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# Herald and News

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

## SIDE GLANCES



"Come, children, let your father finish his figuring of bond, tax and current bill deductions—he promised to take us to a movie if he finds anything left over!"

## Today's Roundup

By MALCOLM EPLEY  
MANY local people regard the sort of development represented by the location of an OPA district office here as more desirable for the community than a military installation.  
The OPA office will bring a considerable government payroll (more than \$100,000 a year) into the community. It makes this city the administrative headquarters for a huge section of southern Oregon and northern California. It offers a number of advantages without some of the disadvantages that come with military installations. Klamath has gotten along without military developments. Civilian activities, such as the lumber and agricultural industries, have sustained the community in the war period, and government civilian activities such as the OPA office will help that much more.  
The OEM's central administrative services act as a sort of quartermaster's department for the OPA, and it was the OEM that arranged for the OPA quarters in the Balsiger building, announced today.  
A number of sites in various parts of the business district were looked over. The availability of these quarters indicates the town could offer ample office space to other administrative agencies if any of either private or public nature can be brought here.  
Warm praise for local cooperative spirit was given by both J. F. Stutevoss, the OEM district manager, and Leo Gentner, the OPA regional executive, who were here in connection with the district office location.  
Gentner attended the junior chamber Founders' day banquet here and declared afterwards that the evidences of civic spirit shown there convinced him more than ever that OPA had chosen wisely when it selected Klamath Falls as a district headquarters. That's the kind of thing that will help in bringing other administrative headquarters of this nature to Klamath Falls.

## Advertising Roundup

By DELBERT ADDISON  
WE USED to have the Consumers Research boys to contend with. It was conceived by an enterprising individual who set up business in Washington, D. C. It masqueraded behind the Washington, D. C. address as an official bureau, in the days when that was popular.  
Consumers Research thrived by endorsing obscure products, claiming great value for them on the grounds that much of the price of well known, established articles went for advertising rather than for the value of the products themselves.  
A good test of the truth of this can be had from one of our leading, and best advertised, cigarettes. When you plunk down your change for another pack, less than a quarter of one cent goes to pay the advertising bill. (The federal excise tax alone is six and a half cents.)  
And if you didn't contribute this fraction of a cent which goes to advertising, your smokes would cost you a good many cents more. It's the great volume built up through advertising that brought the price down.



ADDISON

**Professors Step In**  
NOW we have with us Consumers Union, an organization of 200 professors.  
Consumers Union has sent an appeal to government officials urging an administrative order drastically restricting all advertising for the duration.  
The professors say that newspapers ought to be less dependent on advertising anyway, and should collect "the true cost of publication from the readers."  
Offhand that might not be a bad idea. Picture the tired advertising man released from pounding the pavements of Main street. No more doors slammed in his face, no more sweating over copy, no more haggling with the printers over proofs.  
An idyllic life, collecting social security checks, grubbing in the victory garden, and with plenty of gas left for an occasional fishing trip.  
It would mean reading the paper a day late though, after the neighbors got through, because such an existence could scarcely budget the "true cost of publication."  
On this basis (no advertising) the Herald and News subscriber would be nicked more than \$20.00 a year.  
Now, with the paper very definitely dependent on advertising, the difference between this figure and what you pay comes from advertising.  
American newspapers have just two sources of income, subscriptions and advertising. As a matter of fact, newspapers all over the country, now feeling a wartime pinch in advertising, are raising subscription rates as the only alternative to cutting the quality of the product. (But they're not tripling the price, as our good professors suggest.)

**Check on Whether or Not She Had Been Attacked**  
Robbery was ruled out as a motive, when investigating officers found \$112 in currency in her purse in the berth.  
**Fell From Berth**  
Sgt. Harold Skipworth of the Eugene city police force, who investigated the crime, said Marine Pvt. Harold R. Wilson, San Diego, Calif., who was sleeping in upper 13 was awakened by a woman's scream about 4 a. m. He looked out of his berth and saw a man jump from lower 13 and run toward the rear of the car.  
Wilson said the young woman fell from her berth to the floor immediately afterward. By the time he got down, he said, she was dead.  
He described the man who ran out of the car as being about 35 years old, five feet 10 inches tall, of a heavy build, smooth shaven, with curly hair combed straight back. The private said the man was wearing a brown suit with a white pin stripe.  
Pvt. Wilson said the man's complexion was dark and he was possibly colored.  
Skipworth said a negro fitting this description had been on the train before the body was discovered, but could not be found when the train was stopped and searched at Eugene.  
A vestibule door on the left side of the train was found open and the conductor said the attacker could have left the train at Tangent.

