

Herald and News

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Guest Editorial

By JOE HICKS

Chairman, 5th War Loan Drive

THE tremendous task of financing a war, such as the one we are now fighting, is a task that the average individual can hardly comprehend, however a task that to date has been successfully promoted under the able direction of Ted Gamble, National Director of War Finance. (Ted is an Oregonian of whom we should all be proud.) Many plans could have been used in the financing of this war, drafting of labor, minimum wages, control of all goods by the government, many others just as drastic, or even more so, but our government, being a democracy, chose a real democratic plan for the financing of the war.



JOE HICKS

This method includes general taxation, as ordered by our legislative bodies, and then making up the difference by borrowing money from our citizens on a voluntary plan through "WAR BOND SALES."

During the year of 1944, the one hundred billion dollars that will be spent in the war effort and in the support of our government must be largely raised through the sale of War Bonds. Should this method fail, the government has no alternative but to use a more drastic means of obtaining the funds necessary to carry on this tremendous war. These means could be greatly increased taxes, or the issuing of currency not properly backed by gold or other sound credits. This latter method would, of course, drastically increase our inflationary trend. It would make the dollars we have not spent for Bonds worth less to us as individuals, so from strictly a selfish standpoint, we should consider our bond dollars as double-duty dollars; protection against the value of our dollar today, and a dollar to spend after the war is won. Each of us should conserve our spending that we may have more money to buy more War Bonds.

Three Groups

IN DIVIDING our American citizens into bond-buying classifications, there are three definite groups. Group number one, the group that all of us can well be proud of, buy bonds with a vengeance. They forego many of their accustomed luxuries and pleasures so that they will have more money to loan to their government. They spend their vacation working in their Victory Garden, or even working at their defense job, or otherwise economically so that any vacation money could be used to purchase War Bonds. They half sole their shoes, wear their clothes generally longer, buy foods that are conservative and economical, and use that money saved for the purchase of War Bonds.

Group number two represents our average citizen. This citizen is making more money than ever before, either because he is paid higher wages, or he is working longer hours. Because of war circumstances, he is not making payments on a car, radio, or other expensive equipment; but he lives, if anything, just a little better than in pre-war times. He buys a few more and higher grade of groceries. He goes to the show more often. He has more clothes to wear and his general living conditions are higher than before. This citizen buys bonds with the money he has left. He is a good average citizen, but he can't seem to realize that he should be making a sacrifice to support the war effort rather than just put his savings into the war effort. He forgets that our democratic way of life is predicated on equal sacrifices by all—he forgets the sacrifices our servicemen are making so gallantly.

Group number three, though it is a minority group, is made up of the citizens who can offer thousands of varied excuses for not buying bonds. He is quite capable of manufacturing excuses to meet every occasion and every approach. He quite often says that the government is wasteful; that if the government planned economically, they wouldn't need to sell War Bonds. He often states that he can't afford to buy War Bonds, though he may be making more money than ever before and that in reality he can't afford not to buy War Bonds. He quite often states that he is doing his duty because he is working in the war effort, or because he has relatives fighting in the war effort, or the many other reasons that he can readily think of. This class of citizen is probably living in a higher plane than ever before. He is the one who has kept alive the "black markets." He has money to spend and finds many ways to spend it. He overlooks any real individual financial responsibility in this tremendous war effort and convinces himself that the job will be done and that he doesn't necessarily have to make any sacrifice to see that it is done. Some of this group are, of course, pro-Nazi; some are just plain nearsighted and selfish; others just haven't given any real thought to their obligation to their country, a personal and real obligation to their democracy.

