

FRANK JENKINS MALCOLM EPLEY Managing Editor

Advertising Roundup

WE'VE been asked what we're doing with all those men in the advertising department these days when the newspaper shortage is as bad as ever.



McDonald

We are assembling a crew; and the advertising manager's job is holding them down instead of spurring them on.

Justin McDonald, still on terminal leave from the USNR, is just back and takes over the job of national advertising manager along with taking charge of the allied retail advertising in the automotive, appliance, and the food and drug lines.

"Mac," who came out with the commission of lieutenant, has been in the navy since the spring of 1942. He was a top-notch Herald and News retail display advertising man for six years before entering the service.

Gene Ingels, released from storekeeper status with the navy this year, and with chain store merchandising and advertising experience; Jim

Morrison, for the past five years publisher of the Butte Valley Star in Dorris; and Bill Jenkins, son of Publisher Frank Jenkins and a marine veteran of Guadalcanal, make up the retail display staff.

Bea Wells and Leah Dent have handled classified advertising for the past two years; and Joy Rolph, long a member of our editorial and proof-reading staffs, is now writing the "Martha Shoop's" advertising column.

The Herald and News is ready to handle postwar advertising! All we need now is MORE PAPER.

FOR this last quarter of the year The Herald and News quota was upped one (1) per cent over the previous quarter, government restrictions end the first of the year...

There is no increase in newspaper production expected before the middle of the year, and that is questionable. The Herald and News printed 320 pages in October, 304 in November and must reduce to 278 in December.

Winter in England spells fog—and I mean fog. It is a cold, acrid blanket which grips and grips. It tortures your bones, gets in your eyes and throat, and makes your stomach ache.

Despite the fact that this is one of the great coal producing countries, there is a terrible shortage of this fuel because the demands of war have made it impossible to find anything like enough miners.

This means that England is facing a grim winter which will produce wide-spread distress. The suffering from lack of coal in Britain, however, will be multiplied on the continent, for in most of the war-torn areas there is little or no fuel at all.

SIDE GLANCES



"Yes, ma'am, I just started back on my old job yesterday—and was I glad to get out of that sailor's uniform!"

LAKEVIEW—Dr. Jim Wilbur of Portland has bought the equipment of Dr. H. E. Kelly and has assumed his practice in the Heryford building.

LAKEVIEW — A meeting of state grange officers, district and county deputies and all grangers of Lake county are asked to be present at a meeting to be held at Thomas Creek grange hall at 1:30 p. m. December 6.

We wish to extend our heartfelt thanks and appreciation for the acts of kindness, the messages of sympathy and the many beautiful floral offerings during our recent bereavement.

Medical Care—John Varner, 78, of the Bohemian cafe on Klamath avenue, is receiving medical care at Klamath Valley hospital.

Has Surgery—Mrs. Emma Ketsdever, 638 Walnut, is a patient at Klamath Valley hospital and recovering satisfactorily from major surgery.

Surgery—Mrs. Dale Sprout of Tulelake underwent an operation at Klamath Valley hospital Saturday morning.

Sermon: "CHRISTIAN STEWARDSHIP" In observance of "Every Member Canvass Day," every member is encouraged to attend morning worship.

Permits Hit \$37,655 Here

Building permits granted in Klamath Falls for the month of November total \$37,655, with 29 permits issued.

City Building Inspector Gus G. Johnson attributed the drop in building applications since last month's total of almost \$145,000 to the recent period of bad weather.

Tot To Teen Shop Opened Here By Leons Saturday

Today marked the opening of the new Leon's Tot to Teen Shop, 602 Main, the first of a chain of children's stores to open on the west coast.

The shop will feature children's wearing apparel, furniture and toys and as soon as stocks become available, all nationally known brands of children's goods will be stocked.

According to H. Brown Foulger, who will be in Klamath Falls while the store is established, the shops is the experimental venture of the Leon stores in creating shops exclusively for children.

Classified Ads Bring Results. Radio Programs KFJI Mutual-Don Lee 1240 kc.

6:00 World Light Opera Com. 6:15 Music That 6:30 Voice of Sports 6:45 Better Melodies 7:00 Klamath Temple 7:30 Red Ryder 8:00 Dance 8:15 Chicago The Air 8:30 Glenn Hardy News 8:45 Dance Time 9:00 Eddie Oliver Orchestra 9:35 Melodies Paris 1:30 News

Missing Cowhands Provide Mystery

VALE, Ore., Dec. 1 (AP)—A sheriff's posse was searching today the isolated Sand Hollow wasteland near Idaho's Washington-Payette county border, where two cowhands disappeared from their range camp within two weeks.

Others buy insurance from Hans Norland, 123 N. 8th St.

