

OREGON, Ore., March 11 (AP) — The filing period ended today with a comparatively mild event with little excitement. About 300 persons filed for nomination on the ballot in only 213 entered their names for the governor's seat...

Star of "Lost Weekend" Receives Tragic Appeals

By BOB THOMAS HOLLYWOOD, March 11 (AP) Ray Milland was an extremely worried and nervous man Thursday afternoon. He is no longer nervous since he won his "Oscar." But he will continue to be a worried man as long as "The Lost Weekend" continues to be shown on theatre screens.

KF Men Fly Planes Out

A far cry from the coach-and-four days is the streamlined trend of postwar 1946 travel with people going east to fly new planes out as well as drive new cars.

Epidemic Of Measles Hits Jackson County

During the week ending March 2, there were 229 cases of measles reported in the state, of which 133 were located in Jackson county and only two in Klamath county, figures from the Oregon Health Bulletin reveal.

ALBANY, Ore., March 11 (AP) Butter and nylons have been running a close race for top spot on the ladies' "want" list but according to two ads appearing in an Albany newspaper the outcome has been settled.

Klamath's Newest! BETH'S BEAUTY SHOP 1605 Martin St. Across So. 6th from LEE HENDRICKS DRUG for Appointments DIAL 5230 - BETH BEDDOW

Does this sauce make good cooks better cooks? Let's ask the women who cook with Del Monte - 2 out of 3 of them have used it more than 10 years! MACARONI CASSEROLE

Land Bids Received From Vets

Sealed bids are being received now from honorably discharged World War II veterans on 5900 acres publicly-owned land in the Lower Klamath area. The bids will be publicly opened at the reclamation offices on March 20 at 10 a. m.

Young Boy Admits Spurling \$6000

PORTLAND, March 11 (AP) — A 15-year-old boy who sheriff's Deputy Earl Anderson reported today had admitted spurling almost \$6000 he stole from his grandmother's purse, was held in county jail here.

Over 100 Million Bottles Sold - simply great for MONTHLY FEMALE PAIN

Do you suffer from monthly cramps, headache, backache, feel nervous, jittery, cranky, "on-edge," weak, tired—at such times—due to functional periodic disturbances? Then try famous Lydia E. Pinkham's Vegetable Compound to relieve such symptoms.

BETH'S BEAUTY SHOP 1605 Martin St. Across So. 6th from LEE HENDRICKS DRUG for Appointments DIAL 5230 - BETH BEDDOW

Life Underwriters Hold Monthly Meet

The Life Underwriters of Southern Oregon held their regular monthly meeting at the Willard hotel Wednesday, March 6. Guest speaker, B. M. Downing of the New York Life Insurance company from Portland gave the members a very interesting and inspiring talk on life insurance in general.

Tule Couple First To Drive 1946 Car

A Tulalake couple are the first people in the area to be driving a 1946 car. They are Mr. and Mrs. William Nelson and they received delivery on the 1946 super deluxe tudor Ford sedan on November 29, 1945.

DINE At The Sign Of The RED ROOSTER Klamath's Finest 614 Klamath Ave. Open 6 A. M. to 10 P. M.

Price Of Logs Raised By OPA

WASHINGTON, March 11 (AP) — An average price ceiling increase of \$1.25 per 1000 board feet for logs produced in western Oregon and western Washington was authorized Friday by the OPA.

A COMPLETE VICTORY SAN DIEGO, Calif., March 11 (AP) — Navy Yeoman Salvatore C. Del Vecchio Jr. told police his father had been missing from Lodi, N. J., for 18 years.

Beware Coughs That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes.

Races Seen In GOP Primaries

MEDFORD, March 11 (AP) — Contests have developed in the republican primaries in Jackson county for sheriff and judge, but the democratic party ticket will have clear sledding in the May balloting.