Duty to Country

IN planning our effort for the 5th War Loan Drive, we must consider these three groups of citizens. To group number one we must take off our hats and know that but for them the war abroad or at home might easily be lost; that but for them many fighting men, after giving their all, might return to their homeland to find it in financial ruin, to find starvation and rioting existing, a condition of utter chaos prevalent. Group number 2, our average

citizen, must, by some means, be made to understand and appreciate that his duty is not quite being performed. He must know that his obligation to those fighting our wars is to sacrifice in some small way his standard of living. Many of these in group number two must be transferred to group number one. They must be made to feel the pride of being a part, heart and soul, in the earning of their freedom. Group three, the slacker of our citizens, must definitely, to all intents and purposes, be eliminated. Other than the pro-Nazi or pro-Japanese, it should be possible to do this. In our 5th War Loan drive, we must bring to them, by any means at hand, the understanding of their duty to their country. We must show them that each individual must participate, not just those who choose. We must, through the medium of advertising, radio, newspaper publicity, individual personal contacts, bring to these people an understanding of their burden of responsibility to their country.

If we can partially complete this task during the 5th War Loan drive, the spirit of democracy will have again proven its value. Let's Back The Attack—Buy More Than Before!

Advertising Roundup

By A. D. ADDISON

MONDAY—Or is it Saturday? Loafed yesterday, and will again tomorrow. We get out a paper Memorial Day, but business houses will be closed, so ad. have to be wound up today for Tuesday and Wednesday. Why couldn't Franklin put all holidays on Monday instead of just pushing Thanksgiving around?

Business is brisk around town. Monday is next best day to Saturday, and the days before and after a holiday are extra good... but not good enough to make up for a day lost. A newspaper always goes way down into the red on a holiday, and with the paper supply what it is, the inclination is to skip a day and save a ton. But the news is "hot" these days, and subscribers will get their papers.

TUESDAY—Wound up the day with a rosy forehead, a broken back, and a small amount of gardening done. And without the ambition or gas to drive down and get a paper. That's the trouble with being a deadhead and packing your own paper home. You can't hold it if it isn't at hand.

"Farmers Need the Moisture"
WEDNESDAY—Somehow the weatherman got mixed up. It rained to usher in Memorial Day and to usher it out, but missed the day entirely. The tradition is shattered! This is about the only time of year that a rain is welcomed in Klamath. In the good old days when we dug tooth and nail to get lots of advertising for big Thursday and Friday papers, it always chose Wednesday for a good wet rain. Always Wednesday! And half the extra ads you'd counted on for the next day were postponed a week.

Snow, now, is something else. In the fall of the year especially, housewives to grandfathers, who normally spend day after day without so much as sticking their noses outdoors, will invent the flimsiest excuses to muck around downtown hours on end in a biting snow storm. The same people wouldn't venture next door to borrow a cup of flour in a nice mild, warm rain.

There is something depressing about a nice mild rain, and a nice overcast sky. I hate it!

Four Eras of Advertising

THURSDAY—In the course of reading about the retirement of Raymond Rubicam, founder and head of the 21-year-old top-notch advertising agency, Young & Rubicam, came upon his summary of the "four eras" of advertising.

"1. In the earliest days the most important factor was the mere fact that you did advertise, because most of your competitors didn't advertise.

"2. As more companies were attracted to advertising, competition expressed itself in size of space and frequency of appearance.

"3. Limitations of space brought greater emphasis on skill. Copy and art became the important factors.

"4. Then came research. Formerly, the copy and art men went pretty much according to their own taste and hunches. Today, the successful advertiser must know."

There's food for thought there. Rubicam says the "successful advertiser must know"—meaning, must know his product and must know his customers.

And right there is the kernel of the nut that Rubicam's advertiser (his agency accepts no accounts of less than \$200,000) has to break to get on even terms with the average Main street plug. The average up and coming local advertiser has it over the national advertiser like a tent because he ALREADY KNOWS what the big advertising agency has to find out by lengthy and expensive research.

I've watched Fred Hoagland blue-pencil some of my best efforts, on a "hunch," because he instinctively knew that the particular phrase didn't truly represent Fluhrer's, or that it didn't strike the right note with his Klamath customers.

And he didn't have to employ Dr. George Gallup (vice-president in charge of research for Young & Rubicam) to conduct a consumer survey to know he was right.

Jacobs Lays It On!