Monday, Dec. 3, 1945

8:00 a. m. Organ Meets 8:15 News 8:30 First Baptist Church 9:00 Pilgrim Hour 9:30 Lutheran Hour 10:00 Glenn Hardy News 10:15 U. S. M. M. Der Scott 10:30 U. S. Heart Time 11:00 Fashion Melodies 11:15 News Melodies 11:30 Hill Cunningham News 11:45 Bobby Hooker 12:00 News 12:15 Like Chase 12:30 Lawrence W. K. Orchestra 1:00 p. m. Murder Is My Hobby 1:30 The Nabbs 2:00 The Shadow 2:30 Nick Carter 3:00 Quik As a Flash 3:30 Cedric F. Lewis Jr. News 4:00 Charley Barnett Orchestra 4:15 Currier Ensemble 4:30 California Melodies 5:00 Klamath Melodies 5:15 Albert Wallace Concert 5:45 (Gabriel) Heart Time 6:00 Exploring Unknown 6:30 Double or Nothing 7:00 Organ Recital 7:15 Glad Dennis and Symphonettes 7:30 What's the Name of That Song? 8:00 Calendar of Music 8:15 Music That Sparkles 8:30 Walter Winchell 8:45 Island Melodies 9:00 Glenn Hardy News 9:15 News 9:30 Jimmy Fidler News 9:45 Ed Thorgerson News 10:00 Old Fashioned Revival 11:00 News Round-Up 8:30 a. m. Wake-Up Tunes 8:45 Farm Bulletin 10:00 Frank Hamington News 10:15 M. S. T. News Melodies 10:30 Farm Front 1:00 P. H. Hanna Songs 1:15 J. A. W. Family 1:30 A. J. Johnson Music 2:00 Home Demonstration 2:15 Y. W. P. News and Town 2:30 Local News and Town 3:00 Cliff Edwards 4:00 Dr. Louis T. Taintor 4:30 Tea Dance 4:45 Klamath Theatre Time 4:00 Fulton Lawie Jr. News 4:15 A. J. Miller News 4:30 Frank Johnson 4:45 Klamath Theatre Time 5:00 Santa Claus Program 5:15 Supermen 5:30 Capt. Mickey 6:45 Tom Mix

The World Today

By DeWitt MacKENZIE Associated Press World Traveler

LONDON, Dec. 1—This man and wife team of globe-trotting columnists has swallowed so much fog since arrival in England that we've got to get some of it off our aching chests.

Bleak Cold NOW we really aren't raising the subject because of personal discomfort, because we are doing pretty well.

Specialist WE feel that The Herald and News will be better able to serve national advertisers—from the manufacturers' own advertising through to the final point-of-sale advertising.

Gene Ingels, released from storekeeper status with the navy this year, and with chain store merchandising and advertising experience; Jim

Klamath's Yesterdays

From the files—40 years ago and 10 years ago.

From the Klamath Republican November 30, 1905 Free hot lunch served at the Bank Exchange, with drinks.

Special sales on Rainier beer at the Monarch. Five cents a glass.

From The Evening Herald December 2, 1935 Rapid progress is being made on construction of the new bridge across Klamath river on the Weed-Klamath Falls highway, near the golf course.

Sale of beer on the reservation is agitating folks of reservation towns. They want it sold to whites, but Wade Crawford, reservation superintendent, said that drunkenness among Indians is largely due to presence of beer parlors, etc., at Chiloquin.

Promoted—Word has been received that Scotty Scherer has been promoted to the rank of sergeant. He is now in Korea with the 6th combat engineers' battalion. Sgt. Scherer is a former Klamath Falls and Tionesta, Calif., resident.

Medical Care—John Varner, 78, of the Bohemian cafe on Klamath avenue, is receiving medical care at Klamath Valley hospital.

Recovering—Mrs. Roy Loper, 1511 Carlyle, is recovering from pneumonia at Klamath Valley hospital.

Breaks Arm—Mrs. Maude Phillips, 2028 Wantland, suffered a broken right arm at the shoulder when she fell at her home Friday morning.

Has Surgery—Mrs. Emma Ketsdever, 638 Walnut, is a patient at Klamath Valley hospital and recovering satisfactorily from major surgery.

Appendix—Jean Wolfe, 18, daughter of Harvey W. Wolfe of the Bank of America at Tulelake, had her appendix removed at Klamath Valley hospital Saturday.

Surgery—Mrs. Dale Sprout of Tulelake underwent an operation at Klamath Valley hospital Saturday morning.

City Briefs

Visits Parents—James Victorine, AM 2/c, U. S. navy, is in Malin visiting his parents, Mr. and Mrs. Tony Victorine and his sister, Mrs. Margaret King. He received his discharge from the navy recently after 14 months overseas on the Admiralty and Marshall Islands as aviation metallsmith. Mr. and Mrs. Victorine will visit in Malin for a few weeks before returning to Van Nuys, Calif., to make their home. A younger brother, Joe Victorine, is now in Japan with 6th army headquarters. The two brothers missed seeing each other as they were both at sea at the same time. Joe left Seattle October 15.

Wins Award—Lynn Roycroft, representative of the Oregon Mutual Life Insurance company here, has qualified among 1270 underwriters in the nation for the national quality award. The yearly award is a joint project of the National Association of Life Underwriters and the Life Insurance Sales Research Bureau. Eight members of the Oregon Mutual Life company were recognized in this manner for achievement of high standards in the type of business written.

