

Member of THE ASSOCIATED PRESS The Associated Press is exclusively entitled to the use of reproduction of all news dispatches credited to it or not otherwise credited in this paper, and also the local news published therein. All rights of reproduction of special dispatches are also reserved.

Herald and News

A temporary combination of the Evening Herald and the Klamath News. Published every afternoon except Sunday at Exposition and Pine streets, Klamath Falls, Oregon, by the Herald Publishing Co. and the Klamath News Publishing Company.

Entered as second class matter at the postoffice of Klamath Falls, Ore., on August 20, 1934 under act of congress, March 4, 1879.

Member of AUDIT BUREAU OF CIRCULATION Represented Nationally by WEST-HOLLIDAY CO., INC. San Francisco, New York, Seattle, Chicago, Portland, Los Angeles.

MALCOLM EPLEY Managing Editor

FRANK JENKINS Editor

Today's Roundup

By MALCOLM EPLEY
STATE CAPITOL, Salem, (Special Correspondence)—It's evidently feast or famine for the south Central Oregon country on this matter of legislative representation.

Today we looked over a proposal which has been fed to the legislative maw providing for re-apportionment of senators and representatives on the basis of both population and area. This particular idea (there will be others) comes from Senator Lew Wallace of Multnomah county, who was one of the supporters of State Senator Marshall Cornett's effort in the last session to get a fairer representation for Klamath county.

Senator Cornett of Klamath county has joined Senator Wallace in sponsorship of this re-apportionment bill, which would require a constitutional amendment.

Under a re-districting plan worked out today on the basis of the mathematical formula provided in this measure, Klamath county could be made a single legislative district with one senator of its own and three representatives. Lake county would have one senator and two representatives.

Applying the slide rule to Senator Wallace's new proposal, we find this district would get four senators and seven representatives if this measure were adopted!

That's more than has been hoped for down our way. The boost comes largely from the introduction of area as a factor in the apportionment. Senator Wallace's present scheme is to base the apportionment two-thirds on population and one-third on area.

The south and central Oregon district is now done a little dirt by the present apportionment, on the basis of population. Senator Wallace is considering changing the scheme to a basis of three-fourths on population and one-fourth on area.

A beauty of the Wallace proposal is that it would not seriously affect Multnomah county, and therefore should not attract violent opposition from the powerful metropolitan bloc.

Another Scheme

ANOTHER re-apportionment scheme being discussed here is a plan to change the number of senators from 30 to 31, and the number of representatives from 60 to 61. Klamath might get a better break on senatorial apportionment by adding the one senator.

Purpose of this movement is to eliminate forever any possibility of a deadlock in either house, such as occurred at the start of this session. There could be no even splits on votes with an odd number of senators and representatives.

The plan seems to have sprung up from several sources. We mentioned it in this column the day the legislative deadlock developed, and so far as we know that was the first suggestion, although we have no reason to believe the same idea did not occur to others about the same time.

Klamath has managed, through the repeated efforts of Senator Cornett and Representative Semon, to make the senate and the state conscious of the present under-representation of our district. Hence, when there is talk here of increasing the number of senators, or of any re-apportionment, it is always assumed Klamath will be given a break. If one senator is added to the upper house, Klamath should get that senator.

Senator Cornett, who made a hard fight for re-districting in Klamath's behalf last year, may introduce the same bill this year, if these other schemes do not appear to make headway.

Personalities

ART BREMER, former news editor of The Herald and News, is here as bureau manager for the United Press association. It seems like old times to be writing these lines with Art sitting within our line of vision. He sat there for years at Klamath.

Harry Wilson, Malin spud farmer, and George Yost, Tulelake grower, are in Salem on a meeting of the state agricultural advisory board. There have been two days of sessions on manpower problems.

Senator Cornett was given one of the senate's major committee responsibilities when he was named chairman of the roads and highways committee. That's the biggest senate committee.

Lee Bown, deputy superintendent of state police, who is well known in the Klamath country through his long service as state police captain in that district, just dropped into the press room for a chat. We have known Lee for many years. In fact, he and this scribe attended a murder together once, along with Herb Lundy, Oregonian correspondent here, who also is in the room at the moment. That was 14 years ago at Eugene. The years roll on!

If anyone doesn't like the way war has made things here at home, it is their privilege to join the armed forces.

We suggest that all people caught hoarding canned goods be put in the can themselves.

A perfect boy friend always remembers his girl's birthday, but forgets her age.

It may be that this year's liquor shortage will help us live up to last year's resolutions.

A pretty girl's face often is a misfortune.

