one-half the sales of almost all commodities are outside of Portland. Which means that advertising placed in the Portland newspapers simply cannot reach enough prospective buyers throughout the state, even though quite a few people in every Oregon city subscribe to one or other of the Portland papers.

As you probably know, the cost of advertising is based on the circulation of the newspaper. A classified ad in The Herald and News, run three days and comprising 15 words, or about three lines, costs you \$1.20 if you charge it. A three-line classified ad in the New York Times costs \$5.85 for three days. And if a Sunday insertion is included the cost goes up, because the Sunday New York Times circulation is larger than the week-day circulation.

Well, it's up to Mr. Johnson and his staff to prove to a prospective nation-wide advertiser that better results will be obtained by placing ads in several small newspapers in addition to the big paper, instead of spending all his advertising budget on the metropolitan newspaper.

Better "Reader Interest"

One way he does this is by showing the results of a survey made by an advertising agency which had no interest in promoting the business of smaller newspapers.

(This agency spent \$50,000 on the survey, and it seems to us that smaller newspapers should send it a thank you present, at least.)

The survey showed that if a 3-inch ad is placed in a 36-page metropolitan newspaper, it must have "full position, top of column" to secure 50 per cent "reader interest."

The same ad, run in newspapers of eight to 12 pages, pulled 75 per cent "reader interest" at the BOTTOM OF THE COLUMN, full position.

(Full position means there is reading matter on two sides and the margin on one side.)

The same survey revealed this information: An advertisement approximately 59 inches in size in newspapers of eight to 12 pages, or an ad of about 64 inches in newspapers of 16 to 20 pages, had the same reader interest of a full page (168 inches) IN COLOR in a metropolitan newspaper averaging 36 pages. (And color advertising, you know, costs quite a bit more than black-and-white.)

So Mr. Johnson can say to an advertiser: "You can put a small ad in the Klamath Falls, Oregon, Herald and News, which runs eight to 16 pages, and get better results."

Reading Time—30 Minutes

He can say this because other surveys show that the average time spent in reading a newspaper is 30 minutes—no matter how many

pages are in the paper. In a 10-page newspaper, that would be three minutes to a page; in a 36-page paper, less than one minute to a page. And if you spend three minutes looking at one page, you are much more likely to see all the advertisements on that page than if you turn the page in less than a minute.

Mr. Johnson believes that national advertisers should use one of the two Portland papers, but he is convinced The Herald and News should be used also.

And that's part of the reason why The Herald and News has to have a New York office.

News Behind the News

By PAUL MALLON

WASHINGTON, July 13—The reader-correspondent who drew from me a suggestion of basic principles for post war peace (published June 30) has come back at me with this:

"I am unable to follow you when you say 'the solution must be democratic and Christian!' I am for both, but cannot see that they have given us much in the past.

"I have been reading reams of statements of church leaders who keep saying that Christianity is the only solution. I have wondered if there faces weren't red when they said it or wrote it.

"If my political party had such a record on the economic side as the churches have on the religious side, I would hesitate to ask for another trial. Some of them glibly say that Christianity has not been tried, but what reason is there to believe that it will ever be tried in the sense they mean it?

"You are a realist and because of this, I like your stuff better than that of any of the others who have their watch-towers in Washington, but I think you get just a bit soft on the point of democracy and Christianity being the solvents."

This viewpoint of Mr. — is familiar these days. It has some elements of truth lodged in historical fact. A great number of people have lost their faith in Christianity, as well as democracy, during the harrassing, unsatisfactory decade through which we have just come.

But Christianity is an ideal. No one ever lived it since Christ, at least no one I ever knew. Its well-known principles of personal justice, honesty, kindness, etc. have, however, been our commonly accepted ideal for nearly 2000 years.

All of us individually (non-Christian as well as Christian) achieve some degree of success toward this ideal, but none of us reach perfection. This is true of humans in the churches as well as in the street.

We are now in danger of losing that ideal. Too many people have fallen into your pit of thought, saying that inasmuch as Christianity has not brought perfection, we might well look around in other directions. Great anti-Christian nations of whole peoples have risen in our time, and they will grow greater.

Ideal Brings Progress

As long as we can keep the ideal before us, we have a chance to make progress toward it. We can keep an emphasis on that side, in favor of goodness, kindness, self-sacrifice, justice, etc. No matter how many Christians fall, discouraging and miserably, to live up to this hope of making themselves better, the hope can prevail as a world goal.

Someday a fully enlightened and educated people may then fully adopt and practice it, and it then may achieve the incontrovertible success which we all hope for it, because we all know that no Christian church ever taught a man to be worse than he was, but all Christian theory expects to lift him above himself. You will agree great progress has been made in 2000 years.

If we abandon the ideal, all is lost. Indeed, it would be foolish to abandon it merely because some people have found it to be an insufficient spiritual stimulus for themselves. You do not resign from a church because it contains an insincere sinner. If it makes one man better than himself, I think it is worth the money required to build it.