FRIDAY—Got raked over the coals by an expert! A letter from a former Klamath citizen, Lee Jacobs, now manager of radio KBKR in Baker, starts thus:
"Dear Eleanor Addison:
"I wish I had time to answer a statement or two made in your column 'My Day' appearing in The Herald and News of last Saturday.
"While I disagree with quite a bit of it I refer particularly to 'My Day' headed Tuesday when you must have lost your favorite pipe or your Model T got you off to a bad start."
Lee referred to my quotes from a survey (made for advertisers, not newspapers) which showed that most people dislike radio commercials and welcome newspaper advertising.

SIDE GLANCES



"It's only a dream yet—the end of the war, George coming home, and no more tax on rouge and lipstick!"

SPECIALTY BUYING FEATURES MARKET

NEW YORK, June 3 (AP)—Specialized buying, principally in liquor, low-priced motors and selected rails, helped the stock market keep its balance fairly well today.

Investment demand, based on the earnings outlook and individual situations, continued to serve as the main bullish trend group.

Near the close many favorites were up fractions to better than a point or so at peaks for 1944 or longer. Turnover for the two hours was around 400,000 shares.

Closing quotations:

American Can	90 1/4
Am Car & Fdy	109 1/4
Anaconda	25 1/2
Calif Packing	40 1/2
Cast Tractor	47 1/2
Commonwealth & Sou	27 1/2
Curtis-Wright	36 1/2
Fac Gas & Oil	33 1/2
General Electric	80 1/2
General Motors	60 1/2
Illinois Central	13 1/2
Int Harvester	15 1/2
Kennecott	75 1/2
Lockheed	100 1/2
Long-Bell "A"	10 1/2
Montgomery Ward	14 1/2
Nash-Kelley	14 1/2
N Y Central	17 1/2
Northern Pacific	17 1/2
Packard Motor	4 1/2
Peck & Co	17 1/2
Republic Steel	17 1/2
Sears Roebuck	40 1/2
Standard Brands	50 1/2
Trans-America	18 1/2
Union Oil Calif	12 1/2
U S Steel	52 1/2
Warner Pictures	15 1/2

FUNERAL

HERBERT LEROY WOOD
The funeral service for the late Herbert Leroy Wood who passed away in this city on June 1, will take place from the Chapel of Wards Klamath Funeral Home, 925 High, on Monday, June 5, at 2 p. m. under the auspices of Klamath Southern Pacific Chapter No. 100, I. O. O. F. and the First Methodist Church officiating. Friends are invited to attend the service.

and that the median cost of the newspaper advertising analyzed was approximately one-fourth that of radio.

I'm glad Lee DIDN'T have time, because as it was he took me down peg after peg for three single-spaced typewritten pages. The gist of it was that "figures don't lie, but liars do figure." I certainly don't expect anyone to take the results of any poll or survey at face value. You just don't do that unless you know all about it—and that's a matter of research in itself.

Lee goes on:
"You hit the nail on the head in 'My Day' for Thursday when the coffee must have tasted better. All the surveys, the polls, or the ratings ever taken can't dispute one thing and that is circulation. You have 12 thousand subscribers, a mighty achievement, but not so much when you realize that The Herald and News is a fine newspaper, and everybody in your area should want to read it. If you had said more about that circulation figure and stayed in bed all day Tuesday, you would have had an interesting column and not be out on a limb as you are... The fact will always remain that in advertising results count first and foremost."

Right, Lee. Any advertising, from printing a sign on a window with soap on up, will get results if done rightly... and this includes radio. I abjectly apologize to Lee and all his brothers in arms of radio, for starting a discussion which cannot be fully aired here.

(And cut out that "Eleanor" stuff, Walter Winchell Jacobs!)

A Gem of Thought From Idella's

There is a young lady named Bears
With a nice figure and cute baby stears;
This lovely young Miss
Swears she's never had a kiss—
My Gosh, no wonder she swears!

Lip Sticks 25c

4646 S 4th AT IDELLA'S Phone 4466

What a Gal!

