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Herald and News

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MALCOLM EPLEY Managing Editor

Today's Roundup

By MALCOLM EPLEY... THE war planners in Washington under-rate the threat in the Pacific? Are their eyes still trained too much on Europe, because that is the way Washington's eyes have always looked?

We suggest a thorough reading of this interesting comment:

MOVE THE CAPITAL

(Washington, D. C., Times-Herald) A.J. GEN. ALEXANDER A. VANDEGRIFT, who commanded the Marines on Guadalcanal from August 7 till the army took over recently, is back in this country...

Outworn Capital

ALL of which moves us to suggest that the Capital of the United States be transferred from Washington to some point in the middle west—maybe on one of the many beautiful Minnesota or Wisconsin lakes.

When Washington was built on a swamp site to be our capital city, it was logically located in about the middle of the thirteen original states...

We think we ought to start all over again and build us a modern American capital city somewhere in the middlewest. The Washington buildings, including the new and monstrous Pentagon, could be used for storing records...

Look West, Americans

BUT the fact that Washington is outmoded as a capital city and geographically left behind is not the main reason why we should have a new capital much nearer to the middle of the United States.

The main reason is that as long as we keep the capital on the Atlantic seaboard the capital will keep worrying mainly about Europe's problems and underrating the Japanese threat to the United States from the Pacific.

For two foolish but powerful reasons, the Japs are our logical enemies: (1) Their skins are brownish-yellow, and (2) their eyes are squinty. We are not built that way; hence, we feel that they are all wrong, and they feel that we are all wrong, and each group feels a manifest duty to destroy the other.

Worse, the Japs as fighters are comparable to the Iroquois Indians of Colonial times. Our forefathers licked the Iroquois; but they could not have done so if the Iroquois had had as good weapons as our forefathers had.

The Japs' weapons are almost as good as ours. We can lick them only with superior weapons and superior forces. They are hungry for more power and more territory; they hate us, but they love the lush looks of California, Oregon and Washington, and are determined to take at least that much out of us sooner or later.

Washington, being 3000 miles from the west coast, cannot grasp this ominous fact. It is fascinated by Europe; and so it sends a badly planned, undermanned expedition of dauntless marines to push the Japs out of the Solomons, and our boys are stopped on Guadalcanal and all but get their faces shot off.

After this war, Washington will again be meat for pacifists with disarmament goods to sell. If the country falls for that, the Japs will wait until we disarm sufficiently to suit them, and then they will descend on Hawaii again. If they can take Hawaii in a second

try, as they well may, they will swarm onto our Pacific coast, while Washington wonders what has hit us.

What we need is a genuinely American capital of the United States, in place of the present semi-European capital at Washington. If all the congressmen and senators from west of the Appalachians would band together to put over a constitutional amendment to that end, we don't see how they could lose.

Advertising Roundup

By DELBERT ADDISON... THE HERALD AND NEWS net paid circulation went over the 10,000 mark late this fall, much to the surprise of The Herald and News.

It was a surprise because the number of people giving their carrier boys the monthly six bits hit this nice round figure at just about the time that the ghost town talk hit its peak.

A good deal of head scratching and digging into the whys and wherefors lead to a couple of simple conclusions. One, that people are reading papers more, for war news and for news of the home front. And two, that established family units haven't been broken up much by the move to the services and the outside war industries.



ADDISON

Proud of Paid Circulation

WE HAVE always been inordinately proud of each new step up in the net paid circulation as an index of greater return for the advertiser's dollar.

This 10,000 figure slipped up on us without much hip-hurrah, possibly because we were engrossed in the vital problems of war...

It might be well to say that "net paid circulation"—the term that we have loved to print and roll off our tongues to obliterate the claims of all other kinds of advertising—that the net paid circulation is simply the number of people who buy the paper.

Don't think for a minute that there's anything wrong with it. A paper's subscription books are carefully audited, by people representing advertisers, and there's no watered stock in the auditor's report.

Salesmen Overdo It

THE circulation figures do show the advertiser whether the paper reaches the people he wants to reach, and they do show him the possibilities for his ads.

