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Herald and News

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MALCOLM EPLEY Managing Editor

Today's Roundup

ROADS and highways committee of the chamber of commerce got together this week with Highway Commissioner Arthur Schupp for a talk in which emphasis was placed on post-war planning.

The Klamath master highway program, a device long and effectively used in highway planning here, was brought out of the files and studied from the standpoint of having important projects ready to go the moment war conditions will permit highway construction.

Two state highway projects located in the immediate vicinity of Klamath Falls, which have a high rating on this master program, are South Sixth street (you've heard of that one before) and relocation and reconstruction of the road between Greensprings junction and the city.

The latter stretch carries the traffic of two state highways—Greensprings and the Weed-Dalles-California routes—and also carries a heavy volume of traffic between the western suburbs, including Weyerhaeuser and Kesterson mills, and the city.

Distant Projects

BOTH South Sixth and the section on the highway west deserve improvement at the earliest possible moment, not only because of their significance in the local traffic set-up, but also because of the through traffic they carry.

Improvement should certainly be continued on The Dalles-California highway from Algoma point north. The Willamette highway needs a lot of work on the surface of the already completed highway, and an early project should be the relocation of the Willamette at the western end, where an unfortunate junction situation exists.

Despite the fact that The Dalles-California and its connections offer the most logical routes for travel between major northwest points and California, there is going to be a tendency to spend huge sums on the Pacific highway reconstruction through southern Oregon.

For the Future

ANYONE who gives a thought to the future of Klamath Falls knows that transportation has a vital significance in that picture. This community is ideally located in relation to the big centers to the north and south on the Pacific coast to perform an important function as a midway transportation point in rail-roading, highways, and aviation.

To realize all that should come on our way from this advantage, we must pursue an aggressive transportation policy. We must go out and get the things we deserve.

Our situation in railroading is already well established. In highway travel, we have made progress but there is still much to be done. In aviation, we have a long way to go.

Nothing must deter the people of this community from striving for the transportation importance that rightfully belongs here. We must get into this post-war planning now.

Happy Birthday (for us)

KLAMATH'S war finance program gets a powerful push through this new idea of celebrating Hitler's birthday Tuesday. People here are asked to swat der fuehrer, figuratively, in the place where he deserves it with heavy bond buying on what is hoped here will be his last natal anniversary.

It's ideas like that which make campaigns a success, and it is increasingly certain that the local war finance campaign is going to be just that. The drive is now on its second \$500,000, and the stimulus offered by the Hitler birthday celebration should move it well on toward the million dollar mark.

Short Notice

PROUD as punch, and justly so, are the Sorop-timists for their invention and successful execution of the \$20-a-plate bond-raising scheme... Mayor John Houston has the mumps, which he caught from his young son... Dan Erheart, the much-decorated army air corps sergeant, is listed as Klamath Falls, and Medford rightly claims a share in him... He lived in Medford, and his parents live there, but he is the son-in-law of Mrs. Richard K. Hannon of Lakeview route, Klamath Falls, and lists his address here... Frank Lowell, former Klamath meat packer, is in the Seabee battalion and is buying meat for his outfit... He met Lieutenant Bob Thompson of Klamath Falls in Washington and Bob took him through the Pentagon building... A friend of ours, leaving the police station, called back "Good-bye" to the desk sergeant, and was startled when four feminine voices from the women's cell echoed a friendly and enthusiastic "Good-bye!"

Klamath men are getting their share of the awards for bravery and courage given out by the armed forces. That puts the bee on the rest of us to do our share at home.

Advertising Roundup

USERS of bottles—milk producers, brewers, beverage bottlers—are faced with a shortage of bottles. Trade association in western states have set aside this coming week for a special drive to get the public to return all available deposit containers.

This information, with emphasis on the seriousness of it, comes in a bulletin from Emil Brisacher, head of the agency that produces ads for Acme beer, CHB foods and S&W canned goods. A similar three-day campaign by the California dairy industry last fall brought a return of over 832,000 milk bottles.

