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Herald and News

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MALCOLM EPLEY Managing Editor

Today's Roundup

NEXT week is national wildlife week, and here's starting it off with some big news for local wildlife. From a most reliable source we learn that the fish and wildlife service is making plans for the establishment of a public shooting ground, similar to that on Tule lake, in connection with the newly-operative wildlife refuge on Lower Klamath lake.

The project hasn't developed to a news story stage, but it is in the wind, and the public shooting ground will probably be open to bird hunters this fall.

It will be remembered that the fish and wildlife service, when it began operating the Lower Klamath refuge after the completion of the Lower Klamath-Tulelake tunnel, closed the Lower Klamath refuge area to hunting. There followed widespread complaint among sportsmen.

Operative parts of the refuge all lie south of the California line, and therefore the public shooting ground will be south of the line. Lower Klamath lake areas north of the line are already open. Exact location of the proposed public shooting ground has not been reported, but it presumably will be near or on the state line.

We learn that the fish and wildlife service is permitted to open a part of the refuge for the reason that the Lower Klamath refuge was established prior to 1929. On such refuges established since that date, the rule is that parts of them cannot be opened as is planned in this case.

False Picture WHEN designated by President Theodore Roosevelt, the Lower Klamath refuge covered a vast area in Lower Klamath lake on both sides of the state line. This huge area was never operated as a refuge, but after the tunnel was constructed to permit delivery of water to Lower Klamath from Tule lake, an operative refuge was formed south of the state line in Lower Klamath. There are more birds there now than on Tule lake.

A year or two ago, when there was discussion of the effect of birds on aviation here, it was reported from Washington that an executive order was to be made abandoning that part of the Lower Klamath refuge in Oregon.

We supposed that had gone through, but a local fish and wildlife representative says he had not heard of such action. If the Oregon area has not been abandoned as a refuge, it should be done. Also, the fish and wildlife service should discontinue the refuge on Upper Klamath lake, which is serving no valuable purpose.

The reason local aviation enthusiasts wanted the Lower Klamath refuge formally abandoned was to the Oregon areas is that it shows on many maps, with the boundary not far from the local field. Inasmuch as it is not, in fact, a refuge, it thus presents a false picture to persons unfamiliar with the facts.

It ought to be abandoned and taken off the maps.

Tonsorial Squeeze THE last session of the legislature, good as it was supposed to be, had its weak moments. In one of them, it passed senate bill 37, the "barbers' bill." Governor Snell signed the bill Friday.

This measure permits barbers in any given county to establish minimum prices upon a vote of 70 per cent of the licensed barbers affected. The effect, of course, would be to put the squeeze on the little guy who, on the outskirts somewhere, sets up a shop and sells shaves and haircuts for less than the bigger shops. The legislature and the governor should not stoop to aid such a purpose.

This writer wouldn't patronize the little guy in question, but if he wants to set up shop and sell haircuts for a nickel, complying at the same time with rules of sanitation, etc., that should be his right and privilege. If this measure isn't unconstitutional, then the constitution doesn't mean what we thought.

One of the unpleasant things about gas rationing is that because of it we see less of our friends from neighboring towns. We haven't encountered a friend from Lakeview or Alturas in a long time, whereas in the old days folks from such places were frequent visitors hereabouts and sometimes came to our office, where they are always welcome. We happened to see an old friend from Merrill this morning, and realized he might just as well have been living in Florida so far as concerns visiting with us any time in the last six months. We'll be happy, some day, to get acquainted with our neighbors again.

House Farm Bloc Speeds Parity Bill To White House

(Continued from Page One) farm bloc, in complete control, forced the issue. There were few city members on the floor when the bill was called up, most of them having gone home for the week-end. Pace's bill had been

listed for consideration next Tuesday. Senate Approval Seen Senate approval was freely predicted, but indications of a presidential veto came from Chairman Sabath (D-Ill.) of the rules committee and other members, including some supporters of the legislation. The administration has stoutly opposed the proposal as being of an inflationary nature. Former OPA Administrator Leon Henderson estimated it would boost 1948 food prices as much as \$3,500,000,000, but Pace contended the cost of living would be increased less than \$1,000,000,000 this year by his measure. Training Course—The Girl Scout leaders will have a four-hour training course Tuesday and Thursday evenings of next week starting at 7:30 o'clock at the chamber of commerce it was announced. Mrs. Dent Savage will conduct the course.