Advertising Roundup

By DELBERT ADDISON
ANYONE selling advertising is constantly reminded that he is dealing in a very intangible commodity.

For instance, there's nothing in an ad that you can see, touch, hear, taste or smell to show that it has value in itself.

Unless an advertiser has a pretty clear picture in his own mind of what an ad can DO, he's not inclined to lay hard earned cash on the line to give you a piece of paper to reprint in a square on the page of the paper.

It is the advertising salesman's job, of course, to make clear what advertising can do. The newspaper ad man explains that what he has to offer is an entrance into the homes of his subscribers and at least a first hearing on what the advertiser has to say.

The fellow laying his cash on the line, though, likes to look into this on his own hook, and this has led to the Continuing Study of Newspaper Reading.

This Continuing Study was mentioned last week as the most scientific investigation of its kind yet attempted.

It is conducted by the Advertising Research Foundation of the Association of National Advertisers and the American Association of Advertising Agencies, in cooperation with the Bureau of Advertising of the American Newspaper Publishers association.

If you waded through that, you gathered that the study was made by the big advertisers and the people that write their ads, with the newspapers lending a hand.

The mass of details they dug up make a list longer than the title of the thing. However, it takes lots of facts put together to give a true picture of the whole.

After a couple of years at it, summaries have been made that tip over the apple cart on several ideas of newspaper advertising.

Over-All Picture

GETTING back to the study itself, the process has been to take one day's edition of a paper and interview the subscribers on what they read. Every subscriber isn't interviewed, but enough are covered to get a true average.

The summary of a particular paper gives the per cent of subscribers that read each news headline, story and picture, and each headline, picture and story in every ad.

Fifty-three different papers from all parts of the country have now been analyzed. And the 53 studies have been put together to give an over-all picture of the way we read newspapers.

Women Read Ads

ONE thing we've been kidding ourselves about is that women don't read anything but society news. True enough 86% of the women look at some society picture or read some society story, but on the other hand 95% of them (bless their hearts) read some advertising.

And here the advertising department can swell a vest button because this 95% figure (the per cent of women reading some ad) is the highest for any part of the paper. For the men, it's 80%.

The comics, and we thought everyone followed Orphan Annie, come in with 84% of the men and 79% of the women. That is, that percentage looked at something in the comic section.

The editorials are read by 42% of the men and 25% of the women, but 85% of the men and 80% of the women look at something on that page.

Low on the news side is financial news, with 29% of the men and 10% of the women looking at something there.

We were taken down a peg on classified, with 32% of the men and 38% of the women looking at the want ads. Somehow, like comics, we thought everybody and his dog read the want ads.

Don't Fool People

BUT that reassuring, expansive figure of 95 (the per cent of women reading some advertising) shows for one thing, if nothing else, that you don't have to fool people into reading the ads.

People look for the ads, because a good ad gives valuable information.

The newspaper's bread and butter, department store advertising, which does give valuable information, was found to be read by 86% of the women and 38% of the men.

National advertising is read by 53% of the men and 60% of the women. By national advertising we mean advertising by manufacturers, such as automobiles, cigarettes, brands of food and the like.

Department store advertising gets read by more people because department stores are closer to the readers. They know what to put in their ads that will be matters of immediate and valuable information.

Accurate Information

THESE summaries give tangible and accurate information on what happens to the average ad in the hands of the subscribers. Remember that these are averages.

The advertiser, of course, is interested in how he can improve his ads to get more people to read them. That is why the study is being made.

To get down to why some particular ad was read by more people than some other ad it is necessary to dig into these reports and go into more detail than can be taken up here.

The effect of studies such as this, as far as the subscriber is concerned, is that in the long

SIDE GLANCES



"Sometimes it's kind of a nuisance to have such a handsome doctor—he's coming in soon and I really don't feel much like fixing up at all!"

YANKS LAMBAST GUADALCANAL LANDING TRY

(Continued From Page One)

tempted to intercept this attack and eight were shot down. One American dive bomber was forced down and five American fighters failed to return from the action.

Also during Friday morning, an American plane patrolling the air around Guadalcanal engaged and shot down three Japanese Zeros.

No Letup

There was no letup in the fighting during the afternoon. Army Flying Fortresses with army fighter escort of Lightnings, Airacobras and Warhawks went into action against five enemy destroyers 37 miles southwest of Fasi island in the Shortland island area about 300 miles northwest of Guadalcanal and in the general vicinity of the Japanese air base at Munda.

First Christian Church

"The downtown church," Pine street at Ninth. Arthur Charles Bates, minister.

Bible school under the direction of Stanley Kendall as superintendent meets at the hour of 9:45 a. m. There is a class for every age group. The attendance last Sunday was 251.

