

Herald and News

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Advertising Roundup

By A. D. ADDISON
Herald and News Advertising Manager

It is that miserable little thing all there is to it? It was the little woman, wondering if the 8-pager tossed on the table was indeed the whole paper—the first night of limited advertising for The Herald and News. Yes, that was it, and tomorrow's would be the same. Remember the old saw about the fellow who realized the depression was on when the Saturday Evening Post blew off the porch? Advertising is limited on this sheet.



Big Circulation Gain
ADDISON

THE story on newsprint for The Herald and News, briefly, is this: Quotas are based back to 1941. Guts have been small, and everything would be lovely if our operation were the same as in 1941. At that time our circulation was about 8500. Since then subscriptions have gone up nearly 50% to about 12,500. That would call for nearly 50% more paper if the same size papers were printed.

This paper believes that everyone who subscribes and is willing to pay for The Herald and News should be allowed to have it, so the tightening up has been on the size of the papers. This has been done by squeezing all of the water (and most of the skimmed milk) out of the news. Smaller comics, smaller size type and other mechanical measures have helped.

Also, advertising dropped off about a fourth in 1942. But since then it gradually has crept up, in spite of no selling effort.

We're Hit by the Rule
UP until this quarter it was possible to appeal for more paper on the basis of increased population... military establishments, construction, etc. And The Herald and News was allowed a few extra tons of paper on this showing.

Now, however, the rules have been changed. Increase in circulation, or increase in local electric meters, WHICHEVER IS LEAST, is the basis for appeal. And the first 7 1/2% increase must be absorbed by the paper. Needless to say, with no private building construction and with the naval air base and the marine reservations served with two meters, Copco has had less than 7 1/2% increase in electric meters. There will be no extra allotment for The Herald and News.

Advertising Dole

WITH these conditions, the only answer is to dole out the advertising and spread it over the quarter as best you can—either that or take a holiday when the well runs dry. (This was done in Medford last week.)

Herald and News advertisers prefer the former course. The newsprint allotment for this second quarter, 1945, will enable us to print 90% of the number of pages we did in the same quarter last year, so our regular advertisers have agreed to use 10% less advertising than each used in the corresponding months last year.

To actually make this restricted program work, and try and keep the well from running dry along the last of June, we have set up a rigid page schedule... so many pages each day (and so much advertising to be carried in those pages) spread over the three months.

Small advertisers, of the hit and miss variety, will be asked to scale their ads down—and when the pages for the day are full there ain't no more!

Small classified ads, as well as subscriptions, will not be limited. Large class-ads are limited to a maximum of eight inches. Legals must be published to meet legal requirements.

There's no fun in limiting the use of your product, but that's one of the minor things that go with this war. After commiserating with our customers about rationing, shortages and general pernicious requirements for so long,

SIX DIE OF ACUTE DYSENTERY IN NORTH

VICTORIA, B. C., April 5 (CP)—Acute dysentery, probably caused by bad food, caused the death of six children aged 2 1/2 to 12 years at Aldie lake, in the Peace river district of north-eastern British Columbia, provincial police headquarters here was advised by short wave radio. The children were camped with their parents on trap lines near the Alaska highway. Plane, parachute and dog teams were used by a doctor of

the air rescue service in the far north to reach the Indians with medical supplies. Whether he was an American doctor or an RCAF doctor was not known. First of the victims was Laura Porter, four, who died March 29. Two days later, two of her brothers, aged 10 and 12, died. The father unsuccessfully tried to take a third brother, aged 15, to a hospital at Watson lake. On April 1, George Porter, 2 1/2, and David and Danny Pye, each aged five, died.

TEACHERS have it

WAITRESSES have it too!

There's nothing shameful about having piles. (One-third of the population has them, according to medical reports.) But it's shameful to suffer needless pain.

The makers of Ungentine offer a nationally recognized product—UNGUENTINE RECTAL CONES—a special formula to relieve the irritation, soreness and burning pain of simple piles or hemorrhoids.

Millions have been sold because they help relieve pain... fight infection, promote healing.

Ungentine Rectal Cones. Easy to use... sanitary... inexpensive. Use as directed. Your money back if not satisfied. At drug stores.

A Norwich Product

feel like you're COUGHING yourself apart?

For cough and throat irritations resulting from colds or smoking, millions use

F&F

COUGH LOZENGES

Really soothing because they're really medicated. Each F & F Cough Lozenge gives your throat a 15 minute soothing treatment that reaches all the way down... below the gargle line. Only 10¢ box.

we're getting a small taste of what we've been talking about.