Advertising Roundup

WHEN a person gets lost in the woods he stops looking for tracks and starts looking for some bigger guiding sign. The person interested in business and advertising, lost in the maze of federal rules and restrictions, may well look for the real signs of the times.

Let's forget the current set of rules and the number of small businesses closing their doors, and look for something bigger.

Back in the days of the Blue Eagle (Remember? The late Hugh Johnson was then the number one bureaucrat)... back in those days the first sign of hope came when we realized that the auto industry was humming and that Klamath dealers were starting to do business.

At the beginning of 1942 nine out of ten predictions said that the auto dealer was through—the first business casualty of the war. These predictors didn't reckon with the fact that the auto dealer is a pretty ingenious individual. He had to be, to survive the keen competition of the business.

True, some doors did close—a couple in Klamath Falls. But the others made adjustments, and though you'll find an OPA or a display of farm machinery in their showrooms, still they are going businesses. They are even advertising. Not a tenth the volume of 1941 of course, but they're not asleep at the switch and they're doing a good job. The auto business has survived.

Long Range Outlook

FOR the past year or two advertising generally kept going on a hand to mouth basis. Some advertisers quit, waiting until "conditions were right." Others kept up, knowing they were doing all right today but making no commitments for tomorrow.

All at once, you get the feeling of a new outlook in the business, and this comes from the little country retailer and the big city manufacturer alike. There's no upswing in advertising, the volume is still going down. But, the hand to mouth outlook is being supplanted by a long-range, constructive one.

You get the feeling that the advertiser has looked at the worst, or is looking forward to the worst yet to come, and can see the other side.

Advertising is Business Insurance

WE'VE had evidence of big advertisers (and they don't spend their money just for the fun of it) operating on the theory that the best insurance of their future business is to help direct people into the fundamentals of the day.

Blitz-Weinhard devoted over a quarter page Thursday to Victory Gardening. This may seem a far cry for a brewery, but if people eat well they're more inclined to enjoy a glass of beer.

Del Monte recently advised us to grow and can our own, instead of depending on Del Monte. Maybe we'll be glad to go fishing again some day instead of gardening, and will remember Del Monte when we look over the grocer's shelves for provisions.

Local stores, that can sell about all they can get now without giving real service or doing any advertising, are keeping at it. They'll get our first call when the scales tip the other way.

Progress Not Dead

THE whole point is that advertising depends on progress. Lower prices, better products and services are the things that advertising has always ushered in. If the advertiser who, a year ago, pulled in his horns, believing we were heading for some sort of a communistic, regulated existence, if he is gambling on the future again then progress isn't dead.

Advertiser Like Duck Hunter

THE perfect ad is never written. The perfectly planned campaign is never executed. Advertising moves too fast. Yesterday's ad is dead and tomorrow's ad isn't published. (But like yesterday's dead newspaper, the ad had contributed its bit to the way we live.)

The person who is waiting to write the perfect ad will still be waiting tomorrow. He'll be waiting until "conditions are just right," and someone else will have published the best ad of the day... and will be planning tomorrow's ad with knowledge of the mistakes he made today. The advertiser is like the duck hunter. If he waits for the perfect day and the perfect shot he won't have many ducks to pick. But the gent who keeps plowing through the mud and swinging with the teal learns how to lead them, and his butcher suffers for a while. Planning advertising and trying to analyze the trends is like scanning the skies and plugging through the mud. You either get the feel of it or you don't.

SIDE GLANCES



"I've arranged a job for Wilbur at Tom's farm as soon as school's out—that'll help solve our rationing problem!"