If you like your milk and beer and soft drinks in bottles, you'd better dig up the empties and turn them in. Blitz-Weinhard already has advertised, "Put your empty beverage bottles in your War Stamp Book." Not a bad idea. Here's an after-school project for the small fry. Do your duty by your stamp books, kids, and you'll be sure of your bottles of pop this summer.

Auto Industry Cuts Your Tax

WE know that the auto industry, stepping into the armament business, has taken us out of the talking stage and put us into the fight. We know that American mass production (built up with the help of advertising) is going to win the war for us. Few of us realize that in doing this the auto industry is cutting down the price—cutting down the income tax for you and me.

Using the brains and "know how" of the industry, fighting machines are bettered and costs are lowered as the output is speeded up. (Just as cars were improved and prices lowered as advertising helped speed them off the assembly lines and out of showrooms onto the road.)

One company, through voluntarily reducing its prices of war products to the government, was able to reduce prices by \$169,178,141 on last year's production alone.

For every 20 mm. aircraft cannon that rolls from its assembly lines, another automotive company is saving enough money to equip three soldiers with sub-machine guns. As output of the cannon increased, the company progressively lowered costs until today, at peak production, it is delivering the gun \$600 below the original contract price.

War Effects Newspaper Reading

SPEAKING again of the percentage of subscribers that read different ads, as shown by the continuing Study of Newspaper Reading, here's a new slant. War can cut down on the amount of goods you have to sell to our subscribers, but it can also increase the number of them that will read your ad.

A before-the-war tire ad got 17% men, 5% women, a good showing considering the number of car owners then in the market for tires. A wartime tire ad, discussing regulations and plans for meeting the crisis, attracted twice as many men and three times as many women. (Attention Vern Moore, Jack Schulze, Byron K. Teed and... I was going to say, Rex Hiatt, but Western Auto's in the home furnishing business now.)

Institutional Advertising

THE Study also shows a big increase in readers that scan every page of the paper and a surprising increase in the reading of editorials. All this means people are thinking, looking for guidance in war problems, and relying more than ever on their newspapers, a condition bound to help the institutional advertiser.

An institutional ad, one that gives reason for you to look to that institution or individual with confidence and friendliness, may take any form. There's one element it must have, though, or it will be useless, or worse. That element is the sincere reflection of the advertiser's character.

In "The Keynote of Advertising," Lynotype expresses this: "When all the technical rules have been learned, there remains the big fact that no advertising is good unless sincerity runs clear through it; and you can't invent sincerity. It's there, or it isn't there. Four-square statements in four-square words are impossible to men who lack it. The advertising that is to be genuine investment must have such integrity that its yesterdays remain fruitful assets through its tomorrows."

"The one permanent asset of advertising is the respect that it creates. To create such respect, the advertising of a business institution must be conceived in terms of usefulness to the customer just as the factory product must be conceived."

Off Again - On Again

SOME of life's little embarrassing moments used to come to us ad-takers when some thrifty soul wanted to advertise for a passenger to share expenses.

The answer had to be: "Sorry, but state law forbids anyone but a licensed carrier taking a passenger for pay, and forbids us advertising it."

Then, when the S. P. started saying, "Don't Try the Train," we started saying to heck with it, and took the ads. Now, when no one is traveling to take a passenger anyway, comes an opinion from the Public Utilities Commissioner:

"Because of the present emergency, etc., etc. It is our present opinion that newspaper advertisements relating to share expense riding should be accepted." Instead of share-the-ride, we now advertise for lost ration books.

SIDE GLANCES



"Yes, your son ought to be a big success as a bugler—I don't think any of the neighbors got much sleep when he was going through the Scout practice stage!"

Comment Waits on Robert's French Martinique Offer

WASHINGTON, April 17 (AP)—Admiral Georges Robert's letter to Associated Press Correspondent Joseph E. Dynan concerning the conditions under which he would swing his French Caribbean domain into the allied camp was something of a diplomatic hot potato in Washington today.

