

The Evening Herald

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 MAIL RATES PAYABLE IN ADVANCE
 In Klamath, Lake, Steamer and Sixtyfour Counties
 Three Months \$2.50
 Six Months 4.50
 One Year 8.00
 Delivered by Carrier in City
 One Month .75
 Three Months 2.25
 Six Months 4.00
 One Year 7.50

Some Important Pieces of Defense Equipment



From Other Editors

ADVERTISING SUCCESSFUL (Tulelake Reporter)

Statistics of organized advertising in potato growing states from the west to the extreme eastern state of Maine, would seem to point to profitable experiences in marketing under their methods.

Some years ago Tulelake potato growers held a series of conferences on the subject of organized advertising, advancing far enough in their plans to name an assessment of \$1.00 per car to be applied to an advertising fund.

Figuring from a conservative estimate of 9000 carloads of potatoes grown in the Tulelake basin each season, which would be in a lower than average year, a two and a half million dollar crop, \$9000 would not seem an exorbitant amount to venture in telling the world about the potatoes that we grow here, and systematically building up our market.

The Colorado Potato Growers exchange of Denver, established in 1923, composed of 1500 growers, marketed a 1940 potato crop of \$7,301,000 in the mid-west, southwest and gulf states. Their containers were trademarked 10 and 14 pound potato bags.

Fifteen thousand growers and approximately 200 shippers, subscribing to the Idaho Advertising commission in Boise, Idaho, disposed of a \$12,000,000 crop of potatoes by the 1939 estimate.

They currently advertise to trade and consumer through Botsford, Constantine and Gardner, Portland, which is associated on this account with Cline Advertising Service, Boise. Their first experience was in 1937, when they spent \$125,000 in advertising, and this amount has been reduced through succeeding years to \$60,000 in 1940 and 1941. Their advertising dollars are divided among dealer service, display material and 26 per cent miscellaneous, for recipe folders, cooking schools, etc.

Maine potato growers work under a "Maine Development commission" established in 1936. Growers' receipts in 1939-40 were reported at \$10,403,080; the appropriation for the commission that season being \$48,000. In 1940, 1941, \$100,000 was appropriated. Their scope of distribution embraces the entire United States, and they currently advertise through Broome, French & Dorrance, New York. The commission is state-sponsored; their offices at the State House, Augusta, Maine. Michigan potato growers established the Michigan Potato Growers exchange in 1918, one

SIDE GLANCES



"Look at him posing as though he owned the town! I remember when I used to have to tan his hide for snitching doughnuts off my pantry window!"

Measles Attacks Hamilton Field

HAMILTON FIELD, Calif., March 24 (UP) — Thirty-eight cases of measles were reported among members of the U. S. army air corps units stationed at this Marin county base today, and army medical officers placed 120 other men under "protective quarantine."

NEW "MEANEST" MAN
 OMAHA, (AP)—Mrs. W. L. Frederick flagged a passing car to appeal for help after her purse had been snatched by a youth.

But the driver struck his head out of the window and laughed, then moved down the street where the purse snatcher got into the car and made his getaway.

MARRY IN RENO
 RENO, Nev., March 24 (UP) Marriage license: John R. Hubble, 39, Klamath Falls, and Helen Johnston, 25, Klamath Falls.

Suitability of Site

DISAPPOINTMENT in Oregon at the recent decision of the big Reynolds Metal company to locate at Longview, Wash., rather than at Cascade Locks or elsewhere in Oregon, has been offset to some extent by the announcement that the Electro-Metallurgical Sales corporation will construct a large plant near Portland.

The Reynolds Metal company's decision was apparently based strictly on the suitability of site, and not a lot of other factors which Oregonians have "guessed" must have caused it. The Longview Daily News, taking note of the speculation in Oregon, editorially quoted the head of the Reynolds company that it was sheer superiority of site that gave Longview the plant. Mayor Riley of Portland confirms that report on the basis of his part in the negotiations to induce the company to go to the Portland area.

The Portland mayor states further, in a letter to the Oregon Journal, that the Electro-Metallurgical company's decision to build near Portland came as a result of the discovery of a site there that better suited its requirements than proposed locations elsewhere in the lower Columbia country. This company, incidentally, will make considerable use of certain mineral products found in Oregon, and its location on this side of the Columbia river will reduce freight rates and enhance the possibility that Oregon will be able to sell these products to the big company. Ray C. Thresher, field geologist of the state department of geology and mineral industry, on a visit here this week, called attention to this important development as it affects southern Oregon minerals.

