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Editor

Herald and News

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MALCOLM EPLEY
Managing Editor

Today's Roundup

By MALCOLM EPLEY

NEWS that the Tulelake WRA project is to be exclusively a camp for known disloyal Japanese evacuees, including, presumably, all the potential hell-raisers among the Japanese in this country, was naturally not greeted with enthusiasm here.

Before any sort of evacuee project was located in this area, local objection was raised on the grounds that this location is close to the Pacific shoreline, that it is on a vital spot in the coast transportation system, that it is near important dams and other agricultural installations, and that it is within an area where there is strong public feeling against Japanese.

All of these objections are more valid than ever when applied to a camp to be used exclusively for evacuees who are to be segregated because they are loyal to an enemy country and are too dangerous to be permitted to live with other evacuees in the WRA centers.

We subscribed to those objections in the first place, and we subscribe to them now.

Why Was It Done?

WITH this in mind, we called J. O. Hayes, acting director of the Tulelake project, today and asked him for his opinion as to the reasons the Tulelake camp was chosen for this purpose. The present administration of the Tulelake center, including Mr. Hayes, Retiring Director Harvey Coverley, and others, has been fair and frank, within the limitations of WRA policy, in giving out information about the project. Mr. Hayes' answers in this instance are especially newsworthy at this time.

For one thing, he said, there are 4800 people in the Tule lake center who did not register in the evacuee registration last winter. They are, potentially, "segregates" to remain at the center under the new set-up. They are more numerous than people of similar classification in any other center, thereby forming a large nucleus for a "disloyal" camp.

Advertising Roundup

Editor's Note: Jane Epley, back from a trip east, writes today's advertising column in place of A. D. Addison, advertising manager, who will be back with his "roundup" next Saturday.)

By JANE EPLEY

SOME of the best news stories are found on the inside pages of newspapers, and only in smaller cities do the readers really appreciate these stories. This statement was made to me by C. A. Johnson, manager of the New York City office of West-Holliday, the nationwide advertising representative of The Herald and News.

At first I didn't wake up to what he meant, because I was enjoying the view of the Empire State building and the lovely breeze from the cross-ventilation in his office.

"I was reading my hometown newspaper from Colorado yesterday," Mr. Johnson continued. "Suddenly my eye fell on a one-paragraph story. Just one paragraph, but do you know, it was the best story in the whole paper."

"The item was about Frank Smith and Fannie Brown getting married over in Denver. That's all it said."

"In a metropolitan newspaper it would scarcely have been noticed, but I bet every subscriber to my home town newspaper read that item and talked about it to all the family, the neighbors, friends and acquaintances."

Mr. Johnson sat up straight in his chair and grinned broadly.

"Why, do you know," he said, "Frank Smith is 72 years old and the richest man in town. His children and grandchildren have been keeping him away from women for the past 10 years since his wife died. They don't want to miss out on any of his money."

"And now some woman got him, probably quite a bit younger than he is, and she'll outlive him and get his money. Why, I'll bet his children and grandchildren are rushing around still trying to do something about it."

"Gosh, I'd sure like to be in on some of the conversation at home!"

Mr. Johnson got a far-away look in his eyes, while his mind followed a devious route. Then he was back in his business office.

"It's those little personal items," he pointed out, "things about people you know or have heard about, that make newspapers well read in small cities. In papers up to about 16 pages there aren't too many inside pages, so everybody gets a chance to look at every page. And in that way he gets to see the ads on each page, too."

Since he had already shown me a pile of evidence proving the last two sentences, I nodded knowingly. I had seen the results of surveys made by national advertising agencies, firms which place advertising on the radio, billboards, in newspapers and magazines. They'd revealed amazing results of small-space advertising in newspapers 16 pages or less, a conclusion that the agencies had absolutely no special interest in reaching.

I was interested, you see, because The Herald and News usually runs from 10 to 16 pages.