Friendly Circle—Fannie Goddard of Shady Pine will entertain the Friendly circle Wednesday, December 5, and those wishing transportation should be at the home of Mrs. H. S. Stone, 2204 Darrow, at 12:30 p. m. sharp.

To Bremerton—Mrs. S. R. Berry of 2105 Reclamation is leaving Saturday evening to visit her son-in-law and daughter, Lt. Cmdr. and Mrs. D. L. Golding, in Bremerton, Wash. She will be gone about 10 days.

Women Of The Moose—There will be a regular meeting of the Women of the Moose Tuesday, December 4, at 8 p. m., and all reports are due at this time. The executive board will meet at 7:30 preceding lodge.

Merrill—Merrill chapter 18, Women of the Moose, will hold a meeting and initiation the evening of December 4 in honor of Ada Waitt, who will make an official visit to the chapter. Officers and members are asked to wear formals.

First Church of Christ, Scientist, A branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass. 10th and Washington Services: Sunday School, 9:30 a. m. Sunday Service, 11 a. m. Wednesday Evening Service, 8:00 o'clock. Subject, Dec. 2—"Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, Denounced" THE CHRISTIAN SCIENCE TEXTBOOK SCIENCE and HEALTH With Key to the Scriptures by MARY BAKER EDDY may be read or purchased at the Christian Science Reading Room 1023 Main St.

20 SHOPPING DAYS Left Buy CHRISTMAS SEALS

Return—Mr. and Mrs. John C. Cleghorn, 219 High, spent the Thanksgiving holidays in Portland with their son-in-law and daughter, Major and Mrs. Ray Janz and three children, Lt. Elizabeth Cleghorn, now home from overseas service visiting her parents, accompanied them north. Major and Mrs. Janz and Lt. Cleghorn, all graduates of Oregon State college, spent Homecoming weekend on the campus. The Cleghorns returned home Thursday evening.

Receives Awards—Donald Gustin, son of Mr. and Mrs. I. Gustin of Klamath Falls, is stationed at Camp Stoneman, Calif. He has recently been awarded three medals, including the meritorious service patch, the World War II Victory medal, and the American campaign medal.

Girl Scout Meeting—There will be an important Girl Scout meeting Tuesday morning, December 4, from 9:30 to 11. Leaders, assistant leaders, and troop committees are asked to be present. The meeting will be held at the chamber of commerce.

Christmas Party—The Friendship club will hold its Christmas party Wednesday December 12 at the home of Mrs. Hameline on Lakeshore drive, at 8 p. m. There is to be a limited gift exchange and for information as to this, or concerning transportation, call Mrs. C. O. Dryden, 3280.

Improving—W. L. Danner of Beverly Hills, Calif., who became ill while here on business, is reported improving at Klamath Valley hospital where he is being treated for pneumonia.

DR. ARTHUR I. BROWN, M.D., F.R.C.C. OF ED. World Famous Surgeon, Scientist, Lecturer, Author and Gospel Preacher

Klamath Lutheran Church Cross and Crescent Streets S. M. TOPNESS, Pastor Sunday School, 9:45 A. M. Divine Worship, 11:00 A. M. Sermon: "CHRISTIAN STEWARDSHIP" In observance of "Every Member Canvass Day," every member is encouraged to attend morning worship. Friends and Visitors Always Welcome at Klamath Lutheran Church

Hear Dr. Arthur I. Brown In a Series of Lectures on MIRACLES of SCIENCE at The Immanuel Baptist Church North 11th and High Streets

Dec. 4th to the 16th 7:30 P. M. Every Evening Except Saturday Tuesday's Lecture Subject "Atomic Energy and the Wonders of Creation" You can't afford to miss it. The public is invited.

"What a friend we have in Jesus All our sins and griefs to bear" Sing the Old Songs With Us at The Apostolic Faith 228 N. 8th Street The Word of God Fearlessly Proclaimed Services: Sunday—11:00 A. M. and 7:45 P. M. Wednesday and Friday—8:00 P. M. Sunday School—9:30 A. M. You Are Always Welcome No Collections

ATTEND CHURCH EVERY SUNDAY at the First Baptist Church North 8th and Washington Sts. CECIL C. BROWN, Pastor SUNDAY SERVICES: 8:30 A. M.—The Baptist Bible Hour over KFJI 9:45 A. M.—Sunday School Classes for All Ages 11:00 A. M.—Morning Worship. Message by the Pastor 6:15 P. M.—Training Union for All Groups 7:30 P. M.—Evening Worship. Message by the Pastor CHRISTMAS CANTATA—"Yuletide Memories," December 23 BAPTIST YOUTH JUBILEE EVERY SATURDAY NIGHT At 8:15 o'Clock—Pre-Prayer Service at 7:30 P. M. Rev. L. W. Rowland, Speaker Tonight

PARROTT CITY-WIDE REVIVAL EVERETT B. PARROTT Nationally Known Evangelist SUNDAY AFTERNOON--3 o'clock MASS MEETING "HIS NUMBER IS 666" ARMORY "The Sin For Which There Is No Forgiveness" Sunday Night Assembly of God Church 8th and Oak These Meetings Are Stirring The Country!