## Weather and Logs

MARK this up against the weather this year: It is a hampering factor in the plans of the Klamath lumber industry to produce heavily for the war effort.  
The weather barrier is really serious in the logging program. From now until June, logging is going to be extremely difficult, and the prospects therefore are not good for hitting the lumber production pace the industry would like to achieve.  
This situation is worse than usual. If early operation is to be made possible in some of the plants, it may be necessary to find timber in pumice areas where high moisture conditions are not such a hampering factor as elsewhere. There is some discussion of asking government agencies, controlling timber in pumice areas, to give this matter consideration.  
A down mill does not make a pleasant picture at a time when there is a demand for lumber in the war program. But a down mill is inevitable if that mill can't be supplied with logs.  
In some cases, where there are logs on hand for temporary operation, the outlook is complicated by the fact there is no assurance of enough logs to keep the mill going through the spring once it gets underway.

**French Newspapers** were not dependent on advertising. "Were" meaning the period between the two wars. They were dependent only on their sponsors who operated them at a loss in order to express their "independent, unbiased views." They were operated by such statesmen as Pierre Laval. Laval's paper is still being published.  
**Bring 'Em Back Alive.**  
THE Consumers Union boys were no doubt gunning for the big companies though. The ones now exclusively in war production who are trying to keep their trade names alive through advertising.  
Their advertising is doing more than that, of course. It's firing us all up with the dramatic story of how our industry has changed over from autos and appliances to planes, ships and guns. It's firing us all up to buying more bonds and to working harder.  
But getting back to keeping trade names alive. When a tremendous organization, like General Motors for instance, scraps its operation overnight to go to work for us, is it asking too much that it be allowed to advertise to keep alive its main remaining asset?

## Map Problems

THE mugs at the head of this column have you confused, you have nothing on this writer.  
Since this column idea started with the first of the year, the photogenic qualities of the map with which we are endowed have been seriously questioned.  
So far as we are concerned, the first or worst view of our countenance would be as good as any. But inasmuch as the picture is small and can be made from a piece of waste zinc, our sympathetic photo-engravers have kept on trying. We all have suffered.  
One of the shots, we swear, shows something we do not recognize. Another catches us in an attempt to display that new bridgework that filled a hole in our face and made a hole in our bank account. Still another reminds us painfully that we were a lot leaner a few years ago.  
There will probably be others. We shudder with you at the thought.

**Get the First Dance**  
BERNARD GIMBEL, whose fame as a successful store keeper is known clear to Klamath Falls, has this to say about war-time retail advertising, and it applies to manufacturers as well.  
"The store that keeps up a running fire of cheerful, helpful advertising during the public's trials and tribulations is the store that will have the first dance when the music begins to play again."  
You can't blame the manufacturer for wanting the first dance.  
I THINK my biggest thrill after we get down to living at peace again will be to grab a copy of the paper as it flips off the press, ink still wet, and thumb through to look at the ad that shows the first new car.

## Not So Bad

ASOLINE rationing is not proving to be so bad as most of us feared when the 240-mile-a-month limit was imposed. Many motorists found themselves at the end of No. 3 coupon period with several gallons of gas in their tanks, and some of them did considerable driving just before January 21 to reduce their tank supply so they could use up their tickets.  
It was suggested here before rationing began that people generally should try to get along on an A card. We have talked to a number of people who tried it and found they did better on the A ration than they expected.  
Snow conditions in this area may use up more gasoline in the current period than was the case in the period ending January 21. A lot of gas can be consumed in getting out of a snowdrift.  
Downtown traffic does not seem to have slackened off to any great extent since rationing began. But travel on the outer highways is really down. A motorist making a trip at night over highways through unsettled country gets a feeling of extreme loneliness, and welcomes the sight of a pair of lights coming down the road.  
Pity the poor milk man on a day like this.