That White Space

SOMETIMES I come across an advertiser who doesn't like white space in his ad. He thinks he is paying for blank space. And although everyone who watches advertising results knows that a judicious use of white space is very important, it's rather hard to convince a person like this that you're not just trying to get more money out of him.

Well, now I have a true story to tell people who want to fill every bit of their ads with type.

In New York City, my sister-in-law wanted to sub-rent her apartment so she could join my brother at Spokane for several months without losing money on their two-year lease.

She ran a three-line classified ad in the

ple in the Tule lake center who did not register in the evacuee registration last winter. They are, potentially, "segregates" to remain at the center under the new set-up. They are more numerous than people of similar classification in any other center, thereby forming a large nucleus for a "disloyal" camp.

In the second place, he said, the Tule lake center was built for 16,000 evacuees—the largest single-unit center—and therefore more likely to be large enough to accommodate a camp which will probably last for the duration.

Next, Mr. Hayes said, the Tulelake camp is in the coastal restricted area, where evacuees already have less freedom of movement than those in other centers located farther in the interior.

Finally, he said, the Tulelake center is more self-sufficient than any other center, and therefore there is greater justification for continuing it for the duration. The Tulelake center is engaged in an agricultural program which will raise a \$500,000 crop, and as a "disloyal" camp it is assured of a working personnel for the duration.

Those are not necessarily the official reasons for the selection, but they are opinions from a well-informed source, and are offered here in answer to many questions that have been asked us since Friday's announcement.

Rigid Rule in Order

WE do not think Tulelake was a good place for an evacuation camp in the first place. We do not like the proposed change.

But we feel that if it is to be made, and that seems inevitable, the most rigid discipline is in order in the operation of the center. The military guard should be substantially increased—probably to at least a battalion.

No longer will there be any possible reason for anything but the strictest surveillance.

New York Times for three days. It cost \$5.85. When she tried to find it in the classified section she had an awful time. It was all a confusion of solid type, she said. And nobody answered the ad, so she had nothing for her \$5.85.

A week or so later she decided to take a chance. She spent more money on the ad, much of it going for white space on each side of a short heading.

The apartment is now rented to a young navy lieutenant and his wife who answered the ad.

You Lucky People

KLAMATH people are lucky they live in an area where the shopping center is a city the size of Klamath Falls.

For one thing, there aren't great distances to travel from one store to another. You may think it's a long way from Your Store to Garcelon's (or vice versa) to find the dinnerware you want, but just try to walk from Bloomingdale's to B. Altman, in New York City, on the same errand.

Busses are so crowded and rough that you choose the subway or a taxi. You can't possibly walk that distance. And the quickest method takes up much, much more time than a saunter from one end of Main street to the other, including stops to talk to friends you meet on the sidewalk.

Another thing is the great selection of merchandise in the Klamath Falls stores. Stocks are smaller, of course, but there aren't nearly so many people to buy it. You'll find only a few inconsequential novelties in New York that you won't find here—everything else is right in our own stores.

Of course, if you're out to spend an income of \$10,000 or so a month, after deducting taxes, you'll find more merchandise to suit your purse in New York. But then, there are more people in that financial situation on the streets of New York than on the sidewalks of Klamath Falls.

Swimming in New York

THE heat in New York makes shopping more difficult than in Klamath Falls. Well, it's really not the heat—it's the humidity. Your clothes are sticking to you before you have been outside two minutes, and the situation doesn't improve in the stores.

We wondered why the big department stores we visited should be cool on the main floor and hot and muggy all the rest of the way up to the top. The answer, we heard, was that the government had requested department stores and hotels to turn over their air conditioning outfits for government use, since manufacture of air conditioning equipment was stopped early in the war.

So after the war the people of New York will be able to shop in these stores in cool comfort.

But we don't have that kind of heat in Klamath Falls—that kind of humidity, I should say. Ours is a dry heat. We sleep with a blanket over us at night and awake refreshed the next day. In New York there is no relief from the damp, sticky heat for long periods of time, night or day.