The mistake newspaper advertising folks have made is in unconsciously inferring, if not in deliberately stating, that the one inch ad for Saturday's rummage sale will be read by each of the 10,000, or however many it is, subscribers.

We may go even farther, get out a pencil, and figure that with an average of four and a half persons per family the ad will reach 45,000 human beings, who will be delighted to attend the rummage sale.

It just doesn't make sense. The good ladies of the rummage sale are mildly disappointed when 45 neighbors and cousins appear instead of the horde of 45,000, and they decide that advertising is a lot of hokum.

Money's Worth At 1%

LOOK at it another way and it does make sense. Suppose the paper's circulation is 10,000. Then, if the community has a population of somewhere around 45,000, it's a good safe bet that most everybody reads the paper.

Suppose that only one out of every 100 adults reads about the rummage sale. (And the Continuing Study, mentioned here recently, proves that 1% is average readership for one inch ads.) Then, figure two adult readers for each paper, also average. That makes 200 readers out of the 10,000 subscribers.

When the Continuing Study reports started coming in, we looked at these low figures and quickly shoved the reports aside. It showed one, two and three per cent readership of most ads up to five inches long and two columns wide.

Let's get back to the rummage sale. How in the heck can a rummage-saler, for less than a dollar, get his message over to 200 strangers any cheaper.

The good ladies don't need to feel so miffed about their 45 neighbors and cousins. They got their money's worth.

Bread Subject Comes Up

ONE of the printers, when tagged at his linotype for a free smoke, came through with this one:

"What's the idea," he said, waving a sheet of copy he was setting up for today's paper. "What's the idea of printing this stuff when we're getting good advertising from bakeries."

The offending story (appearing elsewhere in the paper if it didn't get crowded out by some late war news) turned out to be about home made bread.

The idea is, of course, that the reporters give the general news in the news columns and the bakers give the bakery news in the ads.

It can be honestly reported here, though, that bakery bread is one of the few food items which has not advanced in price. What with no sleigh, no fancy wrapping, no trucks moving out with less than full loads, no pickups, the bakers have kept the price down.

And the bakeries—what with telling their story in advertising—are still selling as much bread as ever.

SIDE GLANCES



"I told you when you were doing all that buying that you were getting too much of this darned corned beef hash!"

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 only, and must be signed. Contributions following these rules, are warmly welcomed.

ON WAGE QUESTION

OAKLAND, Calif. (To the Editor)—I note Fred H. Heilbronner, letter to the editor in your issue February 9th. I note he, along with the rest of the would-be patriots are raving over what the boys in the trenches are getting, this is entirely beside the point, there is not a single member of the Lumber and Sawmill Workers union, AFL, that wouldn't go barefooted if it would help the boys in the uniform. But when the government of the United States can pay \$65 for an automatic pistol that in peace time sold for \$35 and \$40, and can pay a steamship company \$338,000 for one trip to the Red Sea for a ship that they have listed at a book value of \$8100, it does not seem unreasonable to ask that the men in the mill and woods shall get as much as a plain black negro is now getting in our defense projects.

I have just helped finishing a coast guard training station at Neptune Beach, Alameda, Calif., in which the negroes were paid \$1.05 for common labor, however the common is out of place for it was rare labor after 10 o'clock if you went to the rest room, would find most of the negroes there.

I don't believe it is unparliamentary to ask that the white men in our woods and mills shall be paid as much as the negroes are now getting, and doing less work. Another thing, Mr. Heilbronner, the sawmills and lumber companies are making more money today than they have ever made in the history of the lumber industry, and don't try to tell me different, for I know what I am talking about, I am putting the lumber they are selling the government of the United States from \$40 up, into buildings, and most of it is sorry stuff.

And to allay any doubts Mr. Heilbronner as to whether I have any rights to answer you or not, I voted in Klamath Falls in the last election, I am buying property in Klamath county, on which I am going to build me a home, when all my sons receive their final training, and I can't be with them any more, and my permanent address is the Cascade Apartment Hotel, Klamath Falls, Ore.