PELICAN WORKERS GIVE TO RED CROSS

Employees of the Pelican Bay Lumber company have contributed the sum of \$1031.25 to the Red Cross drive, it was announced Saturday.

Officials of the company pointed out that Pelican Bay employees have always been interested in Red Cross work, and last year they helped finish up the drive.

Klamath's Yesterdays

From the files—40 years ago and 10 years ago.

From the Klamath Republican April 16, 1903

Hugh Silvers has secured Buck Island, in Upper Klamath lake. He expects to improve it and will devote it chiefly to gardening.

Captain S. V. Short of Portland informs local people he plans to put a first class steamer into service on Ewauna lake, operating between here and Keno. Thus, travelers coming here from the Southern Pacific line will travel the new railroad to Pokegama, thence by six-hour stage to Keno and on to Klamath Falls by fast-moving steamer.

From the Klamath News April 18, 1933

Fourteen inches of snow fell in a great Easter storm.

Judge and Mrs. W. M. Duncan have returned from Medford.

Inflation Seen as Nation's Defeat

SPOKANE, April 17 (AP)—Aside from defeats on the battle fronts, nothing worse than uncontrolled inflation could happen to the nation, Eric A. Johnston, president of the United States chamber of commerce, said last night in a nationwide radio talk. Johnson urged his hearers to save all except what it was necessary to spend for absolute essentials, and to turn the savings into war bonds.

HARD OF HEARING?

FREE PRIVATE DEMONSTRATION... By Mr. S. C. Mitchell, registered Acoustician, who has aided hundreds with Acousticon... Tuesday & Wednesday, April 20-21 (10 A.M. to 8 P.M.) ELK HOTEL, Klamath Falls, Oregon... Whether you are a mild, medium or severe case... Acousticon HEARING AID BASED ON U.S. GOVERNMENT FINDINGS

BUYERS NIBBLE SELECTED OILS FROM MARKET

By VICTOR EUBANK NEW YORK, April 17 (AP)—Buyers nibbled at selected oils, rails and specialties in today's stock market but further lightening of commitments retarded many leaders elsewhere.

It was one of the slowest sessions of the year to date, the two-hour volume running to around 400,000 shares compared with better than a million last Saturday.

The list got off to a fairly steady start and, while minor fractional advances were well distributed near the close, minus marks were plentiful.

Oils again were aided by talk of a boost in crude oil prices. Earnings, both actual and prospective, provided props for the carriers.

Action of the senate in voting against an extension of the president's power to devalue the dollar chilled gold mining stocks. The currency originally was devalued by raising the government's buying rate for the yellow metal.

Shares up most of the time—some eventually wavered—included Standard Oil (N.J.), Houston Oil, Santa Fe, Pennsylvania, Chesapeake & Ohio, Bethlehem, Consolidated Edison, Curtis Publishing, Paramount Pictures, Woolworth, Warner Bros., Schenley, Hiram Walker, Goodrich, Anaconda, Kennecott, Westinghouse, Boeing and Philip Morris.

Homestake and McIntyre Porcupine, among the golds, were down a point or so each. Occasional losers were Western Union, American Telephone, U. S. Steel, Du Pont, General Electric, International Harvester and Johns-Manville.

Closing quotations: American Can 80 1/2, Am Car & Fdy 33 1/2, Am Tel & Tel 143 1/2, Anaconda 26, Cat Tractor 49, Comm'n'lth & Sou 8, General Electric 19 1/2, General Motors 49 1/2, Gt Nor Ry pfd 28 1/2, Illinois Central 13 1/2, Int Harvester 67 1/2, Kennecott 32 1/2, Lockheed 22 1/2, Long-Bell "A" 9 1/2, Montgomery Ward 39 1/2, Nash-Kelv 9 1/2, N Y Central 17 1/2, Northern Pacific 15 1/2, Pac Gas & El 28 1/2, Packard Motor 4 1/2, Penna R R 20 1/2, Republic Steel 17 1/2, Safeway Stores 39 1/2, Sears Roebuck 69 1/2, Southern Pacific 24 1/2, Standard Brands 6 1/2, Sunshine Mining 6 1/2, Trans-America 9 1/2, Union Oil aif 18 1/2, Union Pacific 9 1/2, U S Steel 55 1/2, Warner Pictures 12 1/2