Another thing that makes shopping easier in Klamath Falls is the manpower situation. Local store managers may worry because they are short of clerks, but Klamath people are waited on in short order, in comparison with the waiting time in New York stores.

And don't think that a shortage of merchandise is confined to Klamath Falls. A friend of mine shopped several New York stores and was unable to find a pair of gloves she liked in her size.

Many times in the last year I have heard store managers and salespeople complain about the slowness of shipments from the East. So it tickled me to hear from a clerk at Bloomingdale's, in New York, that the store didn't

SIDE GLANCES



"It's wasting money, Mother—taking singing to improve my talking voice, and dancing so I'll walk gracefully! I can pick that up in the movies!"

OUT OF THE WOODS

BY Jim Stevens

The Best Homes on Earth . . . Haven't you had the idea all along that, as far as your own home and family were concerned, the basement of your house was the best place for a "refuge room" in an enemy bombing? That brick, concrete or stone walls were the best shield against bomb blasts, excepting a deep hole in the pamphlet? I've got government pamphlets that say as much. I've heard the same from trained men in Civilian Defense.

Well, if disaster comes to this coast, in the form of 500-pound bombs dropping near your home, you and your family will be safest within the lumber walls of the average house that the building industry provided in the years of peace.

Take the word of OCD Director James M. Landis for that, in a report he has made through American Magazine on some all-out bombing tests. A man may wonder why we had to wait ten weeks or more to get details of such vital information, and then through one medium—but then all of us private people are just Alice and AIs in Wonderland these times.

The prime point is that, with all the bombings in Britain for the past four years and with our own coast under bombing danger for a year and a half, at last we're told something important to our safety that has tested facts behind it.

The results of the bombing tests, as Landis expounds them, tell you to stay upstairs, if you have a standard lumber-built home. If you haven't such a house, run to your neighbor who has one. Find refuge in a spot with two walls between you and the outside, as a shield against bomb fragments.

Quoting Mr. Landis . . .

The OCD head tells us this: "When a 500-pound bomb burst within 18 to 25 feet of these wooden buildings, while the house itself did not collapse, the earth shock itself threw quantities of earth, brick and concrete blocks which the foundation was made of, into the cellar. In fact, the foundation itself could be driven in by the shock and yet leave the house standing intact."

"The wooden houses proved incredibly sturdy. Under these tests a house 18 feet from the bomb was lifted clean off its foundation and moved bodily a distance of eight feet across the ground by blast. And yet examination of the first and second story showed that anyone who had taken shelter there would have had a good chance of escaping with his life."

The like of this, says Mr. Landis, "is contrary to popular belief."

And so we come to the moral: it pays to advertise.

Government Turns Down Expensive Scrap Car Rails

PORTLAND, July 24 (AP)—Several miles of abandoned street car rails, offered to the government for scrap metal, are going to be buried here after all.

The city sold the rails to the government for \$1, but federal officials discovered then it would cost \$100 a ton to remove the steel—several times its worth.

City Commissioner William A. Bowes said the government turned the tracks back, and they will be paved over.

No! No Beer! Not Even for The Duchess!

Not even the Duke of Windsor would find it easy to get beer in Klamath Falls under present conditions. Yesterday the phone rang in the office of a retail grocery store.

"This is the Duke of Windsor," an already beery voice said, "what're chances on getting some beer?"

"Sorry, we don't have any," came the reply.

"Well, what's poor Scotty going to do without his beer?" The voice forgot its identity in excitement.

"We don't have any coming in for a week," the disheartening news continued.

"Thank God then I got a case at the house!" Scotty concluded piously.

Row upon row of streetcars can be seen standing idle while Los Angeles railway and motor coach workers stopped working during a wage dispute. Meanwhile, service for over a million war workers has been paralyzed, seriously affecting transportation to large aircraft factories. Trucks and taxis and every available means of transportation are being employed to cope with the tie-up.