Morning worship begins at 11 o'clock with the prelude by Mrs. Mary Hayden, organist. Mrs. Vera Howard will lead the choir and congregation in the hymns. The Lord's Supper is always a regular part of the service. The choir will sing "Because He Loved Me So" as a special number. The sermon by the minister is "The Power of the Holy Spirit in the Life of the Christian." There will be a baptismal service following the sermon. Benediction and postlude.

The evening services begin with the Christian Endeavor meetings which meet at 8:30 o'clock. The juniors are having a special missionary meeting. This group is known as "The King's Builders." Their topic, "My Church and the World."

The minister is teaching a class in church history which meets at the hour of 6:30 p. m.

The evangelistic service is at 7:30 p. m. Everett Esqate will have charge of the song service. There will be an evening communion service for those unable to come to the morning service. The sermon will be "Who Are Hypocrites?"

The First Christian church invites you to attend these services. There were 278 present last Sunday for the morning worship. A hearty welcome awaits you.

Cuts Finger — Fred Keehr, 1957 Logan street, an employe of Metler brothers mill, suffered a severe cut on the third finger of the right hand Thursday, necessitating emergency treatment at Klamath Valley hospital.

run ads will continue to become more interesting to the reader. They will be more interesting because they will give more information on ways to get more enjoyment out of our everyday lives.

EDITORIALS ON NEWS

(Continued From Page One)

ning his next battle with Rommel. Our side is silent on that point.

LORIENT, big German submarine base on the French coast is raided for the second night in a row. Allied planes sweep over northern France, Belgium and Holland.

IRAQ officially declares war on the axis. This is rather significant, as it is the first time an Arab nation has joined with the British. German propagandists have been busy with the Arabs ever since the war began.

IN Burma, Wavell reports that his positions near Akyab have been attacked by Jap patrols, which were beaten off.

Three Jap bombers raid Calcutta. All three were shot down by ONE RAF FIGHTER.

THE general drift of all this news is favorable and invites careless readers to jump to the conclusion that we're licking the socks off our enemies on all fronts.

This writer strongly advises against any such conclusion.

We must remember that we're getting news ONLY FROM OUR SIDE, and while what we GET is probably true enough as far as it goes this writer is reasonably sure it doesn't go far enough to give a true and balanced picture.

Those who permit themselves to think we have the war all but won are simply kidding themselves.

THAT many people are jumping to this conclusion is proved by the rising tide of talk about what the peace is going to be and what we're going to do after the war.

Whatever we do, let's not kid ourselves. That can do nothing but harm.

PTA Board Urges That Children Wear Name Tags

CHICAGO, Jan. 16 (AP)—The national executive board of the Congress of Parents and Teachers yesterday urged registration and identification tags be worn by all children under 18.

The plan, as outlined by Mrs. William Kletzer of Portland, Ore., congress president, would involve registration noting any health defects, blood type and nearest of kin which would be recorded under the number on the tag.

The plan already has been made effective in Florida and Utah and the board suggested nationwide application to the office of civilian defense as a wartime measure.

TOO LATE TO CLASSIFY

OIL TO BURN — For Union heating oils phone 8404, Klamath Oil Co., 615 Klamath Ave. 1-30m

OIL BURNER service. Phone 7149. 1-16

FURNISHED CABINS — Adults only. Call 4806 So. Sixth. 4894tf

SCHOOL GIRL, 15, will care for children evenings and weekends. Phone 7617. 1-16

WILL PAY CASH for 1940 to 1942 model good used car, prefer coupe or two-door, must be low mileage, good condition, priced right. P. O. Box 321, city. 1-16

FIVE-ROOM FURNISHED. Inquire 620 Washington. 1-16

DRAFT RULES ON FARM LABOR TO BE RELAXED

(Continued From Page One)

strike supported by the board he defied and the mine leaders who defied him. And the issues behind the strike—said to have cost the country some 500,000 tons of anthracite already—remained unsettled.

Requirement Lowered

Labor's eyes also swung swiftly to Senator Reed (R-Kas.) who announced plans to force a senate showdown on his measure for a 48-hour work week as soon as he returns from a trip to the midwest. Not affecting situations where contracts govern pay, his bill would amend the fair labor standards act of 1938 so that time-and-a-half for employees would start after 48 hours, instead of 40 hours.

New cheer for labor-lacking farm areas came out of a conference when Manpower Chief Paul V. McNutt and Major General Lewis B. Eershey, selective service director, agreed to lower the production requirements previously set for classification of an agricultural worker as an essential job-holder. Farm state senators said the officials had decided to consider producers of as few as eight war units eligible for deferment in some areas—whereas 16 such units have been required in the past.

