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Advertising Roundup

By A. D. ADDISON
Herald and News Advertising Manager

ONE of the current slugging matches is that between Robert R. Wason, president of the National Association of Manufacturers, against the OPA, and Oregon Senator Wayne Morse, defending it.

Morse charges that the NAM is "inspired by greed" in its "nefarious fight" against OPA. Wason declared that "OPA is the parent of all black markets," and said if "Morse is not too greedy for votes he will initiate the legislation to dethrone John L. Lewis and restore the American people to power."



ADDISON

One good left jab that the OPA boys use at every opportunity is that the NAM spent \$400,000 for advertising the manufacturers' side of the question in their "nefarious fight." That's a laugh to any advertising man because for years the War Bond division and many other bureaus (including OPA) have been drumming it into us that advertising is a great, legitimate means of expressing opinion in the good old American manner.

Bowles Advertising Man

THE real laugh, though, is that OPA Guiding Light Chester Bowles is the original Horatio Alger boy of advertising. He and Will Benton, now assistant secretary of state, made their millions in the advertising agency, Benton and Bowles, and retired in their thirties. OPA is guided by the keen mind of one of the world's most successful advertising men, and everyone knows that the OPA is a billion dollar operation, add to that the perfect advertising theme (everyone, of course, wants to keep prices down on what he buys) and NAM's nefarious \$400,000 looks slightly inadequate.

Advertisers know that continuity, continually keeping at it, is one of the most important ingredients of success in any program. Again, you'll have to hand it to OPA. If anyone happens to look back in The Herald and News files to August 7, 1943, they would find this advertising column devoted to the report that, EVEN THEN, OPA was campaigning to continue after the war.

(As some cynic said, we'll probably continue to spend a dollar to keep the price of a four-bit item down to six-bits... if there ARE any of these items.)

About Liqueur Ads

EVERT J. TUNING, pastor of the Sprague River Friends church at Sprague River, writes:

"There is one thing in your newspaper that is of grave concern to me: that is the liquor advertisements. I am sure that you are aware of the influence that the drinking of liquor has on the individual and on society in general. I do not understand how any Editor who knows the truth about this evil can prostitute his paper for the promulgation of it. Your liquor ads insinuate that only comfort, ease and enjoyment are to be obtained from the drinking of liquor. They make it appear that only the intelligent and successful people of our country drink it; that the alcoholic is only a sick person and that liquor has nothing to do with him being in that condition. It may be that there is a degree of comfort and ease and enjoyment in the use of it and that there are some successful people who drink it and that an alcoholic is a sick person, but why do you not tell that the final result of the use of it brings discomfort, disease and sorrow; that the successful who drink it eventually become failures; that the alcoholic is a sick person because he drinks liquor? Why

do you not say that it is poison and warn all to beware of it? If you intend to publish the truth you will have to do this. No doubt the distillers would not let you publish the truth. Then if you are an honest publisher you will have to refuse their money."
Well, there ARE a very few papers which refuse advertising of alcoholic beverages, notably the Salem Statesman. Ex-Governor Sprague's paper, The Herald and News accepts this advertising because it believes that the Eighteenth Amendment proved that you can't improve a person's moral habits by dictating to him; that it's better to have the stuff handled by the OLCC and advertised in the papers than to have it handled by bootleggers and advertised by word of mouth.

Supervised

WHILE we commend Pastor Tuning for his stand, we think he exaggerated just a wee bit on the advertising copy. Liquor advertising is closely supervised by the liquor commission, and the mention of a few of the points in its long list of regulations might be interesting. IT FORBIDS:
\* "Any statement that is false or misleading in any material particular.
\* "Any statement, design, or device, or representation which is obscene or indecent.
\* "Any statement, design, or device representing that the liquor has food value, or the use thereof has curative or therapeutic effects.
\* "Any advertisement which includes the likeness or caricature of a woman, child, or family scene.
\* "Any illustration or representation primarily appealing to children, such as comic strips and children's pets.
\* "Any illustration depicting athletes or athletic events in which the participants of games or events are portrayed.
\* "Any illustration of public characters, past or present.
\* "Any advertisement of alcoholic liquor referring to any religious holiday or festival, or any symbol, sign or other character associated with such holiday or festival."
That's just a few—but probably too much has been said already.

Remember the old jingle: "Whiskey when you're sick makes you well—whiskey makes you sick when you're well."