**These Hit the Spot**  
SATURDAY Evening Post now carries a little feature, "Selling That Sings." Phrases are picked out from its many ads that do "sing." Here are some from our own ads that hit the spot.  
"Drama to make every woman wish she were a man . . . and to make every man glad she isn't!" — Esquire theatre on "Wake Island."  
"Can I buy a ticket to Victory? Sure, buy a War Bond! It's a ticket to Victory and a return trip ticket for the boys." — Great Northern.  
"Beauty is your duty." — Everbody's.

## DEVELOPMENTS WAITED HERE IN KNIFE SLAYING

(Continued From Page One)

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**ALBANY, Ore., Jan. 23 (AP)—**A man-hunt spread throughout the Tangent, Ore., region of the Willamette valley this morning for the slayer of Mrs. Martha Virginia James, 21, wife of a Seattle navy officer. She was slain aboard a Southern Pacific train early today.  
Sheriff Herbert Shelton said the object of the search was a negro who apparently leaped from the train in this vicinity. A description was furnished local authorities by other passengers.  
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## About That Income Tax

**CARE IN PREPARATION OF RETURN**  
A federal income tax return is a report to the government of one's taxable income for the year. It is a statement required by law of all single persons, and all married persons not living with husband or wife, whose gross income for the year amount to \$500 or more, and of all married persons living with husband or wife throughout the taxable year, whose combined gross income for the year was \$1200 or more.  
It is no longer required that returns be sworn to, but the taxpayer must make a declaration on the return that it is made under the penalties of perjury.  
Income tax returns are kept on file and, under certain conditions, are subject to inspection by state officials in connection with the determination of state income tax liability, as well as by other law enforcement officers.

## Red Drive Into Caucasus Goes At Break-Neck Pace

(Continued From Page One)

of those major sectors at a breath-taking pace.  
Red army drives have carried to within 10 miles of the important Ukrainian city of Voroshilovgrad, drives aimed at reducing its worth as a transportation center and also at flanking Kharkov to the north.  
The red army also reported that it took Konstantinovskaya, on the north bank of the Don river, 75 miles northeast of Rostov and only a short distance east of where the Donets river flows into the Don.  
Campaign lines developing along those rivers, however, fast are being outflanked by pushes along the Sal river valley, south of the Don's course, and down from Kamensky, west of the northern Donets valley.  
During last night's fighting, the Russian midday war bulletin recorded by the soviet radio monitor in London said, the same armies that took Salsk and Novy Yegorlik pushed into several more towns in the region, while south of there the trans-Caucasian army was credited with the capture of "dozens of populated places."  
(More successes were detailed on the Voronezh front and on the southwestern front with the capture of more towns noted, although they were not identified in the war bulletin.)

## Poultrymen Asked To Make Fuel Needs Known

Poultrymen, in need of briquets for brooding and poultry house fuel, should make known their demands immediately at the source of regular supplies, according to the state county agricultural agent's office.  
The office has been advised by the Portland Gas and Coke company that if poultrymen will make their needs known an effort will be made to supply the dealers. Due to scarcity of fuel, suppliers will receive only the amount which the poultryman requests.

## JENKINS ELECTED

**EUGENE, Jan. 23 (AP)—**Frank Jenkins, publisher of the Klamath Falls Herald and News, was elected president of the Oregon Newspaper conference at the close of the two day session here today.  
When you give folks who owe you money too much rope they're liable to skip.

## Oysters Stolen— And on Friday, Too

And it happened on Friday! Four one-gallon containers of "B" oysters were stolen from his fish truck according to a story told city police yesterday by E. C. Aitorfer, 2335 Bienn street. The truck was parked at Sixth and Klamath.  
Denmark is one country where poker is outlawed. Well, that's one way to promote it.  
Just be totally satisfied if you want progress to stop.