Tires From Brazil

The war manpower commission, meanwhile, reported that thousands of handicapped persons have been and are being employed by federal agencies, including the war and navy departments to help ease manpower problems. The WMC repeated its plea for private employers to do the same.

Replying to a complaint of Senator Wheeler (D-Mont.) as to why a shipment of truck tires was sent to South America, board of economic warfare officials said they were needed to tide over a transportation emergency, and added that 20,000 truck tires—more than making up for the outgoing shipment—has since been received in this country from Brazil.

23 AXIS PLANES BLASTED FROM SKY

(Continued From Page One)

the attack again from the east suggested that Gen. Sir Bernard L. Montgomery's British eighth army may have launched a new drive to roll Rommel back to Tripoli from his present holding positions along the gulf of Sirte.

The allied communique reporting the Tunisian operations said: "Ground activity was limited to patrolling on both sides."

"In the course of operations off the Tunisian coast by our medium bombers and fighters, a large schooner was bombed and attacks were made on two escorted formations of enemy transport planes.

Twelve U. S. Planes In Portuguese Hands After Forced Stop

LISBON, Jan. 26 (AP)—Twelve American Airacobra fighter planes, part of a flight of more than 60 war craft buffeted by storms on a flight toward the Mediterranean battle zone, were in Portuguese hands today after forced landings on the soil of this neutral nation.

Eleven of the planes landed at the Lisbon airport on the Tagus river yesterday and their crews surrendered to the authorities. Crews and planes were expected to be interned.

The twelfth plane was reported to have landed at Aveiro, in northern Portugal.

Nine Thought to Have Died in Army Bomber Crack-Up

BOISE, Idaho, Jan. 16 (AP)—An army bomber crashed near Kuna last night, killing "about nine officers and men," Gower Field Public Relations Officer Capt. E. R. Davis announced today.

The plane, on a routine training flight, was "pretty badly wrecked," said Davis. It smashed up in rolling sagebrush country. An army guard was established at the scene.

Searching parties located the wreckage a few hours after the plane was reported missing.

Names of the personnel were withheld pending notification of relatives.

Smashes Thumb—W. H. Gregory, 238 East Main street suffered a badly mangled thumb while employed at Ewansa Box company Friday. He was given emergency treatment at Klamath Valley hospital.

Potatoes

CHICAGO, Jan. 16 (AP-USDA) Potatoes, arrivals 70; on track 167; total US shipments 982; old stock, supplies rather light, demand moderate; for best quality northern stock market firm; for Idaho Russets market about steady, for other western stock market steady; new stock, supplies light, demand moderate, market slightly stronger; Idaho Russet Burbanks US No. 1 \$2.90-3.07; Colorado Red McClures US No. 1, \$2.95; Wyoming Bliss Triumphs US No. 1, \$3.00; Minnesota and North Dakota Bliss Triumphs commensals \$2.10-45; Cobblers commensals \$2.20-25; Florida Bliss Triumphs US No. 1, \$2.65-70; per bushel.

OPA ANNOUNCES NEW SET UP IN MILK PRICES

PORTLAND, Jan. 16 (P) — Reorganization of wholesale and retail fluid milk prices to alleviate shortages in many communities was announced today by State OPA Director Richard G. Montgomery.

County unit prices were fixed with certain exceptions and the new prices were not all higher.

The highest retail prices in the state were unchanged at 14 cents a quart in Portland and Pendleton, which had those prices in effect in March, 1942.

Retail Unchanged

Next highest prices were set at 13 1/2 cents in Salem and Tillamook.

Maximums of 13 cents were set for Benton, Clackamas, Clatsop, Columbia, Curry, Douglas, Hood River, Jackson, Linn, Marion, Multnomah, Tillamook, Washington and Yamhill counties, and for the cities of Prineville, Bend, Redmond and Klamath Falls.

The 13 cents price applies also to Lane county east of the coast range. No increase in the retail price in Eugene, for which there had been considerable clamor, was announced.

Prices Vary

Eugene distributors, according to Dr. Blair Stewart, OPA state price office, had not produced evidence that they had increased their payments to producers to the extent that they were "squeezed" between their buying and selling prices to the extent of the hardship.

By the county unit price system the retail prices in some communities within the counties were increased while others were decreased.

The order is effective as of January 15.

The OPA explained that in some instances prices were not increased on local demand because there was no evidence produced that such increases could increase the supply of fluid milk, demand for which is greater than at any time in Oregon's history.