Old World Blocs

WHETHER Winston Churchill's idea of a "United States of Europe, both of the east and of the west" materializes as a goodwill measure of peaceful collaboration, the indications are that the Old World will in any event be divided into two blocs—friendly or otherwise.
One bloc already has been formed in the main, and that is the new Russian zone of influence which blankets most of the countries of Eastern Europe and the Balkans. The logical corollary to that will be a western bloc of nations which will combine because of their special community of interests, including a democratic form of government that is at variance with the Soviet totalitarianism.

Cooperation

PROPOS of this thought, Mr. Churchill said in his speech at the Hague:
"We hope that the western democracies of Europe will draw together in ever closer amity and ever closer association. This is a matter which should be very carefully considered and, if found wise, should be pressed from many angles with the utmost perseverance."
Naturally the fact that there were two groups of nations wouldn't ipso facto mean that they must be at logger-heads. Mr. Churchill's "United States of Europe, both of the east and of the west," under the guidance of a world organization, would be calculated "to unify this continent in a manner never known since the fall of the Roman Empire."
That would be the ideal. The cold reality is that nobody can say now what the relations among the Old World nations will be in the Europe of tomorrow. We cannot determine that until the realignment of the zones of influence has been finished—or at least until it is clear how great a change is contemplated.

Bartered Bride, by Smetana, and a Silesian folk song, Fairrest Lord Jesus.

"Payment Deferred," by C. S. Forester and Jeffery Dell, has been selected as the Theatre Guild play for Sunday. The play, starring Charles Laughton and Elsa Lancaster, is the tale of a psychopathic murderer, living amid fear of his crimes and dying for a crime he did not commit. The story revolves around a bank clerk who, fearing his creditors, murders his wealthy but orphaned cousin. The crime nets him considerable money, but after burying the body in his back garden, he lives in constant fear of discovery. When his wife discovers the crime and takes poison, he seems likely to be convicted of her murder as well. The play first appeared on Broadway in the 1931 season, and starred Laughton at that time, where he collected accolades both for dramatic presentation and stage production. He later starred in the movie version.

Back to the problems of the vets, Counterspy this week presents a dramma entitled "Case of the War Hero's Book." With racketeers quick to see the money-making possibilities in any situation this gang, posing as a book publishing company, devises a scheme to swindle the unsuspecting parents of war heroes. A lawyer, finding that a charwoman in his building has fallen prey to these operators, takes her to the head of the gang in an attempt to expose the crooks. But, I wouldn't be surprised if he were the guilty one in the end. Anyway, the counterspies break up the ring and everyone is happy again.

RADIO PROGRAMS

Table with columns for SATURDAY EVE, MAY 11; SUNDAY P. M., MAY 12; SUNDAY A. M., MAY 12; MONDAY A. M., MAY 13; MONDAY P. M., MAY 13. Lists radio stations and program titles.

SIDE GLANCES



"When I was your sergeant you said you'd knock my block off the first time you caught me in civvies—so you ask me as a favor can I slip you a pound of butter!"

BOYLE'S NOTEBOOK

By HAL BOYLE
BERLIN, May 11 (AP)—Switzerland has all but killed the black market in watches in Germany. The days when American soldiers could sell the "Mickey Mouse" timepieces for \$1000 are over. Too many have flooded in across the Swiss borders.
The chief customers were always the Russians, and it used to be a stock just among GI's here to say: "Let's call up the Soviet embassy and see what time it is."
But the best joke concerns the Yank who sold a sun dial to a Russian. They met one morning in downtown Berlin, and Ivan immediately asked Joe: "Wanta sell your watch?"
"I don't have a watch," Joe answered.
Ivan proudly unfurled his sleeve.
"Four-Watch Man
"Look," he said, "I got four."
There they were, two, ticking from his wrist almost to his elbow. Joe took a quick glance at the nearest watch and saw that it was 11 o'clock.
He held up a stick he had been swinging and then: "van, I can sell time by this stick—and I don't have to wind it."
"Watch me," said Joe.
He stuck his stick in the ground and saw where the shadow would fall.
Then he drew a circle and numbered it around from one to 12, being careful to put the figure 11 where he knew the shadow would fall.
He squinted up at the bright sun and then placed the point of the stick in the center of the circle.
Portable Sun Dial
Ivan watched in wonderment as Joe traced the shadow across with his hand and announced: "My sun stick says it is 11 o'clock. What time you got?"
Ivan inspected his four watches critically, and answered in an impressed voice: "Eleven o'clock. Say, that's a good watch. I'll give you a thousand marks for it."
Joe handed him the stick and walked away a hundred bucks richer, hoping the sun would go

Crop Insurance Director Quits

PORTLAND, May 11 (AP)—The resignation of Willis C. Boegli as state director of the Federal Crop Insurance corporation was announced here today.
George N. Peck, Lexington, Morrow county wheat rancher and eastern Oregon crop insurance supervisor, was appointed acting director until Boegli's permanent successor is named.
Boegli, state director since the reestablishment of the crop insurance program a year ago, is leaving to become agricultural economist with the bureau of reclamation at Amarillo, Tex.