All that you really seem to say is that Christianity is divine because humans have obtained such a limited and unsatisfactory degree of perfection in it—and that is all you prove as far as I can see.

World Offers Chance

The post war world planning offers a chance to make some more progress toward this yet unattained world ideal. Indeed, abandonment of it would be surrender—complete unconditional surrender—to its antagonists. This is a Christian country and Christianity pervades not only in its churches but its laws and customs. If you washed all that out today, where would you be? Well, in Russia, for one place.

No sir, I do not agree with you who say Christianity has never been tried or that it has failed. The truth is it has never been tried to the extent of divine unflinching perfection represented in Christ's life.

The fact is it has failed only to the degree that has not made every human divine. It has certainly made all men and nations better for its existence, far better than they otherwise would have been, and if we pursue it and champion it more sincerely and eagerly as a way of life, it would hold out a hope for the world which is probably not only its best hope, but its only one.

SIDE GLANCES



"Drop a note to the proper authorities, Miss Winston—tell them I'm employed again and please discontinue those relief checks."

Proper Diet Regenerates Blood Following Donation

Dr. Masters' Health Column—

By DR. THOMAS D. MASTERS

With the public being constantly called upon to donate large quantities of blood for use in war casualties, donors should keep in mind the importance of regenerating blood by proper diet.

Many donors are able to regenerate the usual pint of blood that is taken in as short a time as two months. After several donations, the blood regenerates more slowly. The means by which a donor may hasten the regeneration of his blood and more promptly compensate his loss in order to maintain the maximum efficiency and health should be known to donors. This fact is particularly true, because many diets are already low in the chief constituents of blood regeneration, and now rationing and high food costs tend to restrict further diets in some of these materials.

The nutrient elements known to be essential in building blood are iron, protein and copper. There are probably other substances that play minor roles, such as vitamins D and B-complex, in addition to some factors not yet identified.

The removal of the usual pint of blood takes from the body about 250 mg. of iron. This iron must be replaced, at the same time providing the normal requirements of iron. The availability of iron in foods varies. The iron-rich foods which should be abundant in the diet following blood donation are apricots, beans, enriched bread and whole grain cereals, eggs, meat (especially liver), and green vegetables.

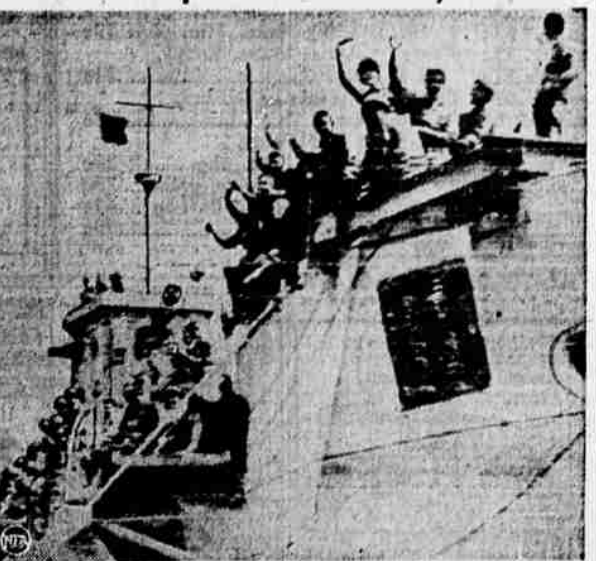
Proteins must also be provided in sufficient excess of the daily normal requirement to replace the approximately 100 mgs. lost by blood donation. At present, the best sources of protein appear to be eggs, milk and cheese, meat and soy beans.

The replenishment of copper involves no difficulty, because the amounts needed are small

Visiting Here—J. E. Reynolds of La Grande, father of Earl C. Reynolds, secretary of the Klamath county chamber of commerce, arrived here late Monday night for a 10-day visit at the Reynolds home in the Henley district.

A bull bat is a bird commonly known as a nighthawk.

Allied Troops Leave for Sicily Assault



Waving a hearty "so long," these troops aboard an Allied craft leave an undisclosed harbor just prior to the invasion of Sicily. These barges played an important part in the Allies' gigantic amphibious operation. Signal Corps Radio-telephoto.

FOR SIGNS ALL APPROPRIATION BILLS PASSED

WASHINGTON, July 13 (AP)—President Roosevelt has signed the last of 20 supply bills totaling approximately \$115,000,000,000 passed by congress before it started its summer recess last week.

Largest of the six final measures approved yesterday was the \$2,911,697,224 bill carrying funds for 18 war agencies for the fiscal year that started July 1.

Others signed were the \$848,295,883 agriculture bill; the \$104,608,921 interior department measure, the \$1,137,167,010 labor-federal security bill, a \$253,256,179 deficiency measure and the controversial \$143,430,591 urgent deficiency bill provided for the dismissal of three federal workers held by the house appropriations committee to be unfit for public office.