LAST GROUP OF GUESTS VISITS KF COMMANDOS

Six wounded service men—three from Mare Island naval hospital and three from the Seattle naval hospital—are enjoying their stay in Klamath Falls as guests of the Commandos. They are the last men to be brought here under the Commando project, all efforts hereafter to be devoted to entertainment of men stationed in this locality.

The men are guests at the homes of Mr. and Mrs. Leslie Rogers and Mr. and Mrs. Roy Carter.

PFC Clifford Elliott, 21, of Gorham, Maine, saw 18 months overseas service and was wounded in the Marshalls.

Sergeant John W. Harrelson, 23, Phoenix City, Ala., hasn't been home for two years. He saw duty at American Samoa, British Samoa, New Zealand, New Caledonia, Guadalcanal and Bougainville. He was wounded at the latter place.

PFC Clarence F. Yarber, 22, Riceville, Tenn., was with the second wave that hit Guadalcanal. He was in New Zealand eight months. He received his wounds at Tarawa.

Eldon R. Mitchell, AMM 2/c, navy, 25, is from Centralia, Ill., and was wounded at Kaneohe air station, Hawaii, at the raid on Pearl Harbor.

In many raids was Homer W. Woodward, S 1/c, navy, whose home is Chattanooga, Tenn. He saw service on a new type destroyer, and was at the Marshalls, Clao, C. McMillen, USMC, hasn't seen his home in Houston, Tex., for two years. "I wish I was back in my outfit," he said.

Lots Serruys, Commando mother, said that the decision to give up their wounded service men's project was the "hardest ever made by the girls." A total of 116 men were brought here, all wounded in combat and none having had a previous furlough for home.

The Commandos still receive letters and cards from men who have been here as their guests. Some have been discharged, some have returned to duties, and others are in hospitals.

Mrs. Serruys said:
"Please thank the people of Klamath Falls for their cooperation and liberal donations. Funds we have for the wounded men's project will now go to entertainment of men at the Marine Barracks, home from combat service."

ALL WORKERS MAY RETURN ON MONDAY

PORTLAND, Ore., June 3 (AP)—As Oregon and Washington locals of the CIO International Woodworkers of America fell into line with back-to-work recommendations of district and international officers, it appeared today that all 40,000 men who walked out of more than 100 northwest lumber mills and logging operations in the past weeks will be back on jobs Monday.

The 28,000 members of the AFL Lumber and Sawmill Workers union already are at work. First three CIO locals to vote to follow suit were the Portland union with 1300 members out of six lumber mills, the Aberdeen, Wash., local with 1200 members employed in four mills, and the Tacoma local.

The men quit work in protest to the national war labor board's denial of wage increases. They agreed to return after the WLB promised to consider reviewing its decision June 12 if workers returned.

14 Arrested On Draft Charges

BALTIMORE, June 3 (AP)—The federal bureau of investigation arrested 14 men and one woman today, accusing them of evading the draft or assisting inductees to feign mental ailments in order to obtain deferments.

John W. Vincent, special agent in charge of the Baltimore FBI office, said those arrested included a navy petty officer and two army non-commissioned officers assigned to the fifth regiment armory induction station.

Vincent said that amounts ranging from \$150 to \$500 had been paid for help in obtaining psycho-neurotic rejections, entitling inductees to 4-F classifications.

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

YOUR FAMILY—
Would You Leave Them Financially Independent?
AT YOUR
John A. Houston
REPRESENTING THE
EQUITABLE LIFE
Assurance Society
114 N. 7th Phone 8971

