SIX-HERALD AND NEWS

# Herald and News

TRANK JENKINS Editor Isamporary combination of the Evening Herald and the math News. Published every afternoon except Sunday Explanade and Pine streets. Klamath Pails, Oregon, by the aid Publishing Co. and the News Publishing Company. 

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## Today's Roundup By MALCOLM EPLEY

**R**EPORTS from Salem indicate our legislature is having a hard time staying in high gear. The session is now five weeks old, but virtually all the major action lies ahead.

all the major action lies anead. The legislating urge is in full evidence, however. The present session has seen the introduction of 562 bills, as compared with 531 in the first five weeks of the 1943 session. Hence, it appears the legis-lature is not suffering from any lack of ideas. It just isn't getting very far in acting

on them. Final action is yet to be Final action is yet to be taken upon such matters as **EPLEY** laws affecting veterans, unemployment com-pensation, proposed income tax increases, peo-ple's utility districts, salaries of state officers, workmen's compensation, state tax study, milk pasteurization, big truck limits, state school aid, reorganization of the board of health, and building account for the state institutions

and, reorganization of the board of heath, and building program for the state institutions. Committees have been slow in sending meas-ures to the floor, and a good many bills were introduced relatively late in the session. It all adds up to the probability that the legislators will have to work for several days beyond the 50 for which they are paid. They've done it before. . . . .

### **Future Irrigation**

A FACTOR of major importance in connec-tion with the Central Valleys diversion of Klamath water is, of course, the maximum acreage which could be brought under irriga-tion in the Klamath basin. Klamath basin interests insist that allowance must be made for such maximum development and maximum use of irrigation water. use of irrigation water.

The engineers, in their studies, have set a figure of 535,000 acres as maximum conceivable development. This includes the land already under irrigation. As there has been some con-fusion on this point, we think it worth mention-

ing here. The engineers have not included Butte valley in their estimates, and some other areas may be brought to their attention at the hearing here

February 20. But the point we want to emphasize is that the 535,000 acre figure is inclusive of the area already under irrigation.

### Don't Fence Me In

N an interesting piece in the Coos Bay Times, F. W. H. says that Cole Porter's "Don't Fence Me In" has "caught the heart-throb and longing of all mankind." He remarks that "people pen-ned in teeming cities yearn for the open spaces."

That's right. And people out in the sticks yearn for the bright lights. The happiest peo-ple in the world live in and around towns like Coos Bay, Klamath Falls, Eugene, and other medium-sized spots that offer a combination of city and country life. Here we are particularly fortunate. When

we yearn for the open spaces, the forests and high desert are within easy travel distance. When we yearn for the bigger cities, an overnight train trip will take us to two of the coast's finest large centers. That's in peace time, of course. Just now, war-time travel restrictions have us fenced in.

# The War Today

## By DeWITT MacKENZIE Associated Press War Analyst

SUCCESS too often breeds over-confidence, and this is a most the over-confidence, Sourcess too often breeds over-confidence, and this is a good time for us to look at the string we tied on our finger to remind us that the present gratifying allied progress in Europe doesn't necessarily mean victory is just around the corner, or that we shall reach it by any royal route.

We ought to recognize this from the fierce resistance the Muscovites are encountering among the defenses of the Oder river, and

### Saturday, Feb. 10, 1945

ously in progress, and the victims have been drawn from all walks of life." He continues, "How many thousands have been murdered may never be known. It has been learned from reliable sources that no less than 30 in-dividuals are still being executed daily at Dort-mund and a comparable teal is evidently being mund, and a comparable toll is evidently being taken in many other German cities. Even an anonymous denunciation to the effect that a peranonymous denunciation to the possibility of Germany's winning the war is sufficient to send the accused to the execution squads.

#### **Calculated** Policy

Calculated Policy T would be misunderstanding the situation to interpret this fearful massacre to the frantic efforts of a gang of desperadoes to ter-rorize a restive population on the verge of revolt. It is a calculated policy to eliminate every group and every individual who might be disposed to prefer surrender to accepting the devastation of the country as the price for a fight to the last man." That's what we are up against—and it means That's what we are up against-and it means

a fight. However, it also should be noted that there are clear signs of discontent among some sections of the population, not all of whom have swallowed nazism. There also is a great, though at present more or less passive, menace to national merale in the some 12,000,000 foreign slaves within Germany.

## Advertising Roundup By DELBERT ADDISON

THE PACIFIC PRINTER, a trade magazine, in its February issue reproduced the Herald and News ad on new rates in which our rate

card was printed. Charles Mc-Intyre, Pacific Printer publisher, asked for more information on the "policy of setting the rate according to the amount

We endeavored to reply, and after setting the policy to words, decided it might be well to take some of the advice we often give our ad-vice we often give our ad-vertisers—that of letting the public in on some of the de-tails of your business. Hereit ADDISON the story we are sending to Pacific Printer:

In establishing newspaper advertising rates it is generally accepted that a newspaper can handle the advertising of large space users more handle the advertising of large space users note economically than that of small ones, and that this earned advantage should be given as an inducement for greater use of advertising space. Granting this, there is one school of thought that believes in contracting with the advertiser for a given amount of space for a given time at a stipulated rate. The inclination then is to dust off your hands and feel that the job has been done until the time for contract renewal

rolls around. At this point Herald and News thinking takes another tack. Believing that the best selling another tack. Believing that the best sering lies in helping the advertiser use our news-paper tool to better advantage, we gladly ac-cept the burden of continually selling each in-dividual advertisement. This, in itself, elim-inates the need for a contract.