Here We Go Again

THE above was written last night. This morning's mail brings a franked government envelope, which contains a mimeographed letter from the War Production Board. Quote: March 27, 1945

TO ALL NEWSPAPER PUBLISHERS: Because of increased newsprint requirements of the Armed Forces and other government agencies and for shipments to United Nations, neutral countries and liberated areas, a reduction of 6% in delivery quotas during the second quarter of 1945 has been ordered by the War Production Board. Unquote.

After having cut back to what we'd already cut back to last year and then 10% under that (and just getting a program set up and working on that basis to cover the three months) here's ANOTHER 6% cut under that.

The thought comes to mind... why are phony publicity releases, which won't be printed anyway, sent airmail special delivery, and such matters as the above left to struggle along with the other 3-centers... since March 27th. When the sutures hardly have set from a hernia operation, you hate to open the patient up again to go after an appendix. (Medics please skip this part.)

More later—I hope.

News Behind the News

By PAUL MALLON

WASHINGTON, April 5—The diplomatic news is warming up to the pitch of pressure politics before the war.

The British press started a few days back to murmur that the British Foreign Minister Anthony Eden might not come to San Francisco either. At the same time the Russian dispatches told of the reception given Mrs. Churchill by them in Moscow.

These two public events were read with more significance than the public may have attached to them, by those who have heard inside the senate for some weeks that the British were inclining more and more to the Russian viewpoint.

The trip of Bernard Baruch to London, as a special presidential emissary on some undisclosed mission, has inspired new talk that Mr. Roosevelt is trying to draw the British back into line.

This seething inner stream has prompted Mrs. Roosevelt (who has been everywhere but Moscow) to announce the San Francisco conference should go forward anyway, and there is no cause for "alarm." She said what all official Washington is trying with considerable difficulty to reflect without saying.

But the plain fact behind the matter is that the whole pretentious concept of our idealism for postwar continues to break up, knick by knick, upon the rocks of solid earth.

No Critical Intent

THESE recent international developments are leading us into the same old pressure game, and we look rather weak at it. Yet we thought we held all the big chips—food and money.

We financed the war and are practically proposing to finance the peace. Everyone should be coming to us, yet we do not seem to be getting our way in anything. We are holding a party at which the honor guests are sending regrets.

What Russia is up to at any time is always a censored guess. Complete bafflement is an essential quality of her diplomacy. Behind her uncooperative play in this instance may be her demand for \$8,000,000,000 of postwar credit which the administration has not yet accepted, if not many other things. But essentially behind it is the strength of her position.

Possession is nine-tenths of any law anywhere and a glance at any war map shows the world what she has in Europe. Hers are blue chips. The British ostensibly are in a weak position, but they are always winning from weak positions. They are accustomed from long experience to follow a balance of power policy, playing one side against another and back again. In fact, this is almost as firmly established as a right course in the British mind, as our own Monroe Doctrine. She has no chips but she plays what she has with great skill.

What they both knew was that Mr. Roosevelt wanted a certain kind of world peace and they also knew they could make him pay to get it. They have both played him for some years against his peace hopes and lately they have done it with increasing audacity.

A war propaganda was built up in this country (but not in theirs) from which they knew he could not easily withdraw, the type of world cooperation he fostered and favored through the international organizations. They trapped him in his own propaganda.

SIDE GLANCES



"Jim said in his letter that I should change the baby's name to Samuel! That's for Jim's sergeant—his colonel wasn't sufficiently impressed with the honor!"

GIRLS' CLUB SETS MEET FOR THURSDAY

A meeting of the Girls' club will be held on Thursday evening, April 5, from 6 to 9 o'clock in the recreation hall of the Salvation Army building. All girls of high school age are urged to be present.

The ping-pong tournaments are progressing well, according to E. E. Hambrick, city recreation director, and he has announced that the tumbling mats have been repaired, and they hope to have some new cues for the pool tables.

A discussion is to be held concerning prospective spring programs, including outings and parties. It is planned that two volleyball teams will be organized in the near future.

There is an immediate need for 10-inch records of popular hits for the juke box, and the girls who would like to donate a few are asked to bring them as soon as possible, Hambrick said.

26 Building Permits Granted In March

Twenty-six building permits were granted during the month of March in Klamath Falls at a value of \$25,998, according to a report submitted by A. W. Downs, city building inspector. The main salvage depot at 808 Market was constructed at a cost of \$400, USO and Teen-age club remodeling was valued at \$21,597, and there were three business remodeling jobs at a total value of \$1200.

Sixteen residents were remodeled at a total cost of \$2340 and four chicken coops were listed at a total value of \$261.

Classified Ads Bring Results

COMING
ESQUIRE
and
TOWER

Objective BURMA!

SUNDAY

HIGH SCHOOL News Notes and Comment

By JUANITA SHINN

Boys who did not reach their 16th birthday by March 1, and who have not previously earned a track letter, will hold a "B" track meet tomorrow afternoon beginning at 2 o'clock.

