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HERALD AND NEWS, KLAMATH FALLS, OREGON

March 6, 1943

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FRANK JENKINS Editor

Today's Roundup BY MALCOLM EPLEY

THERE is reason for concern in the smug way some folks are talking about the ease with which Klamath county's \$30,600 Red Cross

be raised.



the fund first and talk about our generosity and humane feelings afterwards. The quota is a large one and it is going to take a lot of giving to make it. And why not go far over the quota, or even double it?

war fund quota is going to

We would do well to raise

CULTURE

Here's something that calls EPLEY for a contribution from every earning individual in the Midland Empire. But there are a lot of people who, if they get the idea other people will give enough to make a quota, will hold back and see if it doesn't work out that way. The Red Cross deserves better treatment than that.

A Privilege

CONTRIBUTING to the Red Cross is a priv-liege that has been saved for the American people in a time when the government is doing just about everything. It is important to the morale of the country that we can still give, voluntarily, from our private funds, to such a cause.

The Red Cross occupies the unique status of being responsible to the government, and yet not supported by it. Since 1905 it has been a quasi-governmental agency. Its peace-time responsibilities are great; in war-time, its duties are vastly expanded.

Collection and preparation of blood plasma is a new job, representing the most important medical development this war has produced. Blood plasma will save the lives of men we know on distant battle fields.

The Red Cross has taken over an unpre-cedented responsibility in the personal welfare and recreation of service men, helping them fight the enemies of boredom and homesick-ness. It is operating 150 clubs and rest centers overseas; it manages the third largest chain of motion picture theatres in the world-in U. S. military hospitals and camps abroad.

An appreciated service of the Red Cross is performed in checking-up home conditions for service men worrying about their families, It is the official recruiting station for army and navy nurses. It is the medium of communication between prisoners of war and their homeland.

In local chapters of the Red Cross, 520,-000,000 surgical dressings have been produced, at the rate of about 500,000 an hour. Volunteers have turned out 14,300,000 sterile garments such as operating gowns and bed shirts. Red Cross knitters last year made at least 2,000,000 sweaters, helmets and mufflers. Up to December 15, 1942, the Red Cross had

shipped 1,004,000 11-pound food parcels to American prisoners of war and interned civilians.

We could go on with more statistics to fill this column. But is it necessary to say more to convince Klamath people that they should give, generously and quickly, to this great work?

Incidentally, we should stress that matter of giving quickly. Collecting \$30,600 takes a lot of work, and the volunteers who are handling the job here are busy people, even as you and I. It is an imposition upon them to ask them to call back.

Let us give now and demonstrate that Klam-ath Falls, Klamath county and the Midland Empire are behind every phase of the great work being done by the American Red Cross in this critical war year.

No Surplus Worries

CORRESPONDENT writes us that he has А been criticized because he is preparing to put in a victory garden.

No husband has a right to expect his wife to stay glamorous, says an "advice" column. And we may add, no wife expects her husband to stay glamorous.

Member of August BUREAU OF CIRCULATION

Represented Nationally by WEST-HOLLMAY Co., INC.

San Francisco, New York, Sa. attle, Chicago, Portland, Los Angeles.

MALCOLM EPLEY

Managing Editor

Advertising Roundup By DELBERT ADDISON

"HE advertising for War Bond sales has been taken out of the hitch hiking classification in New York City. Up to now the treasury department has depended on

the advertising run by newspapers themselves and on ads picked up by the thumb waving method (such as Klamath Furniture's ad of a week ago.) Now, with the approval of

the treasury department, an independent board has been set up in Manhattan to sell coordinate a continuous advertising program. The ex-

underwritten by the eight daily papers in the district until it becomes self-sustaining.

This program becomes something of a test case, and if successful, will undoubtedly be adopted in many communities. In this "New York Plan" the working group, while not a part of the War Savings committee, works closely with it. The plan calls for the insertion of two ads a week in each of the daily papers in the district.

The important point is that it takes bond sale advertising out of the hit and miss status and puts it on a consistent year-around basis.

Planned Pre-Selling Here

HE plan is not entirely new, but it is the first one actually put into operation on such large scale.

The Klamath Chapter of the Red Cross has done about the same thing here to prepare for its drive next week. Through the work of place to John Loosley. Mrs. Rose Poole, publicity chairman, an ad has appeared each day for the past week dramatizing the need for Red Cross funds.

(Mrs. Poole, through long experience in the show business, knows the value of pre-selling a campaign through advertising.)