Dairy Youth, Dale Brown, Dies in Army Plane Crash

(Continued From Page One)

mother, Mrs. G. C. Brown, Dairy, Ore.

Staff Sergt. Francis H. Ayers, Olean, N. Y.

Staff Sergt. Robert L. Grace, Kalamazoo, Mich.

Staff Sergt. Dale V. Brown, 20, son of Mr. and Mrs. C. C. Brown who reside two and one half miles east of Dairy on Lost River, was a well known Klamath county youth and graduate of Bonanza high school.

Prior to his transfer to the Smoky Hill air base near Salina, Kan., Brown was stationed at Pueblo, Colo., air base, a member of the 275th air corps division. He received his early training at the Colorado field.

Members of Brown's family learned of his tragic death in the crash of the four-motored bomber shortly after 2 o'clock Saturday afternoon when they were advised by wire from the war department.

Ginger Rogers, Jack Briggs Wed In South Today

PASADENA, Calif., Jan. 16 (AP)—Ginger Rogers, the burlesqued actress, and Jack Briggs, a marine private from San Diego, were married today at the First Methodist church; She is 31, Briggs is 22.

The ceremony took Hollywood friends by surprise.

She announced her engagement Thursday night.

The ceremony was performed at 1 a. m., by the Rev. Edwin Day. It is her third marriage.

Slippery weather wrecks cars. Insure today with Hans Nordland, 118 North 7th.

ARMIES SWEEP INTO 30 MORE TOWNS IN GAIN

(Continued from Page One)

natural barrier to the city—despite the difficulties of winter weather at its height.

The soviet information bureau announced that the Donets was reached in a Russian advance on a 25-mile front which captured the villages of Borodilov and Patseluev, on the east bank of the river where it loops to the northwest past Kamensk.

Other forces pushing down the Moscow-Rostov rail line from the north were said to have made new gains between encircled Millerovo and Kamensk.

Location

Southeast of Rostov, the information bureau said, "soviet troops reached the ridge of the Sal-Manych range. Now they face the Manych lowlands with many lakes joined by canals forming the gigantic Manych canal, which plays an enormous part in irrigation of the arid Steppes of the northern Caucasus."

(The Manych begins in the big Kalmeyk lake between Elista and Salsk, flows just east of Salsk and empties into the Don 30 miles upriver from Rostov.)

ALLIES CRACK NIP SAMANANDA LINE

(Continued From Page One)

New Guinea and like Buna is protected by a series of jungle fortifications and difficult swampy country. Recent rains have increased the difficulty of the allied forces seeking to clear Papua of the remnants of a Japanese army which once totalled 15,000 men.

Some 150 miles to the northwest at Mubo, south and inland from Salamaua in northeast New Guinea, allied forces have completed a three-day raid on Japanese positions during which an enemy headquarters post, a radio station and supply dumps were destroyed, the communique said.

Heavy casualties have been inflicted on the Japanese there, it was said.

Legislators Put in Saturday Session in Salem

(Continued From Page One)

area. The constitution now provides for apportionment according to population, with a revision to be made after each census. But this revision hasn't been made for 40 years, upstate legislators blocking efforts by Multnomah delegates who want more representation at the expense of upstate counties.

Under the proposal, Multnomah county's representation would be unchanged at 7 senators and 13 representatives.

The number of senators and representatives which would be allotted each district:

Wallowa and Union 1 and 2; Baker 1 and 1; Malheur 1 and 1; Harney 1 and 1; Grant, Wheeler, Gilliam and Morrow 1 and 3; Umatilla 1 and 2; Sherman, Wasco and Hood River 1 and 2; Jefferson, Crook and Deschutes 1 and 2; Lake 1 and 2; Klamath 1 and 3; Jackson, Josephine and Curry 2 and 2; Douglas 2 and 2; Coos 1 and 2; Lane 2 and 2; Linn 1 and 3; Polk, Benton and Lincoln 1 and 3; Marion 1 and 1; Clackamas 1 and 3; Yamhill 1 and 1; Washington 1 and 2; Tillamook, Clatsop and Columbia, 1 and 4; Multnomah 7 and 13.

The total number would remain the same—60 representatives and 30 senators.

"Pine Goes to War" Tonight With Big Victory Program

(Continued From Page One)

veteran auctioneer, in charge tonight, Lee Jacobs, assisted by a Camp White man whose job in civilian life was radio announcing, will be master of ceremonies.

VITAL STATISTICS BIRTHS

SWIFT — Born at Klamath Valley hospital, Klamath Falls, Ore., January 16, 1943, to Mr. and Mrs. Charles H. Swift, 3118 Crosby street, a