W. YEOMAN, 90 Montia Vista St.

KENO ROADS O. K. KENO, Ore. (To the Editor)—I have lived and paid taxes in Keno for 20 years, and I know we are most all thankful to the county commissioners for keeping our highway open. Some job too. With man shortage—why plow out a few side roads?

We live off the highway and manage to get to work every day and then get home again.

But those that live on the highway are the ones to make the first loud splatter.

Generally, people who don't like Keno, move out.

MRS. FRED SCOTT

In Hospital—Harold Putnam, 22, seaman first class, is critically ill in McCauley hospital, Marshfield, suffering from pneumonia. Word was received by the youth's parents, Mr. and Mrs. Ross Putnam of 2505 Crest street. Harold is a member of the coast guard stationed at Port Orford. He enlisted June 8, 1942 after attending Keno high school. He later logged for Alexander brothers at Adin, Calif. He was a well known basketball player here and won the sportsmanship trophy while playing on Ricky's team.

Married—Mary Lee Brown and Earl Vernon Ritchie, both of Chemult, were married by the Rev. Victor Phillips in the First Methodist church parsonage, 1105 High street, Thursday evening, February 11. The couple was attended by Mr. and Mrs. Quinton Babcock, also of Chemult.

Goes Home—J. H. Schneberger, Klamath rancher living on route 2, was dismissed Friday from Klamath Valley hospital after receiving treatment for injuries received when hit by a bull.

White House Confab Follows FDR Promise Of Blows At Enemy

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powering blows; we must do likewise in the west. As for the Pacific zone, the president spoke of the recently concluded battle in the Solomons and declared:

"We do not expect to spend the time it would take to bring Japan to final defeat merely by inching our way forward from island to island across the vast expanse of the Pacific." He continued: "Great and decisive actions against the Japanese will be taken to drive the invader from the soil of China. Important actions will be taken in the skies over China—and over Japan itself."

The discussions at Casablanca have been continued in Chungking with the Generalissimo by General Arnold and have resulted in definite plans of offensive operations. He said the enemy could be quite sure that if Japan should be the first of the axis partners to fall, the United Nations would concentrate all on the job of crushing Germany, and that if Germany were conquered first Britain, China and the United States would make an "out-and-out final attack" on Japan.

The president, turning again to post-war problems, said one main objective was to assure jobs for the returning soldiers and sailors. He was certain, he said, that private enterprise would be able to provide the vast majority with jobs and in those cases where this could not be accomplished congress would pass legislation "which will make good the assurance of jobs."

Pauline Riddle, Beatty Indian woman who received a severe beating at the hands of Etta May Chocktoot in the city jail Thursday night, was reported little improved at Klamath Agency hospital. Police here received word that she was "still in a stupor."

The Chocktoot woman, barefooted, appeared before Police Judge Harold Franey Saturday morning and was fined \$25 and sentenced to 10 days in jail. Etta May is said to have kicked Pauline insensate.

Oregon Promised Fair Treatment In Butter Supply

WASHINGTON, Feb. 13 (AP)—Oregon's butter shortage is not a local situation, Prentiss M. Brown, OPA director, told Senator McNary (R-Ore.)

He said requirements of the armed services and lend-lease commitments made the shortage national.

In response to McNary's inquiry over complaints from his state, Brown said Oregon would be given "fair and equitable" treatment.

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REDS NARROW ESCAPE LANE TO 70 MILES

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pinned against a narrow coastal strip below Rostov.

New Threat In a series of victory bulletins, the Russian command announced the capture of eight strategic cities and towns, including the key rail center of Krasnodar in the Caucasus, and declared that waves of desperate German counterattacks were crushed.

The grave new threat to 250,000 Germans under virtual siege at Rostov and to another quarter million nazis in the Donets basin developed when Col. Gen. Nikolai F. Vatutin's central Don armies planted the red flag at Krasnodar, only 70 miles from the north shore of the Sea of Azov.

African Lull In recognition of his brilliant exploits, Vatutin was promoted to a full general.