CHICAGO, April 17 (AP-USA)—Potatoes, arrivals 14; on track 30; total US shipments 281; old stock; supplies very light, practically no trading; new stock, supplies very light, market firm at ceiling; Idaho Russet Burbanks, US No. 1, \$4.00; Idaho utility grades \$3.60; Minnesota Early Ohio tagged seed \$3.59; Texas Bliss Triumphs victory grade \$3.06-10.

CHICAGO, April 17 (AP-USA)—Wheat advanced on a little mild buying and strength at Kansas City today, imparting firmness to other grains. Trade reports from Kansas said demand for cash wheat was good, with prospects that little will be for sale after April 30, when government loans on warehouse stored grains are due.

Oats and rye advanced with the bread cereal. Corn was held at ceilings with trading much less active than in recent session. Activity in all pits was reduced in view of the possibility that ceilings may be set on cotton over the weekend.

Wheat closed 3/4% higher, May \$1.43 1/2%, July \$1.42 1/2%; corn was unchanged at ceilings, May \$1.05, oats advanced 1/2% and rye was up 1/4% cent.

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LIVESTOCK

SOUTH SAN FRANCISCO, April 17 (AP)—Fed-State Market News)—CATTLE: For five days 270 compared week ago: Good steers, heifers and range cows steady; week's quotable steer top \$18.50, few loads medium to good steers \$15.00-\$18.00; medium heifers steady, odd head \$14.00; common cows \$10.00-50, few fleshy grassers \$11.00; cutters and canners 25-27 higher, week's bulk cutters \$9.00-75, canners \$7.50-\$8.50; medium bulls \$11.00-\$12.00, few \$12.50-\$13.00.

CALVES: For five days 40 steady; choice vealers \$16.00-50, good 242 lb. calves \$15.00.

HOGS: For five days 2000 compared week ago: Barrows and gilts \$1.00 low, good sows 75 lower; closing top good to choice Idaho hogs \$15.75, week's bulk \$15.76-\$16.40; good sows \$14.75.

SHEEP: For five days 130 compared week ago: Spring lambs absent, quoted \$15.00-75; woolled ewes 25 lower, bulk medium to good \$7.00-\$8.00, common \$6.00.

CHICAGO, April 17 (AP-USA)—Salable hogs 500, total 3500; no thorough test of market; inadequate supplies; most of meager weekend run comprised of hogs of value to sell down from \$15.10; quotable top around \$15.20 for strictly choice sorted medium weights of available; compared week ago good and choice barrows and gilts 180 lbs. up 50-60, mostly 55, lower; sows 60-65 off.

Salable cattle 100, total 100; compared Friday last week: Choice fed steers and yearlings steady to weak; all others weak to 25c lower; good and choice steers closed at week's high time; heifers and cows mostly 25 lower, but underweight canner cows as much as 50 off; bulls 50 to \$1.00 lower, light kinds off most; vealers firm; extreme top \$17.75, but practical steer top \$17.60; best long yearlings \$17.25; bulk fed steers and yearlings \$14.65-\$16.80; choice to prime 1088 lb. heifers made \$17.00; bulk \$14.00-\$16.25; strictly good heifers, cows, cutters at \$1.75-\$9.50, underweight canners failing to \$7.00, and few strong weight cutter cows above \$9.00; heavy sausage bulls fell to \$14.00, with light and medium weight kinds at \$10.00-\$12.00; vealers closed at \$14.00-\$16.00, \$10.00-\$15.00; stock cattle finished 20c lower at \$13.00-\$15.00, mostly \$14.00-\$15.25.