However, there is still the need for determining rates on the merit of performance, and to cover this we established our present rate system some eight years ago.

How It Is Figured THE Herald and News determines each display advertiser's rate at the end of each calendar month by applying a published, slidingscale of rates ranging from 87c per column inch for less than 20 inches in the month down to 57c for use of 2000 or more inches in the month. An advertiser may earn a different rate each month. There are additional advantages to this sysmonth.

tem. One lies in its flexibility. It gives the advertiser an incentive to use more space when it is justified, as his rate goes down immediately, in proportion to his increased use of space. And on the other hand it allows him to cut down, when larger use of advertising is not justified, without penalty other than a higher rate—and as the rate becomes signifi-

higher rate—and as the rate becomes signifi-cantly higher the number of inches it applies to becomes insignificant. This rate system, openly published and ap-plying equally to all advertisers, also does away once and for all with the old bogey of dis-trust that invariably arises from the use of secret, signed contracts. While this good will item can not be measured in dollars and cents, it is invaluable

# SIDE GLANCES



"Jack and the Beanstalk? Never mind that-give me the latest on that tax situation you say my generation is going to have to face!"

Market

Quotations

Closing quo American Can Am Car & Fdy Am Tel & Tel

alif Packing at Tractor

Pac Gas

alif Packing alif Tactor formmonwealth & Sou Urta-Wright-in Source of the source innor Ry of d lithous Central in Nor Ry of d lithous Central in Nor Ry of d lithous Central innor fleil "A" fontamory Ward wath-Keiv Y Central Souther Facilie Souther Facilie Souther R B

R Steel Oil Stores

Telling The Editor

words in length, must be more words in length, must be writ-ity on ONE SIDE of the paper i must be signed. Contributions these rules, are warmly wel-

athern Pacific undard Brands undard Brands und Calif on Pacific Steel ver P

J S Steel Warner Pictures

#### LIVESTOCK

NEW YORK, Feb. 10 (AP-The stock arket tried for recovery today, and se-\$10.01

NEW YORK, Feb. 10 (AP)-- The stock market the for recovery loday, and re-lected issues were more or leas success-ful, but rais and many industrials found the going a bit difficult. Dealings turned sluggism, con the site and the second state of es receipts 70, around 50-\$1.00 Tanta \$16.50 lamb

PORTLAND, Ore. Teb. 10 (AP.WFA)

S11.00, carners cutters 35.10-80.00, Abells Gown to 5.50, measure mode Multi \$10.00-\$12.20, gued choice venters \$13.50-\$13.00, add breat \$15.50, Schulze areas over 100 measures for a streng to 25 texts include, good-choice [70-270 Da. \$13.70, the ending, 275-300 [bs. 714.50-\$13.60, their \$14.50, \$15.00, gued way fargely \$14.50, good-choice light have a \$14.50, good-choice feeder page largely \$15.50, specially ho Schulze sheen for week 1350 market

Stable steep for week 1330, market Stable steep for week 1330, market Dirth ur 25 crist, higher, even 35 to 30 further ur, model-there would furth by lambs \$14,50-51525, fod carinade \$12,350 for common dever to \$11,00, cuils deve for \$200, mod sunctings to \$12,000, good challe even \$10,00,000, entry cuils below \$3,00, for down to \$3,25.

CHICAGO, Feb. 10 (AP) Hogs receipts

cuitle 330; calves none; co and fee

TRIBUTE TO CURTIS KLAMATH FALLS, Ore, (To The Editor)—Due to an error in last evening's paper, a correction is requested in behalf of myzelf, Corp. Charles Kohler, of the Ma-



## Dinner Dance SOCIETY

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Mrs. Lloyd Froom will enter-tain for members of her bridge club next Friday evening. § § §

### WHEAT

ham,

CHICAGO, Feb. 10 (AP)-Grain fu-tres fluctuated in a narrow range to-ay and the trade was extremely quiet, air support came from shorts on all the fit spots and prices were up fraction-

It shots and prices were up fraction. Most of the operations were concerned (th evening up market positions be-sume of the positionity of important war velopiments during the weekend and oblidity. There will be no training Mon-oblidity. There will be no training Mon-bility. There will be no training Mon-section of the noise of the star-tistic were off the to up to Mar Mons-the-taries was unchanged to off the May LOB's.