BRITISH SHIPS SLUG JAPS IN DONBAIK AREA

(Continued From Page One) bases above Australia, with bombing and machine-gunning attacks from the Banda sea to New Britain. On the China front, a Chinese communique reported that Generalissimo Chiang Kai-Shek's armies had crushed a Japanese counter-attack launched after the retreat of eight enemy columns south of the Yangtze river.

FRANK O. LOWDEN DIES IN ARIZONA

(Continued from Page One) the present world war, but expressed the opinion that enduring peace after this war can come only if the allies approach the peace table "without rancor or poison." Lowden was 82. He lived on his farm near Oregon, Ill., but spent the winters in Arizona for his health. During the 25 years he spent in active politics, Lowden held only two offices—congressman and governor—but few men in history came closer to the presidency of the United States without attaining it. His last years were spent quietly, but upon numerous occasions he was consulted on republican party affairs by midwestern leaders, particularly regarding agricultural policies.

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

From the Klamath Republican March 20, 1903 The stage due here from Ashland yesterday morning didn't arrive until noon. During the night the horses got into the miry spot in the road west of Chase's station, and progress was delayed several hours.

Another new sawmill is to be erected in the Jenny creek district. From the Klamath News March 21, 1933 Today's paper carried an editorial urging the plowing out of the snow barriers preventing travel to Crater lake.

DR. E. M. MARSHA Chiropractic Physician 220 No. 7th—Equipe Theatre Bldg. Phone 218

U. S. TROOPS ORGANIZE NEW BATTLE LINES

(Continued from Page One)

plane. In the south the western desert air force was still looking for enemy tanks stuck in the sand. The dust storms were reported as bad as those in Egypt and Libya.

An RAF source today described the enemy's position in Tunisia as the shape of a man's hand stretching down to the Mareth line and with allied air forces gripping the throat and ready to squeeze.

Hit From Two Sides Allied fighters from one side are now able to reach a target at the same time as bombers from the other and give them protection. This cooperation was gradually stripping advanced axis air fields and maintaining clear supremacy in the air.

Bayonet-charging troops of Gen. Sir Bernard L. Montgomery's British 8th army were reported to have won new ground in the Mareth line zone, while on the central Tunisian front the Americans slogged ahead through torrential rains and mud from their bloodless capture of El Guetjar.

Position Captured Italian headquarters asserted that Col. Gen. Jurgen von Arnim's axis forces had captured "an important position" in northern Tunisia and that the British 1st army had suffered "serious losses" in several days of bitter fighting.

Allied headquarters announced yesterday that the British 1st army had withdrawn from the village of Tamera, 45 miles southwest of Bizerte, and repulsed two axis attacks on the 1st army's new line.

Allied Losses The fascist communique said allied losses included 1600 prisoners, 16 tanks, 30 guns and 70 vehicles. The allied-controlled Algiers radio reported fresh gains by the British 8th army, but frontline dispatches said Gen. Montgomery's long-awaited grand assault on the Mareth fortifications was still delayed.

Get your insurance on easy payments from Hans Norland, 118 North 7th.

TOO LATE TO CLASSIFY

OIL TO BURN — For Union heating oils phone 8404, Klamath Oil Co., 615 Klamath Ave. 3-31m

CHIMNEY SWEEP, Phone 7149. 3-29

FOR THE BETTER grades of fuel oils, accurate, metered deliveries, try Fred H. Hellbroner, 821 Spring street, telephone 4153. Distributor Shell Heating Oils. 4-30

FOR RENT—Close in. 3-room furnished duplex. Phone 3088. 3-20

WANTED—Used gas heater Phone 8262. 747 N. 9th. 3-23

FOR RENT—Small modern furnished house with garage Phone 3756. 3-20

MODERN 2-room furnished Apt. Hot Springs district. 3401 after 5. 3-24

FOR SALE—23 Royal Trailer coach; equipped for 4 persons. \$975 cash. 324 Broad St. 3-20

LOST—'37 Ford gas tank cap and bunch of keys attached Reward for return to 703 N. 9th or phone 5428. 3-20

WANTED Woman To Handle ALTERATIONS And SALESWOMAN Must Be Experienced CRAIG'S 617 Main

Eden Views Soviet, American Problem

(Continued from Page One) editorial, "will not be settled by the enunciation of general principles." "It will be settled only if those who possess military and economic power on the largest scale, and are prepared to exercise it within the confines of Europe, organize that power in common for the fulfillment of common purposes for the benefit of all."