The latter measure, carrying overtime and regular pay of thousands of federal workers, had been held up for weeks over refusal of the senate to accept the house requirement for dismissal of the three government employees. Dr. Robert Morse Lovett, government secretary of the Virgin Islands, and Goodwin Watson and William E. Dodd, Jr., federal communications commission employees. A compromise provided for their dismissal by November 15 if they have not been nominated by the president and confirmed by the senate by that date.

Klamath's Yesterdays From the files—40 years ago and 10 years ago.

From the Klamath News July 13, 1933

Quincy Baker, manager of the Beatty ball team, had two fingers blown off by a fire cracker during the Fourth of July celebration at Beatty.

Dr. J. Hardin Carter was installed as president of Rotary club. Dr. C. V. Rugh is vice president. R. D. Eller, secretary; Glenn Kent, treasurer; J. E. Johnson, sergeant at arms and H. P. Bosworth, Marshall Cornett, Fred C. Murphy and Lee Jacobs, directors.

Plans for a series of summer concerts by the municipal band are being formulated. Advisory committee appointed by Mayor Willis Mahoney includes Mrs. D. J. Zumwalt, George Kincaid and E. H. Balsiger.

From the Klamath Republican July 14, 1933

Klamath county officials took office this week and posted proper bond. George Chastain, clerk; Silas Obenchain, sheriff;

Anniversary Greeting From Ace



Although her husband, Staff Sergeant Benjamin F. Warner, could not deliver a personal anniversary greeting to his wife, Mrs. Helen C. Warner, above, a gift came for her in the form of news that he had destroyed seven Axis planes in air battles over Sicily and Sardinia. They have been wed six years.

Oregon News Notes

By The Associated Press

Two more ships were launched in Portland today (Tuesday), the 217th Liberty freighter from the Oregon Shipbuilding corporation yard, and the 21st tanker from the Swan Island yard. . . . William Humphreys, 67, chief of the Portland pure food and sanitation division, died in Portland. . . . Pacific northwest veterinarian, Ianis, holding their annual meeting in Portland, heard a warning by Dr. Charles W. Bower, president-elect of the American Veterinary Medical association, to guard against an expected increase in rabies. . . . Janice Jack-

son, 5, died in Portland of burn suffered April 27 when her skirt caught in a stove door. . . . Oregon State college signed up 1145 army men for courses in engineering, geography and languages, and expected the total reach 1400 by the end of the year. . . . Portland police reported pinta-duck rationing failed to reduce drunkenness, an cited the fact that 1440 intoxication cases entered municipal court last month. . . .

Dr. Perry C. Hopper, pastor of Portland's Westminster Presbyterian church, announced he would resign August 31.

George H. Merryman, coroner; E. B. Henry, surveyor; S. C. Graves, justice of the peace.

Capt. O. C. Applegate has been in town for several days. He informs us that the school building at the Agency was struck by lightning and badly damaged.

L. Alva Lewis has purchased H. H. Van Valkenburg's stock of watches and jewelry and has rented his building. He has engaged the services of an expert jeweler from San Francisco who will be here in a few days.

Vacation—Frank Victory, assistant cashier of the First National bank, has returned to his desk following a one week's vacation which he spent in Redding.

Accepts Position—Mary Jane Drake has accepted a position as stenographer in the Klamath Falls branch of the First National bank.

Sign Permits Get Council Approval

Sign permits approved at the city council meeting on Monday night were to the Lucas Furniture and the Central Labor council.

The Lucas Furniture company at 195 East Main street applied for a permit to install a remodel sign at their place of business.

The Central Labor council at 422 Main street also applied for permission to install a remodel sign.

Classified Ads Bring Results.

BOWEL WORMS CAN'T HURT ME!

That's what you think! But ugly roundworms may be inside you right now, causing trouble without your knowing it. Warning signs are: uneasy stomach, nervousness, itching parts. Get Jayne's Vermifuge right away! JAYNE'S is America's leading proprietary worm medicine; scientifically tested and used by millions. Acts gently. Be sure you get JAYNE'S VERMIFUGE!

Classified Ad ORDER BLANK Tear out this blank to mail in your "want-ad." Send the cash (stamps are OK) and save 20%. In figuring the amount, count each word that appears. Initials count as one word and each group of figures counts as one word. Write your name, address or phone, as you want it to appear, with the ad copy. Include Your Name, Phone or Address Here—As You Want It In Ad. Name Address Run Ad.....Days Enclosed Find..... SEND CASH and SAVE 20% RATES: One day run.....per word 3c 2 day run.....per word 6c 3 day run.....per word 8c 4 day run.....per word 10c 5 day run.....per word 11c Week run.....per word 12c Month run.....per word 22c DISCOUNT: Figure the amount from these rates, then deduct 20% as your discount for sending cash with the ad. This discount is given when we are able to do away with bookkeeping and billing expenses . . . on actual paid-in-advance ads only. BUY WAR STAMPS AND BONDS.

The mountainous surface of the moon is believed composed of pumice. A shock sufficient to kill a man can be discharged by an electric eel. Pittsburgh, Pa., is colder than Copenhagen, Denmark, in the month of February.