Schools which have been invited, and have accepted, are Lakeview, Tulelake, Malin, Merrill, Henley and the KUHS "B" squad.

The "A" squad will run off the entire meet. Events include the 100-yard dash, 880, 440 relay, shot, football throw, high jump, broad jump, and the pole vault.

April 10 is the date set for the student body meeting at which time nominations for student body officers for next year will be made from the floor.

The nominating committee met last night, but its report has not been made public.

Students interested in turning out for yell squad will have tryouts tonight.

SAVES SUGAR
LOS ANGELES, April 5 (AP)—The three children of Mr. and Mrs. Earl E. Ousley have a single birthday.

George Ousley was eight yesterday, his sister, Gail, two, and his brother, Dennis, one. Mother Ousley baked one big birthday cake, cut it in three pieces, and placed eight, two and one candles on them, respectively.

BENEFIT DANCE KENO
Jr. High School Gym
FRIDAY, MARCH 6
Wilkinson 4 Piece Orchestra
Dancing
8:30 P. M. to 11:45 P. M.

LOSSES REACH 892,909 UP TO EARLY MARCH

WASHINGTON, April 5 (AP)—Army and navy casualties since the beginning of the war have reached 892,909.

Secretary of War Stimson today reported army losses of 798,383 while the navy listed its casualties at 94,526. The total represented an increase of 20,047 since last week's announcement.

Stimson said the army casualties represented individual names compiled here through March 27 and reflected fighting up to the early part of March. A breakdown on army casualties and corresponding figures for last week:

Killed, 156,471 and 153,791; wounded, 486,929 and 473,669;

missing, 88,755 and 86,355; prisoners, 66,228 and 66,228.

Similar figures for the navy: Killed, 36,649 and 35,780; wounded, 42,988 and 42,302; missing, 10,623 and 10,500; prisoners, 4266 and 4267.

Stimson also estimated Japanese casualties in the Philippines at more than 311,000, including 187,799 counted dead, against total U. S. casualties of 36,981, including 8137 killed. He pointed out that the ratio of enemy counted killed to the Americans reported killed runs 23 to 1.

Houston to Speak At Portland Meet

John Houston, Klamath insurance man and former mayor, will be a principal speaker Friday at the Oregon sales congress sponsored by the Portland Life Underwriters association. The Klamath man will leave by train tonight for Portland.

An event of the congress, Houston said, will be the organization of the Quarter Million Dollar club for Oregon. Salesmen who pay for \$250,000 in insurance in 1944 will be charter members.

BTH STABS NORTH IN COASTAL STRIP

ROME, April 5 (AP)—Eight army troops have consolidated positions in the narrow Italian strip between Valli di Comacchio and the Adriatic and have stabbed northward close to Porto Garibaldi, allied head quarters announced today.

The exact extent of the northward drive was not disclosed, but it was indicated that troops were already in the vicinity of Porto Garibaldi which is nearly four miles north of last reported positions.

Enemy opposition increased as allied troops crossed the canal near where eighth army force had made twin landings Monday and pushed northward.

Elsewhere on the front action was limited to patrolling. U. S. 12th air force fighters and fighter bombers struck in great strength at enemy road and rail movements in northern Italy, fuel and ammunition dumps, a factory and a number of battle area targets.

The Old Fashioned Favorite

Bread an' Gravy

plays a new war-time nutrition role!

George Rector and Wilson & Co. bring you a new, appetizing, healthful gravy--

Good Rich Brown Gravy every time*

With Wilson's B-V, the magic meat flavor, you make the best gravy ever—even without meat dripping. Get on the bread an' gravy wagon now!

Use B-V for tasty hot drinks—to add rich meat flavor to soups, stews, casseroles, stuffings, sauces, etc. The meat flavor with a hundred and one uses. Not rationed.

***George Rector's Recipe**
Melt 2 tbsp. fat or dripping, blend in 2 tbsp. flour and add 1 cup of liquid (milk, water or vegetable water) stirring until smooth. When hot add 1 tsp. Wilson's B-V dissolved in small amount of the hot mixture. Served 3 or 4.

FREE! Send self-addressed envelope to: Recipe Book to Wilson & Co., Dept. B, Union Stock Yards, Chicago 7, Illinois.

The Wilson label protects your table

Fluhrer's brings you enriched, tasty

Fluhrer's WHITE ENRICHED BREAD

Save time... Keep your family healthy... Make meat points go further... by serving

Fluhrer's Bread with Gravy

Fresh

Chips

because they are

Sabinized

Fresh and full flavored—a wonderful treat because they are Sabinized—the remarkable new method that means better, fresher potato chips—at leading grocers. Ask for Blue Bell when you want that grand potato flavor.

BLUE BELL Potato Chips