BALMY WEATHER AND A Sport Shirt

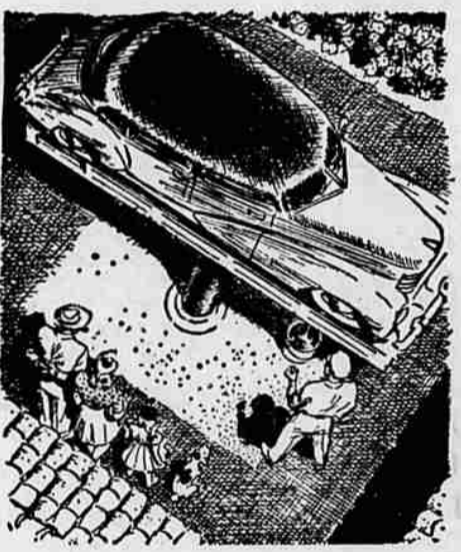
From Drews Only \$2.95 Up ★ Artvogue ★ Rich Guild Brands Plain Colors and Checks Since 1918 DREW'S MANSTORE 723 Main St.

Dick Baize, American Legion post commander, for sheriff nomination. QUICK RESULTS ST. PAUL, Minn., March 11 (AP) It didn't take long for Eugene Benolken, 30, World War 2 veteran, to get results from an advertisement he placed in the St. Paul Pioneer Press. It read: "Will exchange my medals earned while saving your home for a place to call home for my wife and me."

WHAT'S COOKIN'?

There's plenty always cookin' at Hersherberger's Cafe... Whether it's a hamburger, apple pie and coffee or a full course dinner, you'll find our fine foods and service are adding new customers every day. So if it's good eating you're seeking, don't hesitate to try...

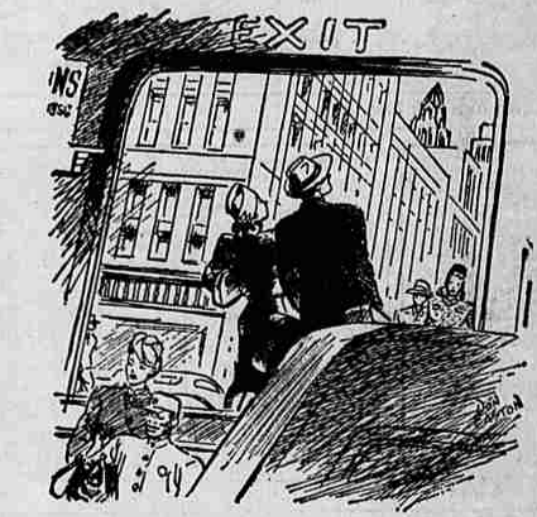
Sometimes it's good to make customers dissatisfied



1. For 25 years it has been an accepted practice to change the oil in an automobile every 1,000 miles. With the motor oils we had before the war this was the only safe procedure. And the public had been told about it so long and so frequently, the habit was pretty well fixed.

2. During the war, however, Union developed an oil that would last a good deal longer than 1,000 miles. In fact, it had to be changed only two times a year. A few months after V-J day we were in a position to offer this New Triton to the motoring public.

3. At that point we had to make a decision. Should we advertise New Triton simply as a superior oil and let people go on changing it every 1,000 miles? Or should we give them the whole story and upset a buying habit that had been established for years?



4. If Union Oil had been a monopoly—private or governmental—we would probably have kept quiet. There's no incentive to go after more business when you already have it all. And when the customers are satisfied, the motto of most monopolies is "Don't Rock the Boat."

5. But we didn't have all the business. We were in competition. By telling the whole story on New Triton we stood to gain two things: good will from our present customers and additional business from the dissatisfied customers of our competitors. So we told it. The results justified our decision.

6. Furthermore they proved once again that as long as there's room for improvement in an industry, the only way to guarantee maximum progress is to have an economic system that guarantees maximum incentives. Our American system, with its free competition, provides these to a degree no other system has ever approached.

-be sure you get America's favorite Del Monte TOMATO SAUCE

UNION OIL COMPANY OF CALIFORNIA This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif. AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE