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Herald and News

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MALCOLM EPLEY Managing Editor

Today's Roundup

By MALCOLM EPLEY THE cities' highway revenue bill now before the state legislature, strongly backed by Mayor Houston and other city officials, has run into highway committee opposition in its consideration by the chamber of commerce.

Traditionally, the Klamath chamber has lined up against the cities in their efforts to get more state highway money, on the grounds that state highways needed all the available state highway money and that dipping into those funds for other purposes sets a dangerous precedent.

Both sides want the directors to keep open minds on the matter, and the outcome should be interesting. What is done here may not have any influence on the action in the legislature, but it is an issue that has always been taken with seriousness in this highway-minded community.

Gone From Our Midst

AFTER an election in which incumbents have suffered, you can count on a parade of the licked politicians out of the political unit from which they received previous favors. It was good enough for a home just so long as it kept them in public office.

Now, we learn, ex-Congressman Walter M. Pierce has moved out of the second congressional district, which sent him to congress for 10 years. He is going to live at Eola, Polk county.

Candidate James Mott, of the district in which the Pierces now make their home, is eyeing the seat held by Senator Rufus Holman. Ex-Governor Charles Sprague (he is a defeated incumbent but he stayed right in his old home in Salem), is also suggested as a possible contender for Rufus' seat.

Super-Sensations

WE HAVE always been impressed with the fact that people are quick to believe in the imminence of some piece of super-sensational news. The fantastic ideas that got around just prior to the recent announcement of the Casablanca conference demonstrated that.

It all started, we understand, over an advance radio sketch of a speech given by Joseph E. Davies, former ambassador to Russia. Nobody said that Hitler was dead, but it was hinted Mr. Davies would say something about it, and, eventually, Davies did say that certain incidents in Germany suggested the possibility.

We'll do our own little bit of speculation by saying he is alive and not feeling so well. But let us hope his intuitive apparatus is working perfectly. It was Adolf's intuition, according to Herr Goering, that sent the German armies against Russia.

Reminiscences

WE WERE privileged, the other night, to hear a number of old-timers deep in reminiscence, and their talk turned toward automobiles in early-day Klamath Falls. The first Klamath car, apparently, was owned by Harry Peltz, although Ed Dunham was not far behind. Ed drove the first car around Upper Klamath lake.

Mr. Dunham had a lot of trouble with early-day speed laws. He told us about the time he started from the courthouse up Main street. There were high cross-walks on the muddy street at Fourth and Main. Ed kept the car in low gear until he got across those jolting walks, but a speed cop caught him, just the same, going across the intersection.

In the trial, witnesses testified Ed was going from 5 to 75 miles an hour. He was convicted, possibly because the jury had been carefully made up of local livery stable operators. The fine was \$17.50.

Another interesting yarn concerned an automobile party which attempted a trip on the reservation, but came to grief when the driver took on a little too much firewater. Others in the car laid the driver out on the

ground and covered him with the car hood to keep off the hot sun. Presently, a horse rig load of Indians came along. The Indians viewed the situation and upon seeing the driver under the cover, asked what was to their minds the most logical question: "Did you kill him?"

Advertising Roundup

By DELBERT ADDISON A PERSON trying to sell advertising in this February, 1943, has the inclination to think that all the forces of nature and man (man's evil nature, that is) have conspired against him.

The store manager is worrying about getting something to sell and somebody to sell it, and about how to comply with the latest restrictions, rather than the means of getting out a sales message.

All in the Same Boat

THEN you reflect that everybody is in the same boat. The person trying to buy something, the merchant trying to get something to sell, the producer worried about man-power... all are suffering from one thing, war!

Each of these 50 ads had a section devoted to urging the purchase of Bonds or explaining how to conserve for war use or information on war restrictions.

Above this there were five ads in which the advertiser had devoted the entire space to the sale of bonds or some other war need common to us all and having nothing specific to do with his business.

What does buoy you up is the story from an old, established advertiser which is taking a war-time licking... but, while taking it gracefully, is not taking it mutely or sitting down.

This ad brought enough admiration that Blitz-Weinhard came back yesterday with a complimentary ad to Budweiser.

Both companies are mindful of the good will of the public, you say? Certainly. That's the basis of our American way of doing business.

The NEW YORK TIMES published an editorial last year which has been widely reprinted. A portion of it, on advertising and propaganda, may well be printed again here:

"Total war demands the mobilization of the spiritual and physical resources of the entire nation. We in America have never developed or desired the skilled techniques of propaganda which the Nazis have employed to this end. But no other nation in the world has equaled us in the development of the art of advertising."

"Advertising, like propaganda, is a powerful means of carrying to the people the message of what each man's part must be in total war. But whereas propaganda, by masquerading as news, poisons the free press, advertising does not."

"It honestly sets itself off as distinct from the news. Through the revenues it produces it helps to finance at a price to the public that would otherwise be impossible the enormous news gathering facilities which produce the modern newspaper."

"It is this revenue from legitimate advertising which has made it possible, here and in Britain, to develop and maintain a great free press, in contrast to the system of government subsidies which supports the kept press in totalitarian countries."

SIDE GLANCES



"The way our family is growing, pretty soon we'll have to have roll call at meals! It must be quite a problem... feeding an army!"

About That Income Tax

BUSINESS AND PROFESSIONAL INCOME Individuals engaged in business or profession report the net profit (or loss) in their individual income tax return Form 1040. The net profit (or loss) is entered in item 9 of the return form and the entry must be supported by the information called for in Schedule H, or by other schedule particularly adapted to the business or profession.

Telling The Editor

Letters printed here must not be more than 500 words in length, must be written legibly on ONE SIDE of the paper, and must be signed. Contributions following these rules, are warmly welcome.

FLYNN ACQUITTED OF RAPE CHARGES

so between the time the jury announced it had reached a verdict and when it returned to the courtroom. Thus ended a 20-day trial, one of the most dramatic in Los Angeles recent history, in which the handsome film star saw himself described as the seducer of young women, and defended as the victim of circumstance.

Negro Held On Charge of Larceny From SP Train

John T. Hotchkiss, a negro, is held in the county jail on a larceny charge growing out of the alleged theft of a suitcase from a Southern Pacific train. District Attorney L. Orth Sisemore said Hotchkiss is accused of taking the suitcase when he got off a train at Kirk. Hotchkiss was employed as a section hand.

FUNERAL ANTONIO MARTINEZ HERRERA

Friends are respectfully invited to attend the funeral services for the late Antonio Martinez Herrera to be held Monday morning at the Sacred Heart church, high street at Eighth, where a requiem mass will be celebrated for the repose of his soul, commencing at 9 o'clock with the Rev. Michael F. Ahearne of Chiloquin, Ore., officiating. Interment will follow in Mt. Calvary Memorial park. Arrangements are under the direction of the Earl Whitlock Funeral home of this city.

Japs Make Out Some Claims On American Navy

claims which the Japanese put forward Monday concerning losses inflicted on the American navy in the Solomons theatre on January 29-30.

EISENHOWER NAMED CHIEF IN N. AFRICA

(Continued From Page One) the new theatre and a war department spokesman in Washington said he assumed that this merely separated the North African command from the European theatre of operations. The spokesman said he did not know, but he assumed that it did not give General Eisenhower command over the British eighth army, headed by Gen. Sir Bernard L. Montgomery.

ALLIES FORCED FROM HILL HOLD

(Continued From Page One) stroyed against a loss of only six American ships. CAIRO, Feb. 6 (AP) — Allied and axis planes fought at a slightly increased tempo yesterday over the Tripolitanian-Tunisia frontier area, expected soon to be the battleground for a bitter battle, but ground activity again was confined to patrol reconnaissance, the British announced today.

Coast Dairymen To Get First of FSA Importees

(Continued From Page One) of milking machines when necessary have been completed between employees, Smith-Hughes representatives and FSA," Duffy said. "Dairy centers of western Washington will receive the second group of 25."

TURNER CENTER

The Red Cross unit at Turner Center met Thursday afternoon at the home of Mrs. W. L. Frain to sew for Klamath chapter. Owing to the demand for finished garments to complete the 1942 quota, the women will have an all-day meeting Thursday, February 11, at the home of Mrs. Cleona Hurlbut. Anyone desiring to help may come and bring potluck lunch. Present Thursday were Mrs. Cleona Hurlbut, Mrs. Ella May Dow, Mrs. Esther Johnston, Mrs. Bertha Moore, Mrs. Bee Galinsky, Mrs. Gussie Frain and Mrs. Clara Kerns.

IN DUNSMuir

Mrs. Sanford Selby of this city was a recent visitor in Dunsmuir.

Columbia River Ice Jam Breaks; Guards Posted

THE DALLES, Feb. 6 (AP)— Chunks of ice that jammed the Columbia river and piled up so high that Celilo falls was obliterated during the recent cold wave floated downstream today. The ice began to break up Thursday and the river was dotted with pieces yesterday. Ferry service here, out for almost two weeks, was resumed. The Dalles port officials guarded piling up of the wayward ice against wharves.

DIPLOMATS GIVE PEACE RUMORS GOLD SHOULDER

(Continued From Page One) some democratic support, in the house ways and means committee drew up the old "rider" strategy to threaten the president's wartime salary limitation order. Facing a showdown today, the attempt to attach a repealer to the measure raising the national public debt ceiling had the backing of at least one democrat—Rep. Disney of Oklahoma who termed it a "revolt against government by directive."

