

Member of THE ASSOCIATED PRESS... FRANK JENKINS Editor

Herald and News

A temporary combination of the Evening Herald and the Klamath News... MALCOLM EPLEY Managing Editor

Member of ADVERT BUREAU OF CIRCULATION... MALCOLM EPLEY Managing Editor

Today's Roundup

By MALCOLM EPLEY MAYBE when an OPA district office is opened in Klamath Falls, folks hereabouts may be able to get closer to the OPA with some of the realities of life.

Such stories as this one are commonplace. An OPA official was told that regulations had become so oppressive that milk producers everywhere are selling their herds and getting out of the producing business.

Another story vouched for hereabouts is that a government official was looking over livestock figures, and remarked: "I can understand most of these figures, but what are these ee-wees they've got listed here?"

Question on Folkes

A QUESTION which no doubt has occurred to many people, since the filing of train murder charges against Robert A. Folkes, is why Folkes was not held when the death train was stopped at Klamath Falls a week ago for investigation.

So far as local officers are concerned, we do not feel there is blame for permitting Folkes to go south. They received the case under conditions of great confusion, and they had to work against time with a trainload of passengers waiting to move on.

There were, however, officers on the train when it arrived here. They had been working on the case all day, and if Folkes was a likely suspect they should have known it when the train came here, leading to a more thorough investigation of him and his story at that time.

Incidentally, the story of the local woman, who claims she was threatened with a butcher knife by the dining car cook who accosted her, should be checked further. Local officials say they have been informed Folkes was not on the train the night this woman's experience occurred.

Dark Spot

ONE of the darkest places in town is the area immediately in front of the steps leading to the high school grounds. This has no doubt been discovered by others who go to night events at the high school, such as basketball games.

Right now, the conditions at this place are worse than usual, for the area is covered with mushy slush or ice that makes walking most precarious.

There is a floodlight on the high school building directed generally toward the area in front of the building, but it doesn't help much down by the steps. In fact, it has a tendency to blind the person walking up the steps.

There are two large ornamental light posts at these steps. They are dark. Why not hook them up, and clear the slush from that area, for the benefit of people who want to go to basketball games and give the home town athletes support?

In fact, it is a corner that ought to have good illumination every night.

Random Talk

Not on loyalty: Whenever we go to a place, like a basketball game, where there is a need for a show of home town loyalty, we see a lot of the same people, time after time. You can count on people like that.

Note on loyalty: Whenever we go to a place, lives on a hill, (ah, how well we know him!) and is still trying to operate his car without chains.

Note on optimism: While strolling on Main street, we observed a fine display of seeds in a grocery entrance.

Advertising Roundup

By DELBERT ADDISON SOMETHING new has been added to the performance of advertising. Newspaper space was purchased by Kesterson Lumber Corporation for a statement to its employees on problems and plans of operation.

Why should a company use a newspaper of general circulation to give a message to its own employees? I can't speak for Kesterson, but I can hope that— Here at last is a company that has broken the tradition of management working behind closed doors.

Here is a company that realizes that the men's neighbors, and the neighbors' neighbors that make up the country, ought to know what goes on.

Reputation at Stake

ANY man's statement of policy, bought and paid for and published over his own name, has to be good. Its truth and sincerity must be beyond challenge—because he has staked his reputation on it!

The reader knows that, and there lies the value of the ad. We always have the man (and he's the guy that brings out the beast in a newspaperman)—we always have the man of prominence who would like a statement made to the public. But he wants the newspaper to make it!

He wants the newspaper to make it—the price of the space being no object of course, but he wants the newspaper to make it as a matter of duty and interest to its readers.

And then, when the newspaper does make the statement and he gets tripped up on his facts—he's been misquoted!

Speak for Yourself, John

THERE'S more to it, of course, than having what you say believed because your statement is a matter of public record that you've staked your reputation on.

When you buy advertising space in a newspaper it's yours to deal with as you see fit. The blank space itself isn't worth a nickel. But you can tell your story, in your words, and with detail and emphasis of your own choosing. If you tell a straightforward, truthful story you get your money's worth. If you try to fool somebody, it still isn't worth a nickel.