## NAZI LEGIONS FLEE ACROSS LIBYAN BORDER

(Continued From Page One)

ish planes bombed and shot up the Nazi columns.  
Military experts said it was expected that Rommel, despite the exhaustion of his troops, would attempt a new delaying action behind the French-built Mareth fortifications, a triple-line system of concrete emplacements and pillboxes extending 80 miles inland from Zarzis, on the Tunisian coast, to the Mat-matas mountains.  
**Planes Blast Road**  
Dispatches said British troops storming into Tripoli at dawn found the city, once the stronghold of Barbary pirates, in flames. Axis demolition squads were reported to have added to the havoc wrought by allied bombs and shells. The fall of the axis citadel climaxed the desert from El Alamein, Egypt, the farthest point of Rommel's offensive toward the Suez canal, and left the axis bottled up in a 300-mile strip of territory along the African north coast.  
While Rommel was apparently making good his escape into Tunisia, leaving only rearguards to delay the onrushing British, allied warplanes were reported blasting the tattered axis columns from east and west.  
**Ribbon of Hell**  
The full weight of our fighter-bombers' efforts was directed against enemy transport columns withdrawing westward along the coastal road into Tunisia, the British command said.  
"Great damage was inflicted on excellent targets."  
Front-line accounts pictured the 100-mile coastal road as littered with the wreckage of bombed and machine-gunned trucks and other vehicles—a veritable "ribbon of hell."  
As the campaign now turned to the bleak coastal plains and mountains of Tunisia, Gen. Henri Honoré Giraud reported that hard-pressed French troops in Tunisia, aided by American and British reinforcements, had blocked German tank-led thrusts in the hills southwest of Pont du Fahs, which lies 30 miles below Tunis, and that French and British troops had advanced several miles in the valley of Qued Kehr.

## Search on for Two Navy Planes Reported Missing

**SAN FRANCISCO, Jan. 23 (AP)—**Wide search was made by sea and air today for signs of a naval plane with 19 persons aboard which vanished in fog and storm near San Francisco on a flight from Pearl Harbor. Identity of the men on the plane had not been disclosed. The navy said merely that the four-engine seaplane, operating for the naval transport service, carried a crew of nine and ten naval officer passengers.  
Another navy plane also was overdue on a flight from Winslow, Ariz., to San Pedro, Calif. The navy said the twin-engine cargo transport land-type plane left Winslow at 5:40 p. m., and had not reached its destination late last night.  
The plane carried three officers and three enlisted men, together with cargo and mail.

## Coast Guard Cutter With 30 Aboard Presumed Lost

**WASHINGTON, Jan. 23 (AP)—**The presumed loss of the Coast Guard Cutter Natsek which has been overdue for several weeks with an estimated crew of 30 aboard was announced today by the navy.  
The 225-ton Natsek, which went into service only last June, was commanded by Lieut. (jg) Thomas Sargeant La Farge, of the coast guard reserve.  
A grandson of the famous artist, John La Farge, and son of the late Bancel La Farge, Lieut. La Farge was described by the navy as well known for his murals, stained glasses and mosaics.  
There was no reported clue as to the possible fate of the vessel.  
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## EDITORIALS ON NEWS

(Continued From Page One)

been administered to our ENEMY.  
As to Guadalcanal, Marine Colonel Puller, who saw the fighting there from the beginning, says the Japs had 15,000 men on the island at the start and now have only 4000 LEFT, of whom 1000 to 2000 are STRAGGLERS.  
More of Bataan's bitter medicine.  
THE news today is good—unbelievably good. Sharply in contrast with the dark news of a year ago.  
Let's give fervent thanks to the tough American fighting men and sound American leadership (along with the tough fighting men and smart leadership of our allies) that have made this change possible.  
But, whatever we do, let's not get cocky. Let's not loosen our belts. Instead, let's tighten them.

IF rationing pinches, let's say: "Let'er PINCH! We're ready and willing to put as near ALL our effort into the war as is humanly possible to the great end that the war may be concluded victoriously and our boys brought back to us at the earliest possible moment."  
HITTING hard when your enemy begins to show signs of weakening is the way to win fights.  
Letting down when the going begins to get better is the SURE WAY to lose.