Your Voice on Public Projects

THESE ads were paid for by business people, whose names appeared at the bottom of the ads. They believed that this money spent for advertising would be more effective for the drive, or could be more easily given, than their time spent in beating the bushes for individual contributions.

You are constantly reminded to write your congressman . . . to tell him your likes and lic speaking contest to be held dislikes on his actions. The business men run- at Grants Pass this year, Winning these ads are taking part in a program of a definite public nature. They would undoubtedly like your comments also.

After all, the way that any public enterprise is conducted depends in the long run on what you and I and the next guy think about it. Would you like the Red Cross continued on the present voluntary basis, with each of us in farm activities as in other participating in some way, or do you want it years. handled by another government bureau?

Newsprint Restrictions

NCIDENTALLY, New York newspapers have given priority to this war bond advertising. They already are rationing advertising.

To date, papers out here are not hurt by curtailment of paper and metals. We are now allowed 90% of the 391 tons of newsprint it took to publish The Herald and News in 1941. While circulation has gone up about 1000 copies since then, the decrease in advertising has cut down the size of the papers to more than make up the difference.

Another cut in paper was in the offing but heavy production in Canadian pulp mills made the J. Luscher & Son Fairview motion of defendant for failure to prove aid and comfort to an enemy of the United States," the



OREGON RANCH

MAN TO STAND

with the expectation of marry-ing Cone who, it developed, already had a wife. This was ordered by Peace Justice Paul O'Malley after Dun-can's preliminary hearing, at which Coroner Jack Larry testi-fied the rancher told him he shot

Cone after Cone attempted to beat him.

Duncan testified Cone fell in love with Mrs. Duncan in Oregon, that the three came here for divorces but that after Mrs. Duncan divorced the rancher. Cone no steps to dissolve his marriage.

Pending her divorce, Mrs. Duncan stayed at a tourist hotel with the two men, with Duncan posing as his 36-year-old wife's father-in-law, Larry testified.

FUTURE FARMERS HONOR V. KRUML

MALIN-Vincent Kruml took first honors this year for the Future Farmers of America, Malin chapter in the elimination contest held recently and this week appeared before the Tulelake Rotary club where he repeated his well prepared and well delivered address, "Food for Freedom." Second honors went to Lee Petrasek and third

The three winning contestants were presented with cash prizes by the Merrill branch, First National Bank of Portland by A. E. Street, FFA advisor acting for Uel Dillard, manager of the

Merrill bank. Prizes were five, three and two dollars respective-

visor. There will be no district pubview and Malin on March 12 at Henley will go directly to Port-

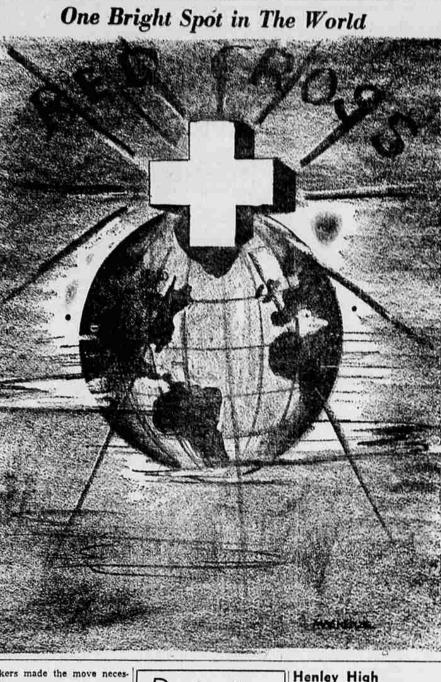
land for the state meet. The state convention this spring at Corvallis will also be

The local chapter is this

week moving out the last of 35 tons of scrap iron accumulated several months ago. Money from the sale of the metal will go into war bonds.

Another Portland Dairy Owner Gives Up Large Herd

PORTLAND, March 6 (A)-Another Portland dairy owner announced today that he is go-



workers made the move necessary, "A dairyman has help for

about three or four days and then the worker decides to try working in the shipyards or some other war industry," Lus-cher asserted.

He said he was forced to work 20 hours daily recently when his partner and head milker were and that 100 tons of beets and 10 acres of corn feed were lost last fall because of the labor

TRAITOR APPEALS DEATH SENTENCE

WASHINGTON, March 6 (AP) Max Stephan, Detroit restaurant owner convicted of treason against the United States, asked the supreme court today to set

ing a German aviator, Peter Krug, in his flight from a Can-

do not constitute acts of treason.