Development of Bonneville and Grand Coulee dams made the subject of industrial development in the northwest one of intense interest, and the great national defense program has brought a spurt along this line that will put northwest industry far ahead of expected schedules. Oregon, we feel sure, will get its deserved share.

The Vital Factor

SO SERIOUS is the outlook for Britain that certainly no one can question the proposition that if Britain succeeds in defeating Hitler, it will be because of the aid of the United States.

The president of the United States, who certainly has access to information not available to most of us, is evidently convinced Britain cannot win without our assistance. He has led the determined movement to align us definitely on the side of the British, on the theory that a British defeat would be such a terrific economic and political blow to this country that it would either ruin the "American Way of Life" or lead us directly into a difficult war to defend ourselves.

That is the basis of the vast military and industrial enterprises now gathering speed in this country. The next few months should tell us whether it has come too late, as the dictators say, to do the British any good. The totalitarian leadership knows of the terrific potentialities of the United States as England's active, determined friend. It cannot wait for those potentialities to develop into realities without at least an attempt to strike ahead of the full effectiveness of American aid.

BRITAIN WILL GET 400 SHIPS

WASHINGTON, March 24 (UP) — Approximately 400 merchant ships will be built in America for the British under the lend-lease act, a maritime commission official said today. Funds for these ships are included in the \$7,000,000 war-aid appropriation measure.

This disclosure followed revelation by a maritime commission source that the government will transfer to the British "within a few days" 50 merchant vessels from existing American-flag tonnage.

It was estimated that the vessels under the 400-ship program would cost approximately \$1,250,000 each.

More Shipyards
 The official said additional shipyards probably will be built. All existing yards are working at capacity and the commission has contracted for the construction of 51 new shipways in seven yards for the assembly of 200 pre-fabricated "ugly duckling" cargo vessels. The ships for the British likely will be identical to the "ugly ducklings."

Officials said that preparations for the 200-ship program were moving ahead of schedule. Title to the land on which shipways will be built has not been approved in many cases, but where the title has been cleared, construction of shipbuilding facilities is now 60 per cent completed, they said.

Furthermore, engines for the ships are being built and steel is being fabricated.

Although private firms will build the ships, the maritime commission is purchasing all materials to avoid competition among the companies in placing orders.

NEWS BEHIND THE NEWS

By PAUL MALLON
 WASHINGTON, March 24—Laughlin Currie's Chinese report went into Mr. Roosevelt's ears unreported, but these following highlights of it are for yours:

... China has both the ability and the will to hold out against the Japanese. Her chances of winning are excellent. The dispersion in the Chinese ranks caused by communists is not likely to prove fatal. Russia is sending in many times as much aid as the United States. Stalin obviously intends to keep the Japs as busy as possible in China, so Tokyo will have neither the time nor inclination to push the whole far eastern communist issue to a showdown.

... Up-to-date factories for small arms are numerous in China. Skilled workers are available. These were largely trained by the German army officers and technicians, sent in a few years ago by Hitler who then was working against the Japs.

... What China needs from us is a large supply of raw materials. With these she can keep going. Therefore the recent \$100,000,000 loan must be followed up with further credits.

... Wang Ching Wei, the Jap puppet ruler of occupied China, is hardly proving worth his weight to the Japanese. Mr. Currie found the Chinese unwilling to accept Wang's money. He tried to tip a bellboy in his hotel with Wang currency. The tip was not only declined but Mr. Currie learned some new Chinese cursives, all descriptive of Wang.

This Currie report will no doubt furnish the guide for development of Mr. Roosevelt's policy in the far east.

SCOOPS
 Note—Incidentally, the usually accurate Time magazine says in its current (March 24) issue: "not a hint of Currie's conclusions reached the press." The lead on this column March 9, day before Mr. Currie's Wash-

ington arrival, said: "bigger aid to China is coming x x x From (Currie) cabled reports that have come back to the state department, it is apparent he will recommend further substantial advances." Time is not keeping up with the news.