TOO LATE TO CLASSIFY

OIL TO BURN — For Union heating oils phone 8404, Klamath Oil Co., 615 Klamath Ave. 2-28m FOR A BETTER WEARING Shirt with a better fit, try Van Heusen! In whites and colors, Rudy's Men's Shop. 2-20 AVAILABLE SUNDAY—3 room furnished duplex—oil heat. 340 North 11th. \$32.50. Phone 3086. 2-6 CHIMNEY SWEEP, furnace cleaning. Phone 7149. 2-12 OIL BURNER SERVICE. Phone 7149. 2-12 FOR RENT—Unfurnished house. Clean, modern. Garden space. Phone 3758. 2-6 FOR LEASE—Mike Moteschenbacher ranch in Lower Klamath. 880 acres irrigated. Priced low for cash. Crop share to reliable party. Arnold Moteschenbacher, 710 No. 11th. 2-12 FURNISHED 3-room apartment. Abundance heat. Garage. Alameda Apt., 1800 Esp. 2-9 4-ROOM house, unfurnished except range. 1548 Martin St. 2-9 PARTY getting green plaid Mackinaw coat at Saturday night, January 23rd at Snow Ball dance, phone 6352 after 6 p. m. 2-8 VACANCY — Winter rates. Everything furnished. \$3.50 week up. 1404 Klamath Ave. FOR SALE OR TRADE—Guernsey heifer. Freshen March. Rt. 2, Box 498, So. 6th. 2-9 FOR SALE — One Postal Telegraph electric clock; one 36-in. Fluorescent light; one combination desk set, one perfection oil heater; one 6-in. electric fan; one bassinet crib. Call at 221 Eldorado. 2-9 FOR SALE—One young Guernsey cow, will freshen soon. Phone 5361 or 5426 evenings. 2-9 GOOD, clean five-room house, hardwood floors, full rock basement, wood range and furnace. Close in. Adults. Mrs. R. P. Breitenstein, Rt. 3, Box 250, Keno Road. 2-12 FURNISHED house. 5 rooms. Phone 3452. 2-6

KNOX REVEALS BATTLE LOSSES ON BOTH SIDES

(Continued From Page One) designed to keep them awake at night.

Crucial Struggle As General Douglas MacArthur's bombers returned to their bases from a vast raiding arc which left enemy shipping ablaze from Ambon west of New Guinea to Talasea on the east, the troops on Guadalcanal dug into newly-taken territory after another major advance. Despite the navy's tight clamp on details of the naval actions, it appeared clear that the "sporadic encounters" it reported at sea were part of a crucial struggle to determine whether the Japs could get reinforcements through to their weakening Solomon island forces.

Rabaul Raided In mass fan raids, MacArthur's multi-motored bombers blasted 20,000 tons of shipping and destroyed or seriously damaged three transport vessels at Ambon, sank a small boat and damaged a second at Lorengau, sank a 1000-ton merchantman at Talasea in New Britain, shot down at least five, and possibly six, Japanese fighter planes and returned without losing a plane.

Rabaul was raided for the seventh straight night and Gasmata, New Britain, and Lae, New Guinea, were other evening targets.

14 DIE IN CRASH OF TWO BOMBERS

(Continued From Page One) and Staff Sgt. Franklin G. Morris, 36, San Francisco. CLINTON, Ill., Feb. 6 (AP)— A twin-engine army plane crashed and burned on a farm about seven miles southwest of Clinton late last night and Coroner John Harrington of De Witt county announced after examining the wreckage that seven men, apparently all on board, had lost their lives.

Authorities from Chanute Field, Rantoul, Ill., sent a squad of soldiers which took charge at the scene. Mrs. Dean Smallwood, on whose farm the crash occurred, said she heard the plane overhead shortly after 11 p. m. and saw it drop a flare, circle once and then go down in a wooded section some distance from her house.

W. L. Forsythe, Prineville Lumber Man, Dies Friday

PORTLAND, Feb. 6 (AP)—William Leon Forsythe, Prineville lumberman, died at a hospital here yesterday after an extended illness. He founded the Pine Products company at Prineville and was its president for the past nine years. Previously, he was associated with the Western White Cedar company at Marshfield and the Dant and Russell box factory at Redmond. He was born at Jersey Shore, Pa., in 1881. Funeral services will be held here Monday. A widow, a brother and four sisters survive.

Every Man's A Capitalist, Now!

You don't have to have an office on Wall street to be a capitalist these days. Every patriotic American is investing money—at interest—in the United States. Your Bond Investments are earning a greater return than the biggest capitalist ever hoped for in dollars and cents. Besides interest, you are getting Freedom—your future! Financial Freedom for your family and for yourself when you are old, can so easily be had through John A. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY 114 N. 7th Phone 3721