On the North African front, British headquarters reported that Gen. Sir Bernard L. Montgomery's big guns pounded Field Marshal Erwin Rommel's forces in the southern Tunisia coastal region, below the Mareth line, while British 8th army patrols fought axis armored cars farther south.

Bad weather continued to hamper operations, and there was still no indication that Gen. Montgomery had launched his big push against the Mareth fortifications, 60 miles inside Tunisia.

On the western flank of the 300-mile-long axis corridor, Gen. Dwight D. Eisenhower's headquarters reported that allied troops beat off an axis attack in the hills east of Ousseitia, about 75 miles below Tunis.

Circuit Court Clerk Bill Gets Second Reading

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bond in the sum of \$1000. When the clerk is appointed and qualified the county clerk shall turn over to him all records, files, moneys and all things pertaining to the duties of clerk of the circuit court.

All laws now applying to the office of county clerk, so far as the same are applicable to the office of circuit court clerk, shall apply to the new office.

The measure carries an emergency clause, and in case of passage would go immediately into effect.

The bill is strongly favored by Circuit Judge David R. Vandenberg, and is opposed by County Clerk Mae K. Short. Such a measure was suggested by the county grand jury.

It's Peaceful Again Today On Guadalcanal

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Men are resting on cots. Others are opening packs and getting out their possessions. Many are shaving and washing a gain. Field kitchens have been set up and cooks expertly flipped flapjacks into waiting plates this morning.

Jap bodies are being quickly buried in the jungle and work squads are cleaning up rubbish of the battle.

Veteran Seaman Vouches for US Men, Weapons

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tack. But we were not unprepared. It wasn't long before we had that situation in hand."

Boeckius said that there is no question of the outcome of the war with Japan, but that every man on the ships knows it is going to be a tough struggle. Superior mentality, superior equipment, and superior productive capacity will tell for America, he said.

The visiting machinist's mate said he has been having a great time in Klamath Falls, and he asked to be quoted emphatically in appreciation of the fine hospitality shown service men in this community. He is taking his leave here while awaiting a new assignment to service at sea.

When he goes back, he will take with him an ugly, rugged trench knife which was given to him Saturday by Sheriff Lov. The sheriff brought it back from France after the last war.

Boeckius intends to get the weapon into the hands of a fighting man who will be likely to need it in a hand-to-hand tangle with the Japs.

"Everything they say about our fighters needing knives is true," said Boeckius. "In the sort of fighting that is done in this war, there are times when knives are more important than guns."

Klamath's Yesterdays From the files—40 years ago and 10 years ago.

From the Klamath Republican February 12, 1903 H. H. Van Valkenburg has bought the O. T. Brown place, four miles west of town.

C. E. Hoyt, popular hotel keeper of Fort Klamath, is making arrangements to run a line of stages between that place and Crater lake next summer.

Melbese brothers entertained a large crowd at their new residence in Fort Klamath last week.

From the Klamath News February 14, 1933 Local arguments rage as to whether married women should be permitted to teach in the schools.

Past Exalted Ruler J. C. Boyle will preside at a banquet Thursday night when Elks celebrate the 65th anniversary of the order.

Wife, Son of Bund Leader Taken In Alien Roundup

NEW YORK, Feb. 13 (AP)—Elsa Kuhn, wife of Fritz Kuhn, former national leader of the German-American Bund, and her son, Walter, 16, have been taken into custody in a roundup of enemy aliens, it was learned today.

Denaturalization proceedings against Fritz Kuhn are pending in federal court.

Kuhn is a prisoner at Danmora, N. Y., where he is serving a five-year term for stealing bund funds.

Hitler No Longer Actively Directing Army, Says London

LONDON, Feb. 13 (AP)—A usually reliable foreign source said here today that for the past fortnight all important German army orders have been signed by the high command instead of Adolf Hitler, indicating that the Nazi Fuehrer no longer is actively directing the army.

The name of the informant could not be revealed. Hitler still retains the title of commander-in-chief, the informant added, and the daily German communiques are datelined "The Fuehrer's Headquarters" as formerly, but, he said, "it looks like the generals are making the decisions now, not Hitler."