Again incidentally, this column announced March 19 the visit of American fighting ships to New Zealand would be followed with excursions of sea battlewagons to points nearer the far eastern trouble spots. Next day, the navy announced two cruisers and five destroyers were nearing Australia.

LEND-LEASE

Henry Morgenthau and Jesse Jones have been having it again backstage, this time over details of lending and leasing. Apparently the treasury secretary believes some of the mitigating promises made before the bill was passed, should be kept, for a while at least. His men have been working to have the British liquidate what assets they can in this country to pay for their pre-lend-lease orders. (They pushed for the British sale of American viscose.) The treasury does not want the new \$7,000,000,000 appropriation used to pay off old orders.

To an outsider who hears only what he is told, it appears Mr. Jones would like to have the British put up their American companies and American securities with his RFC, as collateral for loans. Then, if the British failed to pay, such concerns as American viscose would wind up in the RFC, which is the official clutch of Mr. Jones.

It seems likely Mr. Morgenthau will win on all counts. His agents, Messrs. Young and Bulky, are handling the inner arrangements for the overall policy committee (Hopkins, Stimson, Knox and Morgenthau) and they are not likely to arrange things to suit Mr. Jones.

RUFFLES

Harry Hopkins, the president's man, performed some undetected unuffling of Leon Henderson when his clipper paused at Puerto Rico on the return trip from England. Mr. Henderson, you recall, walked away ruffled six weeks ago after his isolation in the defense setup. As a result of Hopkins' efforts, Henderson is returning, to become the big boy on price controlling or else a

NOW * 'Bluebeard's 8th Wife'

WEDNESDAY IT'S BACK!
 At last!
 Fred and Ginger in a DRAMA as great as their dancing—the true-life story of the world's greatest dancers.
 THE STORY OF VERNON AND IRENE CASTLE
 with ASTAIRE ROGERS
 EDNA MAY OLIVER
 WALTER BRENNAN
 Low Fields • Etienne Girardot • Janet Beecher
 RAINBOW

private citizen. The decision will be made when he sees the president.

Mustache Safe After Blast

LOS ANGELES, March 24 (AP) — Frank Caldeas was working at the forge in his workshop. A spark ignited metallic dust.

The resultant explosion damaged his workshop. Part of his tools were destroyed. The doors of his shop were blown off.

He got the scare of his life, but: "Por Dios, she is safe," exclaimed the 83-year-old calendar, tenderly fingering his mustache. "She is my real love. Fate is good to me."

Looking for Bargains? Turn to the Classified page

ENDS TODAY --- "TOO MANY GIRLS"

2 BIG HITS
 DICK POWELL
 ELLEN DREW
 Paramount Presents
CHRISTMAS IN JULY
 COMPANION FEATURE
EDW. G. ROBINSON
 Greatest role of a great career!
A DISPATCH FROM REUTERS
 VOX

NOW PLAYING!
 The longest run in all theatrical history finally comes to the screen!
 Produced by the men who gave you "GRAPES OF WRATH"
TOBACCO ROAD
 Comedy Directed by JOHN FORD
 with CHARLEY GRAPEWINE
 as "Jester" Marjorie Rambeau and a Great Cast!
 PINE TREE

NOW --- ENDS TUESDAY
 CHAINED TOGETHER... Forever!
 Two Great Stars reach new heights of Greatness in the year's dramatic thrill!
BOYER-SULLIVAN Back Street
 Richard Carlson, Tui Holt
 Comedy, Cartoon, Latest News

Coming Wednesday! AND THURSDAY
VAUDEVILLE
 5 BIG ACTS 5
 PLAYING KLAMATH FALLS ENROUTE TO RKO GOLDEN GATE THEATRE SAN FRANCISCO.
 1 Lord & Sherry "Streamline Athletes"
 2 Brookins & Van "Highlights of Harlem"
 3 Al Zimney "Cavalade of Wit" Composer of Song — "I'm Just a Vagabond Lover"
 4 Ullis & Clark "The Laugh Parade"
 5 Three Russels "Youth on the Bounce"
 NOTE: PASSES WILL BE HONORED ONLY FOR GENERAL ADMISSION SEATS ON VAUDEVILLE NIGHTS.
HARRY BOREL and his PELICAN THEATRE ORCHESTRA
PELICAN
 ONE OF YOUR HOME CONTROLLED, HOME OPERATED THEATRES