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BUTTER FOR ALASKA SPOILS ON BEACHES

SEATTLE, March 6 (AP)iness men returning from Alaska were quoted by the Post-Intelligencer today as relating how a large portion of 350 tons of butter shipped to the territory and landed on a far northern beach had spoiled because of a lack of storage space. The butter, packed in brine

to make it keep indefinitely, was lost when the brine froze be-cause of the lack of "warm" storage space, the business men were quoted as saying. Seventy tons of canned pears likewise were reported to have been lost for the same reason.

A high ranking federal offi-cial, who was not identified, was quoted as defending the ship-ment as a precaution to provide food for the territory even "if our shipping should be cut off for a year or more by war de-velopments."

The official was quoted as saying he knew the Alaskans were making a "joke" of the incident. /

Lakeview BPW Club **Orders** Pulmotor

Professional Women's club of Lakeview Monday evening that an order already has been placed for the purchase of a pulmotor for Lakeview and environs. The club has been and is sponsoring various activities to raise the balance of the neces-

sary funds. Special thanks is offered the local Elks club for their gener-ous response to a program pre-sented by the BPW in January. The club also takes this oppor-tunity to thank the local American Federation of Labor for their unsolicited contribution of the entire proceeds from a dance given in February,

SALARY UPPED SALEM, March 6 (AP)- The

HENLEY-Seniors of Henley senate sent to the governor yes-terday a bill to increase the salhigh school voted unanimously to give up their traditional skip ary of the state supreme court clerk from \$3000 to \$3600 a year day this year in order to save valuable time and gasoline. In past years it has been the prac-tice to take one school day for a trip and picnic in celebration of the last year in school. and the deputy clerk from \$1800 to \$2100.

In addition to this saving, the seniors have abandoned the plan of publishing a school an-nual which would require the use of metal, paper and money which could go for war pur-poses. In place of the annual, the Camera club is making a photographic scrap book to leave in the library as a per-manent record of the year 1942-1943,

Ashland Man Has Something To Worry About

Seniors Give Up

Annual Skip Day

MEDFORD, March 5 (P) -Deliberating only 10 minutes, a circuit court jury today convict-ed Kay Kermit Mansfield, 33, Ashland, of assault and robbery, Judge H. K. Hanna will pass

Judge H. K. Hanna when your sentence Monday. Mansfield, who had six lawyers and the same number of continuances since indicted by a grand jury last fall, was convict-

The Spartan mothers sent their sons to battle with the admonition, "Return with your shield or on it." But War and Moth

Let Him Return

With His Shield



aside his death sentence. He was charged with harbor-

adian prison camp. The supreme court petition as-serted that "all of the overt acts alleged in the indictment were acts of aid to an individual that

"A verdict should have been directed of not guilty on the motion of defendant for failure

Calendar RATION BOOK NO 2 March 1-15 - Boards will

mail books to persons who registered February 25, but did not receive books. New applications accepted March 15. March 1 — Rationing of canned, frozen and dried fruits, canned and frozen veg-

Rationing

etables, dried soups, beans, lentils and peas, began, RATION BOOK NO 1

March 1-15 - Boards will not accept applications for book No. 1 during this period. SUGAR

March 15-Stamp No. 11 war ration book No. 1, good for three pounds, expires at midnight. Stamp No. 12 good for five pounds, March 16-May 31 inclusive. COFFEE

March 21-Stamp No. 25. war ration book No. 1 of book holders 14 years of age or over, good for 1 pound of coffee, expires at midnight. GASOLINE

March 21 - No. 4 stamps, each good for four gallons, ex-pire at midnight. TIR

This strange situation, he says, is based on a theory that he ought to buy his vegetables from poor neighbors who are going to have gardens.

The food shortage this year is nationwide and critical. Our correspondent and his poor neighbors can both grow gardens and find plenty of need for all the vegetables they can grow.

No one need worry about a surplus.

The thing to worry about is that the food demands for the people in this country will be so great that we will have difficulty in meeting our obligations to the men who are doing our fighting and to our allies.

This is a great and vital problem. Every ounce of production off a piece of ground, in the back yard or in a great field, will help to solve it.

Surely, the need for gardens is not anything to argue about.

Ready for Paper Restrictions

NEWSPAPERS, of course, will be glad to comply with any further restrictions necessary to the war effort. They are ready and willing and already have made plans to operate under such conditions.