## RAF STREAMS OVER STRAIT OF DOVER

(Continued From Page One)

ranging from Ghent to the Cherbourg peninsula. Seven German fighters were reported destroyed while four allied bombers and six fighters were listed as missing.  
**Fort Klamath Power Resumption Reported Today**  
(Continued From Page One)  
ages were reported on the line between Tionesta and Alturas.  
**PORTLAND, Jan. 23 (AP)—**The Columbia river still was frozen over at The Dalles today as Oregon dug out from one of its worst snowstorms in years.  
The river ice pack extended from Crate's Point about a mile west of The Dalles, to Big Eddy, about two miles east.  
The Columbia river highway was reported closed again by snow at Corbett.  
Snow which fell throughout the night at Baker had ceased this morning and temperature was moderate.  
Grants Pass reported light snow that fell during the night was turning to slush today and all highways were open. The Rogue river continued falling.  
Salem and Roseburg reported clear and colder. Milk and mail deliveries still were handicapped at Salem.  
Tillamook reported a snow record set 15 years ago was equalled last night, but traffic was moving.  
Lumber operations remained paralyzed throughout the state. War industries continued to operate with reduced crews, but more workers were returning to their jobs hourly.  
In Portland, streetcar and bus service improved today and most stores that suspended operations yesterday resumed. The snowstorm was described as the city's worst since February 1, 1937.

## TOO LATE TO CLASSIFY

**OIL TO BURN —** For Union heating oils phone 8404, Klamath Oil Co., 618 Klamath Ave. 1-30m

**FOR A BETTER WEARING** Shirt with a better fit, try Van Heusen! In whites and colors. Rudy's Men's Shop. 2-20

**CHIMNEY SWEEP —** Furnaces vacuum cleaned. Phone 7149. 1-26

**OIL BURNER** Service. J. A. Tufts. Phone 7149. 1-26

**TO LEASE —** Grain land in lower Klamath, 880 acres. Cash or crop share. Donald Mot-schenbacher, 710 N. 11. Ph. 3445. 1-29

**FOR SALE —** Hardwood skis, 5 1/2 ft. length. Phone 5870. 1-23

**FOR SALE —** 1941 Chev. Pickup. Good condition. New tires. 815 N. 2nd St. 1-26

**FURNISHED APT.** Electrically equipped heat. Hot and cold water. Inquire 125 Pine St. 1-20

## GOVERNMENT WHEAT STOCK UP FOR SALE

(Continued From Page One)

type — into published reports that union seamen had refused to unload a ship at Guadalcanal island in the Solomons because it was Sunday—was called for by Chairman Vinson (D-Ga.) of the house naval committee.  
Vinson said he would appoint a special subcommittee Tuesday and that he had already telegraphed the Akron, O., Beacon Journal for all the information it had supporting its story quoting returned marines. Vinson said the navy already had started an inquiry.  
**Milk Delivery Cut**  
With both the senate and house in recess, other chief capital developments centered in government agencies. Developments included a projected search for new economies in food distribution and disclosure that military and lend-lease problems were complicated by a "disappointing" pork market.  
Secretary of Agriculture Wickard and his wartime food distribution administration indicated additional revisions in established marketing and distributing methods will result from a search for new economies in converting farm raw materials into products for the consumer.  
The agency which yesterday ordered elimination of home delivery and store sales of milk in pints and half pints, declared the principal objective of the economy hunt is to find methods of raising farm prices to encourage needed production while still holding consumer price increases to a minimum.  
**Conservation**  
In yesterday's order, Secretary Wickard decreed that deposits must be collected on bottles and other containers and that no more pints or half pints shall be delivered to homes, or sold in retail stores.  
The order, he explained, will conserve bottles and other materials, manpower, delivery equipment, gasoline and rubber tires. The deposit must not be less than 1 cent for each glass container of four quarts or less used in the sale of milk or cream for consumption off the premises of the handler.  
The economies must be started February 1.

## Allies Smash Last of Papuan Jap Resistance

(Continued From Page One)

In 32 airline miles of the allied outpost at Port Moresby.  
While allied troops continued to hunt down enemy stragglers in the Papuan swamps, United Nations bombers struck a heavy new blow at Japanese shipping in Rabaul Harbor, New Britain, sinking four vessels totaling 24,000 tons, and blasted enemy bases at Lae, Salamaua and Madang in northwest New Guinea.  
Despite snowstorms, icing conditions and heavy anti-aircraft fire, all the big four-motored allied planes returned to their bases.  
**Keep the Whistles Blowing!**  
The whistles of industry have a new meaning these days. The whistles starting each new shift mean more production to win the war. It takes dollars though to keep the wheels turning. Let's invest in MORE War Bonds to keep our future secure.  
The security of your child's education is guaranteed by a modern educational plan written through—  
**John H. Houston**  
REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY  
114 N. 7th Phone 9221