Treatment—Dean Hagen, 14, son of Clarence H. Hagen of 3245 Boardman street, was dismissed Saturday from Klamath Valley hospital after receiving medical treatment.

Dismissed—Mrs. Arthur Leaming and infant daughter left Klamath Valley hospital Friday for their home at 4353 Shasta Way.

TOO LATE TO CLASSIFY

Long term loans at low interest rates on retail business property.

Bogue Dale 120 S. 9th Street 2-15

CASH FOR 1938, 1939, 1940 and 1941 cars. Phone 7013. 2-13

ENGLISH POINTED PUPS—Males, 4 months. Also tire chains, 34x7 single truck, 4.75 by 19, 4.50x21, passenger, new. Keno Cafe and Grocery. 2-19

4 ROOMS, bath, north part of town. \$580, half cash. Phone 3078. 2-13

FOR SALE—G. M. Frigidaire, "Coldwall" model. Cost \$237. Like new. \$150. 9 by 15 light green chenille broadloom rug and pad, \$45. 1705 El Dorado. Phone 8441. 2-13

EXPERIENCED cattle man wants foreman job on ranch. Good references. Write or call R. J. Larson, 1317 Wall St., City. 2-15

2 BEDROOM house partially furnished. References. Call at 1202 Division or phone 5608. 2-16

FOR SALE—One registered Holstein. One pure bred Hereford bull. Both coming two years old. Phone 5361 or 5476 evenings. 2-13

WANTED—Used baby buggy, prefer folding type. Phone 6298. 2-16

FOR SALE—Lease and equipment of restaurant and rooming house. Phone 8205. 2-16

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

NIP AIR BASE AT MUNDA GETS 63RD POUNDING

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miles below the big enemy base at Salamaua, were continuing to retreat northward after losing nearly 1000 killed.

In Burma, RAF day and night raiders delivered widespread assaults on Japanese railway trucks, river steamers, factory buildings and other targets, while Japanese planes countered with ineffective attacks on British troops near Rathaung, 25 miles north of the enemy base at Akyab.

one of the machines had been located. The planes have been missing since Feb. 5. One carried 10 persons and the other three. All were believed to be United States citizens.

Royal Canadian air force planes are assisting US planes in the aerial search which is still going on.

Patrolman Asks Civil Service For Hearing

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because Davis is not sure what days he will be in town, he could not say definitely when the hearing will be held. He said he would like to hold it on Tuesday evening, and will know on Monday about the time of the hearing.

Davis stated that he had not received a written notice of the suspension. Police Judge Harold Franey, secretary of the commission, said that no order suspending Milhorn had been filed with him on Saturday. (Civil service commission regulations require that when an employe is suspended, notice of suspension shall be filed with the board within 24 hours thereafter.)

Police Chief Earl Heuvel said that he had notified Milhorn of the suspension, but that it was true he had not yet filed notice with the board. He said he would take care of that detail immediately if such a requirement had been overlooked.

It was learned that Chief Heuvel and Officer Milhorn had not been in agreement concerning a charge filed in connection with the traffic arrest of E. D. Johnson on February 5. Police records show that Johnson was charged with reckless driving and \$25 bail forfeited.

Chief Heuvel said Milhorn's suspension had nothing to do with the Johnson arrest, but related to other matters in connection with Officer Milhorn's work in the department.

VITAL STATISTICS

GOULD—Born at Hillsdale hospital, Klamath Falls, Ore., February 13, 1943, to Mr. and Mrs. James Gould, Quartz Mountain, Ore., a boy. Weight: 7 pounds 14 1/2 ounces.

ST. VALENTINE'S DAY 1943

FOR many of us, Valentine's Day, 1943, will not be the happy day of tradition. There are a few things, like war, that affect our lives beyond our control.

There are other things that bring sadness into our lives, which should be avoided. Financial independence for your old age is one thing that will make each Valentine's Day a happy one.

It can easily be arranged through

John A. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY 114 N. 7th Phone 3271