When the little clique of newspaper-haters in Washington started the move to restrict newsprint by half, constructive steps were taken to clarify the situation. This resulted in the Canadian survey which showed that stocks were adequate for continuation on the present basis. (The present 10 per cent cut from 1941 use provides just about enough paper to print the administration's propaganda paper that gets priority on overseas shipping. But Senator Hol-man and others are looking into this.)

Posies Make Way for the Lowly Onion in Portland Plane in Arizona

PORTLAND, March 6 (P)- are following suit. Remember that old lyric - By raising the

PORTLAND, March 6 (P) are following suit. Remember that old lyric — "Don't bring me posles when it's shoesies that I need?" In keeping with the general sentiment, R obert Hastings, president of the Northwest Florist association, today began moving out beds of marigolds and petunias to make way for cauliflower, cabbage, on i on s, clery, peppers and groundcher ries at his greenhouse. are following suit. By raising the seeds into small plants they can save the mateur home gardener consid-rable grief and disappointment. The plants will be sold for transplanting into outdoor gar-dens. **Governor Signs** Fue Ferry Bill SALEM, March 6 (P)— Gov-range Farl Saelt Gard Land Contendent of the Saelt length of the plants transplanting into outdoor gar-tens for the Saelt length of the seeds into small plants they can save the plants will be sold for transplanting into outdoor gar-tens for the Saelt length of the seeds into small plants they can save the set of the seeds into small plants they can save the transplanting into outdoor gar-tens for the set of the set of the set outdoor gar-tens for the set of th ries at his greenhouse.

SALEM, March 6 (P)- Gov-ernor Earl Snell signed into law

FLAGSTAFF, Ariz., March 6 (P)-An unidentified airplane crashed into Mount Elden, one of the group of towering San Francisco peaks, at 1 a. m., today, exploded and burned. Three bodies were removed from the scattered wreckage.

Three Bodies Taken From Wreckage of

The fire was visible more than 40 miles and was still burn-ing an hour after .he crash.

The airport at Winslow, 90 "I never thought I'd be doing this when the flower market was so good," he said, "but you can't eat roses." Other local greenhouse men miles east, reported to the sher-iff's office here that a big plane,

this unnecessary for the present at least. Can-used by United States newspapers. Ready for Paper Restrictions the J. Luscher & Son Fairview enemy of the United States, the Holstein farm near Blue Lake petition added. park, said he would put 100 or more registered cows on the auction block in May. He said the shortage of dairy ads," 3124.



beauty shop every Friday-we must make our post-war plans now!"

e at midnight. IES March 31—Cars with "A" ks must have tires inspect- before this date. Same ic rules as for passenger s apply to motorcycle "D" ks. OES une 15 — Stamp No. 17, ration book 1, valid for chase of one pair of shoes, ires at midnight. Family mps are interchangeable. NNED MEATS, FISH etail, wholesale sales sus- ded until further notice. MMERCIAL GISTRATION farch 1 to 10—Restaurants boarding houses must sign	grand jury last fall, was convicted ed of entering the home of Mrs. Virginia Witter, Medford, and slugging her in the face, dis- lodging three teeth. Three other counts in the in- dictment a g a in st Mansfield charging entrance into Medford and Ashland homes and the shooting of an Ashland resident in the leg when discovered, are pending. Wandering musicians are said to have originated the singing of carols at Christmas time in England. In the first 30 weeks of 1940, Alberta, Canada, marketed 658, 189 hogs.	But War and Mothers, like Time, have changed. Today they say, "Return WITE your shield," and build my auch great organizations as the Red Cross to help do it. Let's all give double thi year to the "greatest mother in the world." The most valuable gift you can leave your children is their mothers' time. This can be properly planned. John H. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY 118 M. Th Phone 21
for point stamps. Ill institutional users are uested to phone the ration rd for an appointment to ister, to save time. nstitutional users must vide the rationing board h food inventories as of pruary 28.	Buy Slabwoo Your Oil	
Commission ange Is Dead a Dodo Bird LLEM, March 6 (P)—Gover- Earl Snell's bill to abolish state tax commission and to titute a single tax commis or to be appointed by Snell as dead as a dodo bird to the house having killed it o 27.	SLABS	You will still need fuel until May or June. Buy Green Pine Slabwood now. These slabs will dry in 4 to 5 weeks time so you can use them this spring. Start storing them now, and save over winter prices.
pp. A. Rennie, Corvallis, man of the house adminis- on and reorganization com- ee, which had recommended at of the bill, said the bill dn't save any money, and the present tax commission lone a good job.	FRED H. HE	