If you leave your story for the newspaper to tell, the paper will tell it from the public's standpoint. And the paper will boil it down to its relationship with other news of the day, coming from Eisenhower and MacArthur and from Mrs. Jones' tea party.

The paper will tell it in its own way regardless of what you do, if it is a matter of public concern. But that still doesn't tell it in your way as a matter of your concern.

And you still haven't stood on your hind legs and said, "Boys, this is the way it is." A guy named Standish hired the first American press agent. He got, for his pains, "Speak for yourself, John."

Move to Throttle Ads

A NICE compliment to advertising comes, left handed, from the legislature at Salem. Optometrists, cosmeticians, dentists, all have sponsored bills to throttle advertising.

They seek to stop the advertising of prices, superior methods, free examinations, student work, credit terms and the like. They don't say that lower prices, superior methods or free examinations are detrimental to the public welfare. They don't say that the advertising must be truthful in every respect!

They do say, in effect, that if you can't advertise it nobody will know about it, so you won't be any better off than the rest. All of it, no matter how well intended, amounts purely and simply to restraint of trade. Keep competition down and the prices up!

All this monkey-business, along with our own city ordinance, should be thrown out lock, stock and barrel.

Yes, we have an ordinance that barbers can't advertise prices. It doesn't amount to much, except that the poor heathen who regards the tonsorial ritual only in the light of getting his three remaining hairs shortened up has to ferret out a 35c clipper by hand.

These Hit the Spot

PICKING more ad phrases that hit the spot—most all concern the war. Why not? It's the most important thing before us. Our best efforts go into it.

"More than all the others together, there is for you one soldier who MUST come back"—U. S. Army WAAC ad.

"These pictures hang on our wall. Looking up at them daily, this resolution has taken shape in our minds and hearts."—Fluhrer's on its men in the service.

"Spot them, spike them, and report them right now."—Blitz-Weinhard on rumors.

"A half filled album is like a half equipped soldier—only 50% effective."—both First National and Safeway on war bonds.

"Dance that these may walk."—Birthday Ball committee.

SIDE GLANCES



"Don't worry about me falling for any of those South Sea dames—except maybe in a big brotherly way!"

About That Income Tax

EARNED INCOME—DEDUCTIBLE EXPENSE

In arriving at the amount of earned income shown on Item 1 of the return Form 1040 (Salaries and other compensation for personal services), ordinary and necessary expenses incurred in this connection may be deducted. A distinction must be made, however, between expense attributable to one's employment, and personal expense, which may not be deducted. A few examples will illustrate.

Expenses of travel in connection with one's employment, or business, are deductible, and such expense ordinarily includes transportation, meals and lodging, but it does not include the cost of laundry, clothes pressing and other expenses of a nature such as would be incurred in any case.

Travel expense deductions, to be allowable, must be supported when required by the commissioner by a statement showing (1) the nature of business, (2) number of days away from home, (3) amount of expenses incident to meals and lodging, (4) amount of other expenses claimed as a deduction.

The amount of any reimbursement of expense, or of an expense allowance, must be included in the return as part of compensation.

Expenses of a salesman in entertaining customers for the purpose of securing business, including taxicabs, theatre tickets and dinners, telephone and telegraph messages, and the like, are deductible, but such expenses incurred by an officer or employee of a corporation, whose contract of employment does not specifically require him to make such expenditures are not deductible. Any reimbursement of such expense must, of course, be included in income.

Expense of getting to and from work, such as commuter's fares and bus and street car fares, are considered as personal expenses, and are not deductible.

COMMANDOUGH!



U. S. Treasury Dept. W88 7228 Courtesy Los Angeles Examiner

Ten Years Ago, Hitler Started Rise to Power; Babb Sees Long Struggle

By GLENN BABB Ten years ago tonight the brown-shirted columns surged in triumph through the streets of Berlin, the thunder of their boots marking the cadence for their hymns of war. Adolf Hitler had just been called to be the chancellor of the reich and the fuhrer of the German people. The world watched with a premonition of sinister events but its worst fears fell short of the terrible visitations the Nazi decade has brought. It seems longer than 10 years; it is hard to recall the relatively unwarrior spirit of the times when mankind was not living under Hitler's shadow.