U. S. ARMY UNIT

HORIZONTAL	58 It is part of 1 Depleted is insignia of the U. S.	VERTICAL	1 Seine	22 Expungers	40 Division of geological
1 Frontier, U. S. Army	2 Print measure	3 Compass point	25 Negative	43 That thing	44 Musical
9 Dress edge	4 Model	5 Seize	27 East Indies (abbr.)	45 Singing	46 Name of Abraham
10 Rail	6 Column	7 Symbol for nickel	29 Babylonian moon-god	47 Am	48 Am
11 Anger	8 Arid	9 Expectations	30 Touch lightly	49 Am	50 Am
13 Decay	9 Expectations	12 Ardent	33 Duck-like birds	51 Clit's name	52 Clit's name
14 Scold	13 Ardent	15 Groove	34 Music note	53 Headland	54 Near
16 Sweet potato	14 Beside	16 Beside	36 The god	55 Headland	56 Near
18 Upward	15 Exclamation	17 Insnare	37 Lance	57 Myself	
19 Continually	17 Insnare	19 Achieves	38 Genus of grasses		
20 Bachelor of Music (abbr.)					
21 Him					
22 Georgia (abbr.)					
23 Canvas shelter					
26 Bamboolike grass					
28 Drunkards					
30 Couple					
31 Slope					
32 Like					
33 Smile broadly					
35 Scatter					
38 Hammer head					
39 Mature					
41 Whirlwind					
42 Yes (Sp.)					
44 Symbol for calcium					
46 We					
47 Daybreak (comb. form)					
48 Peer Gyn's mother					
50 Greater in stature					
53 Sped					
54 Sea eagle					
56 Apportion					
57 Disfigure					



Sergeant Harold Conner of Klamath Wins More Medals

S/Sgt. Harold E. Conner, son of Mr. and Mrs. Emory O. Conner, 2709 Kane, was awarded the Air Medal and three Oak Leaf clusters, for meritorious achievement, according to word which has reached Klamath Falls from the European theater of operations.

Conner was previously awarded a citation for meritorious achievement in the destruction of enemy airplanes while serving as crewman on bombardment missions over enemy occupied Europe.

"The courage and coolness of skill displayed by this gallant man upon this occasion reflect great credit upon himself and the armed forces," the citation reads.

Conner was a Southern Pacific employe prior to entering the armed forces. His wife, Jean, resides in this city.

Shaw's Loggers Turn Union Down

Shaw Lumber company's woods operations at Tionesta remained on a non-union basis today, following an NLRB election held there Friday.

Out of 56 votes, 34 voted no union, 20 for the CIO and 2 for the AFL.

This is the third election called at this operation, which has never been organized by union labor.

Two cookhouse employees voted AFL and that unit of the Tionesta operation will be affiliated with that union. The Shaw mill at Tionesta is an AFL plant.

Snell Confers With Cordon

WASHINGTON, June 3 (AP)—Governor Earl Snell of Oregon conferred here yesterday with Senator Guy Cordon (R-Ore.), whom he appointed interim successor to the late Senator Charles L. McNary.

Governor Snell, en route home from the governor's conference at Hersey, Pa., and they discussed the increase in forest fire protection from \$2,500,000 to \$3,000,000 and the proposed \$3,000,000 postwar road construction bill.

Sunset Crater national monument, Arizona, was visited by 11,888 persons during 1943.

OUR RESPONSIBILITY

Prior to Pearl Harbor, we sold hundreds of new and used automobiles and assumed the responsibility of keeping them in good serviceable condition. This responsibility was comparatively easy before the war... but since it has become a bit more difficult due to the various shortages, both in materials and manpower.

Parts stocks have been hard to keep up to par. Personnel has constantly been a source of worry, due to entry into the armed services and restless shifting around of men in general.

But in spite of these difficulties, we have fully realized the importance of our obligation to this community, where dependable transportation is so vital, and have solved each of these problems as they came up.

We have been able to maintain a complete stock of genuine parts by spreading out to new sources of supply, as well as straining the usual sources to the limit. We have kept a fine crew of men on the job by keeping our place an attractive one in which to work and a profitable place to be employed.

It has been a struggle at times, but we think we have it licked, and will continue to give the best service to the rolling public—for the duration and after final victory.

We wish to express our appreciation to the public for their understanding patience during these times of small inconveniences.

Dick B. Miller Co.
GOOD AUTOMOBILE SERVICE
Corner 7th and Klamath Phone 4100