Kodiak Goes Hungry When Dock Men Quit

KODIAK, Alaska, May 11 (AP)—Kodiak residents were trying to make themselves happy with the "half a loaf is better than none" adage today after the steamer Lakina sailed away with half of its local consignment of food still aboard.
The first food ship to reach Kodiak since March 29, unloading of the Lakina was halted over an overtime pay dispute between dock operators and agents for the vessel.
All the meat and most of the fresh garden foods destined for Kodiak remained aboard when the Lakina sailed.

Anti-Venereal Drive To Open In Clatsop

ASTORIA, May 11 (AP)—The state's anti-venereal disease educational program will be tried first in Clatsop county.
The state board of health, Oregon Tuberculosis association and the social hygiene division are directing the campaign. Plans will be drawn Monday at a meeting of labor unions, chambers of commerce, grange and county public health association officials.

Are You worried? TOP TEN for TONIGHT ROSTER:
\* 5:15 Sports Lineup
\* 5:30 Boston "Pops" Orchestra—ABC
\* 6:30 Music of Manhattan
\* 6:45 Salon Concert
\* 7:30 Win, Place or Show—ABC
\* 8:30 Famous Jury Trials—ABC
\* 9:00 Gangbusters—ABC
\* 9:30 News
\* 10:00 Baldy's Band
\* 10:30 Freddy Martin's Orch.—ABC
THE HERALD and NEWS
ABC KFLW 1450 KC.

IRA Leader Dead After 23-Day Fast

DUBLIN, May 11 (AP)—John McCaughey, 33, tight-lipped former Irish republican army "adjutant general" died in his cell at Dublin's Maryboro prison early today after a 23-day hunger strike which caused political agitation throughout Eire.

In Belfast, David Fleming, another imprisoned IRA hunger striker, was reported in a "weak condition" as his fast entered its 50th day, but Dr. Fred McSorley, a nationalist member of parliament, who visited Fleming yesterday, said he showed surprising vitality and probably would live "for many, many days yet."

McCaughy, whose brother and four sisters were with him when he died, apparently kept silent to the end. He had refused to defend himself when a special Dublin military court sentenced him to death in 1941 for kidnaping and illegally assaulting another IRA leader, Stephen Hayes.

The death sentence was commuted to life imprisonment following a nationwide appeal for amnesty.
His case had become a national issue and in the past three weeks, numerous Dublin mass meetings demanded his release. Thursday night mounted police broke up what they termed an "attempted attack" on Eire President Sean T. O'Keilly by 380 angry demonstrators.

Bus Accident Brings Suits

Two lawsuits for \$25,000 each, growing out of the bus crash which injured 21 passengers here July 27, 1944, were placed against the Pacific Greyhound line and V. J. Wrigglesworth, Eugene, driver of the bus, in the circuit clerk's office today.

Alice Hulett and Hessie Hulett, passengers, filed the suits.
Alice Hulett, a theatrical entertainer, charges that Wrigglesworth was negligent in his handling of the southbound Portland-San Francisco bus on the rain-soaked highway. The bus turned over at the corner of Oregon and Bielh, crashing into the side of a house at 2102 Oregon.

She alleges in her suit that when the bus overturned she was thrown about inside the bus and suffered many cuts and bruises about her body and limbs and a deep gash on her head, keeping her from following her career as an entertainer.
Hessie Hulett says that her injuries included several fractured ribs and back injuries.

Both, along with the other injured passengers, were treated in local hospitals the night of the accident.
J. H. Carnahan is representing both plaintiffs.

Portland Retains Wartime Expansion

PORTLAND, May 11 (AP)—Statistics showing that Portland has retained much of its wartime growth were presented at a really board program here.
Harry Failing, advertising director of the Journal, reported that city payrolls totaled \$18,370,370 in April—nearly double the figure of 1940.

