

Spuds Can Be Sold

Maine Men Learn to Walk Without Taxpayer Crutches

By FRANK TRIPP
In private business, when there's overproduction prices go down, the effort to sell the excess product increases and the people profit there-by.

Under the government's portion of business, overproduction is bought with the taxpayers' money and the people suffer thereby. Prices move higher and the consumer pays not only the higher prices, but he also pays in hidden taxes, the subsidy which made the prices high.

You come face to face with this farm price support phenomenon every time you look a potato in the eye. Let's look the common man's mainstay squarely in the eye.

Government Aid
Of last year's potato crop the government bought 133 million bushels; paid 269 million dollars for them; took them out of the consumer market; then paid for the transportation, handling and storage of 186,000 freight carloads of the spuds.

How Well More?
You'll ask, how are you going to sell more potatoes? The same way that more of everything is sold; by encouraging use, establishing volume and maintaining reasonable price — through advertising.

Idaho growers have advertised potatoes since 1937. In the face of a 49 per cent decline in the use of potatoes, their sales increased annually. In 1948, against the government's 269 million dollar potato subsidy, their sales reached a new high.

Captivateen!
Even taking the highest selling cost that Maine growers encountered as a basis, the 133 million bushels which the government bought in 1948 could have been sold at a cost under two million dollars (less than one-half cents per bushel).

The nation would have eaten more potatoes at the under parity price which government paid. By reason of the miracles that advertising hath wrought it is no wild guess that most of these wasted potatoes could have reached American tables.

But you mustn't expect government to sloop to any of the proven free enterprise methods which created the America which we love.

That wouldn't win the votes of the uninformed—who are vaporized into blaming the wrong culprit for the high prices which they pay.

It Pays to Use the Want-Ads.

MARIAN MARTIN
Just what all the ladies want for classes! A dirdly darling and demurely flattering collar and spaghetti bow. That skirt has hidden pockets, front gathered in Teen-age sizes 10, 12, 14, 16. Size 12 takes 4 yards 39-inch; 1/2 yard contrast.

Don't miss our Marian Martin Fall and Winter Pattern Book! Smart, new clothes to sew at home. Gift ideas by the score. Send fifteen cents for this book—a Free Pattern is printed in the book—a new skirt to wear with your skirts and dresses!

Chuck Bailey Says:
We Offer Friendly Help With Your MONEY PROBLEMS

Fast • Efficient LOANS ON Furniture Automobiles Your Signature MOTOR INVESTMENT CO. 111 N. 7th Phone 3323

exceeding their previous top by four million dollars, or 10 per cent. This was accomplished at profitable prices, through a modest \$75,000 advertising campaign in 47 newspapers.

Maine sells potatoes to consumers too. By advertising, Maine growers increased their sales from \$10,888,000 to \$62,000,000 in nine years. They started with \$25,000 spent in three newspapers. This successful New England effort could be one reason why Boston consumes five times as many potatoes per capita as does New York City.

The value of Maine potato land increased, distress sales almost stopped and the farm mortgage was cut in half.

Others Do Same
Others than potato growers have profited likewise. Oranges moved from a Christmas treat to every day fare. In four months the apple growers of the state of Washington sold 50 million dollars worth of perishable fruit through advertising.

Facet with a bumper crop of 30 million boxes of apples, they placed advertising in 259 newspapers. In January of 1948. By April they were curtailing shipments to avoid a premature sellout.

Cranberry growers have advertised their crops for years. In 1948 their sales increased 33 per cent over 1947 and 87,000 women wrote for their booklet on ways to use cranberries. That's a top secret of food advertising—ways to use the product; and there the newspaper shines, for its recipes reach every kitchen.

The government doesn't try to encourage the use of potatoes or try to sell them. It just buys them at a price under par—less than you pay—takes them off the market, and less and less potatoes are eaten as a result. Great quantities go to waste. As less and less are eaten, more and more have to be bought and more and more are prizes not to grow them—some who never grew enough potatoes to put in your eye.

Taxpayer Saving
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It Pays to Use the Want-Ads.

SNAPPER
Doc, don't tell anyone but you've just been shot! No, don't call a doctor because no harm's been done but you really have been shot—no foolin'. When the Snapper goes on the rampage with camera and films from right here in our store he just never misses!

We Have a Movie Projection Booth
In Our Shop For Your Convenience No Charge

Underwood's CAMERA SHOP
727 MAIN STREET TELEPHONE 7063 KLAMATH FALLS

Breed of Canine

- HORIZONTAL
1 Dejected breed of canine
9 It is a wire-haired
12 Feigns
13 Minute skin opening
14 Peel contrition
15 Rounded
17 Scottish sheepfold
18 Assam silkworm
19 Prohibit
21 Folding bed
24 Tipped
25 Strays
27 Fourth
28 Arabian caliph
29 Immerge
30 Legal point
31 Night before an event
31 Greek god of war
33 Brought up
34 Hop's kiln
35 East (Fr.)
36 Auricle
39 Age
41 Spanish fleet
44 Withdraw
48 Its coat is not easily discernible in the
49 Topics treated in a document
51 Abstract being
52 Perfumes
VERTICAL
1 Fourth month (ab.)

Answer to Previous Puzzle

Word puzzle grid with clues and a picture of a dog in the center.

Church Film, 'Prejudice,' Opens Monday

NEW YORK Oct. 13 (AP)—In 100 cities throughout the country next week, the Protestant church will show how well it is learning from Hollywood.

cooperation with the anti-defamation league of B'nai B'rith, the \$100,000 movie was backed financially by 17 major Protestant denominations.

It's Poole's
222 So. 7th for Bicycles, Tricycles Wagons, Model Kits

New Fall Lamp Shades
Latest Styles—Curtains—Blinds
39c to \$3.95
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SEE KIMBALL'S GLASS SHOP
FOR AUTO GLASS
Always ★ Parking In Rear ★ Always

TRUCK BED BUILDERS ATTENTION
YOU NEED ASSORTED BOLTS
We Have The Largest Stock In Southern Oregon

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Asthma?
ASTHMA NEFRIN
This product will be demonstrated in our store on Saturday, October 15th, by a company representative.

Lee Hendricks
"Your Neighborhood Druggist"
2212 So. 6th Klamath Falls, Oregon Phone 4321

NICKEL UNPLUGGED

GRANBY, Colo. (AP)—Frank Bathrick is 6 years old. His dad gave him two nickels for being a good boy. Lying on the floor, the boy slipped from his hand and fell into his mouth, slipping into his throat.

FASHION CLEANERS Ph. 5563
Your nose knows the difference "ODOR-FREE" Dry Cleaning
Free Pick-up & Delivery!
In Today-Out Tomorrow
4-Hour Special Service
Skill & Care Beyond Compare

The father, Ralph Bathrick, hustled the boy into his car and headed across the mountains to Denver.

near the city limits police furnished an escort to Children's hospital. A surgeon fished out the nickel plugging Frank's throat.

FIXIE th' PIXIE ... in "The Crisis"

It Pays to Use the Want-Ads.
Canning and bottling of tomato juice has increased tomato consumption per person in the U. S. four or five times in a decade.

Conner's Service Co.
DIAL 6878
2009 SOUTH SIXTH
Klamath Falls, Oregon
Hours 7 to 7

HERALD AND NEWS COMICS

Grid of comic strips including Blondie, Bugs Bunny, Alley Oop, Wash Tubbs, Boots and Her Buddies, Freckles and His Friends, and Little Orphan Annie.