That night in 1933, as he watched his followers march, he revelled in the first of a series of triumphs without a match for their baleful meaning for the world. In the shadows was the aged Hindenburg, the commander who had lost the last war and, though he did not know it, was handing German leadership on to another who meant to challenge the world again.

Napoleonic Pattern Histories of our times doubtless will ring two dates in red, the color of blood—January 30, 1933, and September 18, 1931. The latter, which not many will recognize readily, was the day Japan fell upon Manchuria and launched the Asiatic phase of the axis adventure in brigandage. On those dates two bitter, venomous streams of revolt against the civilization of the Atlantic nations, by the standards of that civilization supremely evil, rose to the surface of world events. Within a decade they were to be fused

and to draw the United States into the greatest war of all.

There has been no human career quite as meteoric as Hitler's. The inevitable parallel is Napoleon's. But the resplendent Bonaparte rocket took 20 years for its flight. Many will say that the Hitlerian counterpart, with only 10 years marked off, is near the final blackout.

Spirit Missing

Hitler has proclaimed that he was building his third reich to last a thousand years. It has survived one one-hundredth of that span and unless our own civilization is to be destroyed its end should come before the second decade is far gone. It is interesting to speculate just where history will say that Hitler reached his pinnacle. Perhaps that June day in 1940 when he stood in the gallery of the Invalides in Paris and looked down, half in admiration and half in pity, on the tomb of Napoleon, that other earthshaker who conquered a continent but could not hold it.

That 1933 spirit of victory, hope, fiery ambition is missing in Berlin today. The atmosphere is somber, the summons is to heroic effort, blind obedience to avert catastrophe. This does not mean that collapse is at hand; more likely it forebodes a terrible, grim resistance that will add new chapters to the world's agony before it is over. But that rasping noise is something more than the broadcast voices of Goebbels and Goering. It is Hitler scraping the bottom of the barrel to muster the last resources of a continent that had the tragic fate to fall under his mastery.

Three Per Cent Sales Tax Bill Introduced in House

SALEM, Jan. 30 (AP)—A three per cent sales tax bill, which would affect virtually all retail products except foodstuffs, was introduced in the house today by Reps. A. W. Meyers of Milwaukie and E. Riddell Lage, Hood River.

However, the bill wasn't given much chance, as house tax experts believe it would be impossible to overcome the bitter opposition of farm and labor groups.

The bill is part of a program by Sen. Coe A. McKenna, Portland, who also wants to remove taxes on unearned income, place a 40-mill limitation on property taxes, and reduce income inheritance and gift taxes.

The sales tax bill would not require the use of tokens. Revenue, estimated at more than \$20,000,000 a year, would be divided as follows: 30 per cent to public assistance, 50 per cent to reduce property taxes, 10 per cent for a post-war rehabilitation fund, and 10 per cent to reduce school property taxes.

Members of the house taxation and revenue committee are not keen about a sales tax, feeling that even if the legislature passed it, farm and labor groups would get it referred to the people in November, 1944. The people have overwhelmingly killed sales tax proposals several times.

MOST ACTIVE VOLCANO

The most active volcano in Europe, Stromboli, rises more than 3000 feet above the Mediterranean sea and is eight miles in circumference at its base.

ARISTOTLE ON MATRIMONY

Aristotle, the Greek philosopher, believed that women should marry at 18 to 20 years of age, but that a man should wait until he had reached 27.

required to be purchased and worn by city policemen.

CROSS-EXAM SET ON KAISER CASE

PORTLAND, Jan. 30 (AP)—The Kaiser shipyard labor hearing scheduled cross-examination today of an Oregon Shipbuilding corporation worker who said he failed to get a job until he joined an American Federation of Labor union.

Clemens John Scheve testified at the national labor relations board hearing late yesterday that he applied for work in March or April, 1941, when registered by a Congress of Industrial Organizations union, and was advised by Kaiser officials that he would have to get his job through the AFL.