JUSTICE FLAYS DRIVERS WITH FAULTY BRAKES

Justice J. A. Mahoney on imposing fine on Robert Wade James, 18, charged with having inadequate brakes, warned motorists in general Saturday that anyone picked up on that charge would be given a stiff fine.

"Faulty brakes are extremely dangerous," Mahoney said. He added that should anyone be accidentally killed because of bad brakes, the driver is subject to negligent homicide charges which carries a big penalty.

James was arrested by state police in a traffic check early Saturday morning when his automobile hurtled past the police and lines of parked cars and into a bar pit 40 feet beyond before it could be stopped. Upon investigation it was discovered that neither emergency nor foot brakes on the car worked.

James was fined \$25 or 124 days, with \$15 and 124 days suspended if the brakes are repaired. Only the youth's age prevented the fine from being much larger, Mahoney said.

EDITORIALS ON NEWS

(Continued From Page One)

somewhere in that neighborhood) we might pinch off the long German wedge that still points threateningly at Rostov and the Caucasus.

This situation must at least tempt our strategists.

ANOTHER straw today: American heavy bombers operating from bases in England hit the Norwegian coast in what appears to have been quite a raid.

It may be merely another case of throwing rocks through the windows to frighten and confuse the enemy. But it MIGHT be the start of something rather nasty.

THAT'S the beauty of the position we've finally achieved in Europe. We have strength enough, scattered widely enough, to THREATEN the enemy at a variety of places.

Thus keeping him worried and compelling him to SCATTER his strength.

IN the Pacific (which in our plans is merely a sideshow until the performance in the big tent in Europe is over) the Japs try again to reinforce their besieged positions on New Georgia island. Our alert bombers sink a Jap seaplane tender and a destroyer and frustrate the relief attempt.

The Japs hit with 60 planes in New Guinea and lose 23 of them to our two.

THE Pacific sideshow will of course become a big show if the Japs decide to start something big. Why they don't is still a mystery to us outsiders who lack access to intelligence reports and can only guess from what we read in the papers.

We have a vague idea that something big may get under way when the monsoon rains in India are over.

R. W. Truxal Joins Navy Seabees

R. W. Truxal, for seven years a member of the Standard Oil company staff here, has joined the navy Seabees as a storekeeper, second class, and will go on active duty at Portland July 30.

Mr. and Mrs. Truxal will leave Sunday for Menlo Park, Calif., where Mrs. Truxal will remain when her husband leaves for the service.

Courthouse Records

Complaints Filed

Ross Colahan versus Frank Z. Howard. Suit for damages, \$868.50, plus costs and disbursements. Richard B. Maxwell, attorney for plaintiff.

Donna Smith versus Weston Smith. Suit for divorce, charge cruel and inhuman treatment. Couple married in Klamath Falls, December 14, 1941. Plaintiff asks restoration of maiden name, Donna Hardie. U. S. Balentine, attorney for plaintiff.

Justice Court

George Wallace Marchman. Drunk in a public place. Fined \$10 or five days.

Donald Becker. No motor vehicle license. Fined \$5.50.

Richard D. Warner. No operator's license. Fined \$5.50.

Former Senator Wounded on Rendova



Colonel Ernest W. Gibson, Brattleboro, Vt., former senator from Vermont, is carefully treated for a head wound received during a Jap air raid on Rendova Island in the Solomon group. Bandaging is being done by Private Albert S. Tamorris, Washington, D. C.

WAR KITCHEN

TRY POWDERED CEREALS FOR QUICK BREAKFAST

By GAYNOR MADDOX

The man who leaves for work long before other members of the family are up, needs a substantial breakfast even though he himself must prepare it. Some good breakfast dishes can be cooked the night before and quickly reheated. The fat-less creamed chipped beef recipe given below is a delicious example.