Salable sheep 2000, total 2000; compared Friday last week: Fat lambs 60-60 lower, sheep mostly steady; closing top woolled lambs \$16.00, week's top \$16.25, week's bulk good to choice fed western woolskins \$13.75-\$16.10; only few navies here at \$15.75; good to choice red western lambs \$14.75-\$16.35, week's top on strictly choice \$15.50; exceeding few slaughter yearlings at \$14.50; good to choice slaughter ewes \$8.00-\$9.50; just-good 74 lb. feeding and steaming lambs \$14.85.

PORTLAND, Ore., April 17 (AP-USA)—CATTLE: Salable for week 1200; calves: 100; for week beef steers strong to 25 higher, spots more; cows and heifers steady to strong, some sales unevenly higher; bulls strong to 25 higher; vealers steady; week's bulks follow: steers \$15.00-\$16.25; common down to \$12.50; medium to good heifers \$13.50-\$15.50, few \$18.00; medium to good cows \$11.50-\$13.50; canner to common \$7.50-\$11.50; medium to good bulls \$11.50-\$13.50; medium to good vealers \$14.00-\$16.00, few choice \$18.50; few

SHEEP: Salable for week 500; closed undertone weak; no good woolled lambs offered; double good 100 lbs. No. 2 and 3 pels \$14.50; common woolled lots down to \$12.00; odd lots common to good spring lambs \$12.00-\$15.50; common to medium woolled ewes \$4.50-\$8.00, shorn No. 2 pels \$7.50.

If it's a "frozen" article you need, advertise for a used one in the classified

FIRE DESTROYS VENEER PLANT IN PORTLAND

PORTLAND, Ore., April 17 (AP)—Fire of unknown origin early today destroyed a Portland veneer plant and 2,000,000 feet of irreplaceable veneers from Africa and the far east.

B. P. John, president of the B. P. John Furniture company which operated the plant, set total damage at \$165,000. The veneer was valued at \$100,000, he said, and its loss will delay orders for desks and lockers for the army and navy. He said the loss was covered by insurance and the plant would be rebuilt.

The blaze was discovered by employees arriving for work, who saw smoke rising from the dry kiln. They opened the kiln doors and flames shot out into the plant.

Sixteen companies and one fireboat answered the two-alarm call. Fire investigator William Goetz said the plant's sprinkler system failed.

loads stocker and feeder steers \$13.00-25.

HOGS: Salable for week 2050; closed trade \$1.00 under a week ago; late bulk good and choice 180-230 lbs. \$14.50-75, 240 to 300 lbs. \$13.75-\$14.25; light lights \$13.75-\$14.00; good sows \$13.00-25; feeder pigs \$15.50-\$16.00.

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The 2nd WAR LOAN DRIVE is ON!

They GIVE Their Lives You LEND Your Money

Klamath Must Raise \$1,269,000

John H. Houston REPRESENTING THE EQUIVANT LIFE Assurance Society

BIBLE AUDITORIUM

CORNER MAIN AND ELEVENTH STS. SUNDAY, APRIL 18, 7:45 P. M. "ANTICHRIST AND HIS MYSTICAL NUMBER 666" "HIS NUMBER IS IN HIS NAME" Rev. 13:18 IS THE POPE OF ROME THE ANTI-CHRIST? Prophecy Does Not Guess. It Knows. TUESDAY, APRIL 20, 7:45 P. M. "THE IMAGE OF THE BEAST IN AMERICA" THURSDAY, APRIL 22, 7:45 P. M. "WHY SOME PRAYERS ARE NOT ANSWERED" FRIDAY, APRIL 23, 7:45 P. M. "THE COMING OF ELIJAH THE PROPHET" SPECIAL MUSIC EACH EVENING A. L. BEAZLEY, & G. M. MacLAFFERTY - Speakers