Oregon Shipbuilding signed a closed shop agreement with the AFL May 12 of that year, and the CIO claims this contract and similar agreements between two other Kaiser yards in this area and the AFL are illegal.

N. H. Messinger Killed as Car Struck by Train

GRANTS PASS, Jan. 30 (AP) Nathan H. Messinger, 55, of near Gold Hill was killed instantly Friday night about 8:30 when his car was struck by the Portland-bound Southern Pacific train at Zatcher Crossing, about three miles north of Gold Hill. Messinger, an employee of the Beaver Portland Cement plant at Gold Hill, was en route home at the time.

Messinger, traveling parallel to the tracks on the old Pacific highway, turned right into the train's path. A cardboard which replaced the broken right front window, apparently obscured his view.

U. S. MONEY FACES Washington, Jefferson, Lincoln, Grant, Franklin, McKinley, Cleveland, Madison and Samuel P. Chase are pictured on US currency ranging from the \$1 to the \$10,000 bill.

SEA SLANTS EASTWARD Sea level is two feet lower on the American side of the equatorial Pacific ocean than it is on the Australasian side.

REPEAL ASKED ON SURPLUS SCHOOL TAX

By PAUL W. HARVEY, Jr. SALEM, Jan. 30 (AP)—Twelve senators and four representatives introduced two bills in the house today to eliminate state income taxes on incomes earned in 1943 and 1944, and to repeal the law, passed by the voters last November, to give school districts surplus income tax revenues.

Sponsors of the bills said the state could get along for the next two years on current income tax surpluses, and that the people were misled when they passed the school bill.

Sponsors Those who introduced the bill are Sens. W. H. Strayer of Baker, P. J. Stadelman of The Dalles, Rex Ellis of Pendleton, J. A. Best of Pendleton, J. N. Jones, Burns, L. W. Wiperman of Grants Pass, William Walsh of Marshfield, H. R. Kauffman of Toledo, W. E. Burke of Sherwood, John Carson of Salem, Frederick S. Lamport of Salem, and Joel C. Booth of Lebanon; and Reps. Phil Brady of Portland, Carl Engdahl of Pendleton, W. W. Chadwick of Salem and Vernon Hull of La Grande.

After today no more bills may be introduced in the house without approval of the legislation and rules committee. There have been 277 bills introduced in the house, including 33 which were put in today to beat the deadline. The senate has no similar rule.

Bills introduced in the house today would allow the state board of health to supervise private mental institutions, give home-owners a 25 per cent property tax reduction if they pay on time, exempt rural electric cooperatives from taxation, and prevent the sale or giving away of any alcoholic beverages on Sundays, holidays, or when election polls are open.

SALEM, Jan. 30 (AP)—The Oregon Pension Federation's bill to set up a state retirement aid system for persons over 65 years old was introduced in the house today.

The benefits would go to any applicant of the required age, and the system would be financed by a \$1 monthly tax on all persons of voting age, and by a share of income tax collections.

Legion, Auxiliary Members to Attend Dieter Ceremony

A number of members of the American Legion and auxiliary will go to Tulelake Monday evening for the ceremonies of honoring Corporal William Dieter, missing since the American raid on the Jap Mainland.

A Legion representative said Saturday that anyone wishing to make the trip should be at the Legion hall not later than 7 p. m., in order to obtain a ride in one of the Legion cars.

We have as much right to bomb Rome as the Italians had to bomb London. We shall not hesitate to do so to the best of our ability, and as heavily as possible if the course of the war should render such bombing convenient and helpful.—British Foreign Secretary Anthony Eden.



A Treasury In Every Home

Did you ever stop to think about this? Because War Bonds and Stamps are being bought by every patriotic American, each home has become what you might call a temporary branch of the Treasury department. In your activities, conserving, saving to buy War Bonds, you are actually carrying on the business of the Government.

Family income protection makes certain and permanent provision for the security of your home and your loved ones. Arrange it through John H. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY 114 N. 7th Phone 3251