There are several almost instantaneous wholewheat powdered cereals on the market which are ready when boiling water is added. Stir and eat. There are also wheat meal cereals that take only a few minutes. Wholegrain cereals do a big-time nutrition job. Therefore, they should be included in the war worker's "bachelor breakfast." They can be eaten in the form of wholewheat bread or toast, or some quick or instantaneous wholewheat cereal.

Creamed Chipped Beef (Serves 6)

Two tablespoons enriched flour, 1 cup water, 1 cup irradiated evaporated milk, 1 pound dried beef, 18 half slices enriched bread, toasted.

Stir water slowly into flour to keep smooth. Bring mixture to a boil, stirring constantly to prevent lumping. Add milk and continue cooking over boiling water until thickened, stirring occasionally. If dried beef is very salty, cover with boiling water for five minutes, then drain. Pull beef into small pieces, discarding fat and stringy portions. Heat beef in sauce. Serve over hot toast, allowing three half slices per person. Good served over mashed potatoes, rice or noodles, too.

Hot Wheat Meal (Serves 2 or 3)

One and three-quarters cups water, 1 teaspoon salt, 1 cup wheat meal.

Measure water into deep saucepan, add salt and heat to a full bubbling boil. Add wheat meal gradually, stirring constantly, stirring 3 minutes. Or if you prefer, use top of double boiler. After adding wheat meal, place it over boiling water and cook 6 minutes, stirring occasionally.

TOMORROW'S MENU (Eat the Basic 7 Every Day)

BREAKFAST: Canned grapefruit juice, quick wholewheat cereal, raisin toast, jam, coffee, milk.

LUNCHEON: Creamed chipped beef in fat-less cream sauce on toast, sliced tomatoes with chopped green peppers, bread, butter or fortified margarine, stewed prunes, tea, milk.

DINNER: Chopped mixed green salad, codfish cakes, tomato sauce, baked beans, raw cabbage with apple and onion, wholewheat bread, butter or fortified margarine, blueberry pie with patriotic pie crust (home-made fat), tea, milk.

Tells Sis 'Get Busy'

By GEO. W. TAYLOR

From a far-off battle front, a young lieutenant writes his sister in Pennsylvania:

"Tell America to go to its knees. Before each decisive victory over here, there is a feeling of people praying from far away. This feeling is so strong, Sis, that you can hear it. In the stillness of the night, one of the most stubborn of our men spoke out. 'Did you hear anything? It sounded like people praying in some distant place.'"

"TELL AMERICA TO PRAY. This war will not end until people and nations have paid in blood and in tears for thrusting God out of their hearts. And tell them to send Bibles and more Bibles. Get on your knees and ask God to forgive you your sins. And pray for the army. Only repentance for sins can stop the shelling, the killing and the murdering." From the Waynesburg (Pa.) Republican.

So it is that this man in the service bids us home folk to press into the throne room. It is in line with the Bible passage that tells us to come boldly before the throne of grace, that we may there receive a blessing and grace to help us in the hour of need. Enter boldly, then, and lay before God the promises He has so freely spread on the pages of the Good Book. And He is waiting to do more than He has promised, for God is able to do exceedingly abundantly above all that we ask or think. See Ephesians 3:20.

Do we stagger at these Bible passages? Indeed we do, unless we have God-given faith. But when we take God at his word, 100 cents on the dollar, as we might say, then we can go our way shouting our joy. We shout, for with the eye of faith, we see the thing as already set up and brought through. Has not the great God himself pledged to do it? Is it not the desire of His will to grant it? Out of regard for his own glory and our well being, has he not signed up to bring it through? Remember—No Bible, no faith; little Bible, little faith; MUCH BIBLE, MUCH FAITH. Ask in Christ's name, "Whatever ye shall ask in my name, that will I do, that the Father may be glorified in the Son." So said the Lord. God's man has a blank check for every need. Write in your request; take it into the throne room and lay it before the Father. "My God shall supply all your need, according to the riches of His glory," by Christ Jesus." Phil 4:19.

This space paid for by an Oregon businessman.

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