In his round-table conference with congressional foreign affairs committees, Eden was reported to have stressed the importance of existing harmonious collaboration between Russia, Britain, the United States and China, and to have expressed the hope that this wartime collaboration would be carried over into the postwar era.

SKIP-A-YEAR TAXES CRITICIZED BY HOUSE (Continued From Page One) debt is forgiven," the report said.

Bitter Fight Seen

Issued over the signature of Chairman Doughton (D-N.C.), it offered a preview of the bitter fight anticipated next week between administration supporters and backers of the Ruml plan over just how taxes shall be collected and whether the 1942 taxes will be dropped in order to get the nation's taxpayers on a pay-as-you-earn basis.

A minority report, wrapping up the views of several republican members of the committee who have endorsed the Ruml proposal for turning the hands of the tax clock ahead a year, is expected to be filed tomorrow. "We are now faced with the most frightful war in the history of the world," declared the majority report under a section entitled "should \$10,000,000,000 of taxes be forgiven?"

"This is no time for experimentation. We must make every effort to raise all the revenue the economy of this country can reasonably bear by true and tried methods. Every effort should be made to encourage taxpayers to pay as much tax on their current income as they desire. But those who do not desire to make such advance payments should not be forced to do so. In a great many instances, the payments of more than one year's taxes in the same year will constitute a severe hardship."

Postal Employees Get Pay Increase

WASHINGTON, March 20 (AP)—The house of representatives passed with but four dissenting votes out of almost 400 yesterday a bill (HR1366) to increase postal employees pay up to \$300 annually after three northwest representatives had spoken in favor of it.

JAP SUB HIT UNLOADING IN LAE HARBOR

(Continued From Page One)

and shore installations from the Banda sea area northwest of Australia, to New Britain were bombed and strafed, it was announced, but the Japanese submarine destruction was the high spot of the report.

Only a preliminary account was furnished but it was believed that the action pointed up the fact that the Japanese had been forced to use submarines to run supplies to their garrisons at Lae and Salamau since allied air power had smashed Japanese convoys, like the 22-ship fleet destroyed in the Bismarck sea.

From Vice Admiral C. E. L. Helfrich, commander of the Netherlands navy in the southwest Pacific, today came the statement, however, that the Bismarck sea triumph was "only one small factor in eventual world victory. We shall need a hundred such victories to win the war."

Bike Stolen—Kelth Bates Jr., 1951 Erie street, reported to city police the theft of his Hawthorne bicycle from his home this week.



No Rationing for this kind of Porker!

There has never been any rationing of thrift... and there never will be! The future still belongs to those who prepare for it.

Save through War Bonds, to help win the war. Save through life insurance as a permanent financial program. It can be successfully arranged through John H. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY 114 N. 7th Phone 2271



His Needs Come First!

For years, Americans have been the world's most active telephone users. To maintain and steadily enlarge the Nation's network of Long Distance lines calls for huge amounts of metals and other materials.

Now those materials have gone to war. For "the duration," the telephone network must get along with about what it has. The soldier with his portable telephone in Africa, the marine with his rifle in the Solomons, the pilot over the Aleutians, need copper, steel and other things—need them more than their fellow-Americans do at home.

Because more telephone lines cannot be built at this time, we make this request: That only really necessary calls be made to war-busy centers. For your understanding and continued aid—our thanks!

Your Dollars help make possible the AMERICAN RED CROSS THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY 120 North 8th Street Telephone 3101

ELK'S ST. PATRICK'S DANCE 10 to 1, Saturday Night March 20th PAPPY GORDON'S ORCHESTRA Elks and Their Ladies Only