Other reports: (1) County property valuation has jumped from \$259,000,000 in 1940 to \$401,000,000 in 1945; (2) bank clearings are \$977,500,000 compared with a wartime peak of \$982,500,000; (3) building permits have hit a new record of \$18,000,000 so far this year.

Mercy Flight Ends At Seattle Hospital

SEATTLE, May 11 (AP)—Moved here from Roseburg, Ore., where they were taken after an automobile accident, Mr. and Mrs. Edward K. Browne, formerly of Port Angeles, were reported in a "fair condition" at Providence hospital today. Browne was flown here, Mrs. Browne was unable to stand the flight so she was brought by motor ambulance, arriving at 3 a. m., today. They were brought here for treatment unavailable at Roseburg.

Telling The Editor

Letters printed here must not be more than 500 words in length, must be written legibly on ONE SIDE of the paper only, and must be signed. Contributions following these rules, are warmly welcomed.

GAMBLING QUESTION

KLAMATH FALLS, Ore., (To The Editor)—We wish you would publish this as an open letter to all the citizens of Klamath county.

Some few days ago my husband and I visited the district attorney in his office with respect to the enforcing of the law against the slot machine operators in this city and county, which violations the district attorney acknowledged. We know others have been to the district attorney concerning these violations too, and yet the machines are still there. He said however that he was helpless under the circumstances, and not knowing the exact wording of the law, we left him. Not being willing to accept the statement which he made, we have obtained the Oregon code law since, and we ask that it might be printed in the Herald and News for all to read and to judge whether the district attorney could do anything about it.

"Oregon code law 3,23-1029: officers shall fail, neglect or refuse faithfully to perform any duty imposed upon him by this act, he shall be deemed guilty of a misdemeanor, and on conviction thereof shall be fined not more than \$500, nor less than \$100, and on such conviction shall be a forfeiture of his office; and the court before whom such conviction is had, shall at once order such forfeiture of such officer, in addition to imposing the penalty herein set forth."

It would seem from a plain reading of the law in this matter of the slot machines, that both the district attorney and the sheriff are openly neglectful of their duty as servants of the people. If either the sheriff or district attorney do not know of these violations, all they need to do is walk down Klamath avenue and some other streets of our city and look in the pool halls, beer parlors and look in restaurants and bus stops in various parts of the county.

If unwilling to do their sworn duty why do they not say so, rather than hide behind a lame excuse, which is all that has been offered.
Is it possible that the district attorney, now running for the circuit judgeship, is afraid to enforce the law? Of whom would he be afraid, surely not the law-abiding, law-respecting citizens. In so carrying out the plain intent of the law he and the sheriff with him, would have the respect and admiration of every decent citizen.

A challenge to you Mr. Sheriff, and to you Mr. District Attorney, to do your sworn duty today and every day.

Respectfully yours, Mrs. W. King, 3450 Crest.

Classified Ads Bring Results.

Poultry Men Advised To Slash Flocks

PORTLAND, May 11 (AP)—Oregon poultry growers, who complained that feed shortage would liquidate their flocks, had been told by the department of agriculture today that flock reduction is advisable.

The Oregon council, U. S. department of agriculture, at a meeting yesterday, urged culling and liquidation of flocks to save food for starving peoples abroad. Officials accused producers of ignoring a request last winter for flock reduction.

The group also asked Secretary of Agriculture Anderson to release government-owned corn now stored in the midwest, to offset the poultry feed shortage. It was reported yesterday that Oregon has more laying hens than a year ago, yet dealers are using cold storage supplies to meet consumer demand.

Siamese Twins May Keep Life

PORTLAND, May 11 (AP)—Portland's Siamese twins improved noticeably today and the attending physician said they had a strong chance for survival.

"The care taking nourishment, their color is good and they are very alert," Dr. Joseph V. Springer reported.

For the last two days he had believed the girls, Carol and Susan Nurse, could last for only a short time despite slight improvement yesterday.

Stockman Fails In Indian Boost

WASHINGTON, May 11 (AP)—An attempt by Rep. Stockman (R-Ore.) to have the house appropriate \$212,000 for Klamath Indians in Oregon was voted down yesterday.

A committee had cut the amount recommended in the interior department appropriation bill for the Indians to \$106,000. Stockman tried in vain to amend it, but the reduced amount stood.

Flames Raze Garage At Jones Residence

The garage and hobby shop at the Paul Jones' residence, 662 California avenue, was completely destroyed by fire at 8:53 a. m. today.

Firemen said that the blaze resulted from an overheated stove in the building which is in the rear of the family home.

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