## **Courthouse Records**

BATURDAY Marinares CAY-SPARKS, Gay, Lemuel Gay, 21, ISMC, native of Texas, resident of Fugue, Texas, Joan Sparks, 16, walt-em, native of Oregon, resident of Bo-nna, Ore. Trague, Texas. Joan Sparks, 16, wail-reas, native of Orgeno, trasident of Bo-nanza. Ore. THENREPRICE, Orville Ray Trea-tragenetic problem of the second second wildred Maildas Price. 31, bookkeeper, native of Kanzas, resident of Klamath Palls Ore. Wildred Maildas Price. 31, bookkeeper, and the second second second second Particle. The second second second Particle of Kanzas, resident of Klamath Particle of Kanzas, resident of Klamath Particle. The second Klamath Palls, Ore. MARTICEZ:MATCHIET Pravian Mar-ticles, ratichet II, student native of Wasconsin, resident of Klamath Falls. Ore.

Tune in Kundays

Old

Fashioned

Revival

Hour

CFJI 18-11 p. International Gospel Broadcast. Chartes E. Fuller. Director

Moose Women

\$ \$ \$

# Juveniles Party

Ye Olde Pinochie chem Thursday, February A Grace Boek, 137 High eon was served at 1 de Violet Vance, Fannie Ge Kathryn Billings, Mela a son, Esther Adkisson, Ma and Agnace Lowe, with b entine motif used for m decorations. High score for pinsch heid by Violet Vance, ret Agnace Lowe, low by Nei and the pinochie award retived by Melab Danton nie Goddard will be hel the next meeting. A valentine party was en-joyed by the Juveniles of the Neighbors of Woodcraft when they met on Wednesday, Febru-ary 7, with the senior guardian. Stella Dryden, at her home, 610 North 11th. Atta Clark assisted Mrs. Dryden with the games and refreshments, which consisted of cake and pop. Fourteen mem-bers were present. § § §

# Lucky Pinochle

Lucky Pinochle Florence Young, 2215 Wanti-land, entertained members of the Lucky Pinochle club at a Saturday, February 3, Those Who attended were Mary Martin, Nottle Good, Rita Fuller, Erie Henry, Pat McManus, Maude Hillips and Ursule Bratton. Hillips and Ursule Bratton. Hillips and Ursule Bratton. Hillips score for the afternoon went to Rita Fuller, second to ress will be Broochle award to cass will be Broochle award to cass will be Broochle award to the north of the ast mosti-on Saturday, February 17. Mrs. Stanley State young son, accompand to stater, Mrs. Charle Bar young son, accompand to stater, Mrs. Charle Bar young son, accompand to portland as guests of the Deviation as guests of the the sone for the afternoon the asturday, February 17. Mrs. F. K. Used. THE LORD'S DA

Tomorrow is the

Mrs. Stanley Stale



from the hard going the western allies are finding in the inhospitable, water-logged winter terrain of the Rhineland. The Germans are giving ground, and their resources in manpower and materiel are far from sufficient to carry on indefinitely—but there's bloody warfare ahead of us.

### **Veritas Observes**

YESTERDAY this column discussed the pos-sibility of the Big Three calling on the German people to desert Hitler. This naturally would involve the question of his hold on the public, and apropos of this I have here some striking observations by Veritas, British official military commentator.

military commentator. Developing the thesis that the end won't be "either sudden or soon," Veritas points out that the plot to overthrow Hitler last summer pro-vided Gestapo Chief Himmler—who is in mili-tary control of the county—with the oppor-tunity for which he had been waiting. Since then "terrible bloodbaths have been continu-

In requested in behalf of myself, is requested in behalf of myself and in the month determines the requested in behalf of myself and initiative, and with the consent and encoded in the month determines the refine was called is even allow set of refine was called in the month determines the refine was called in the month determines the refine was called in the month determines the refine the refine therefore. which do not run consecutive days. Again, total space used in the month determines the rate of the first insertion

The advantage to many small advertisers in these low rates is obvious. And, an ad once set up in the composing room, obviously can be republished at least expense to the newspaper. It is true that this flexible rate structure is at

a competitive disadvantage to media with fixed, contracted schedules during times of troubled merchandising such as the present. But the Herald and News is convinced that it is good business to publish advertising for a client only when that advertising is created for the

purpose of doing a specific job. —and the advantage is on the other side of the fence during times of a rising market.

CHICAGO, Feb. 10 (AP)---Potatoes, Ar-rivala 40, 70 on frack, total US, ship-ments TOT, old stock offerings very light, demond exceeds available track offer-ings, market strong, no new slock safe emported, Maine Stalabolt, Dakoto Billa Triumpha, commercials 52,06-53,10; Wis-conian Chineswas, US No. 1,\*\$1,00; com-mercial, \$2,07. Casey, pastor, a club organizers' meeting was called several

meeting was called several weeks ago. As a result of this organizers' meeting, the club has already had two meetings which were successful and show great prom-ise for the future. Good spirit and great work, Dave, Keep it Chase's Office, 203 - IOOF Building will "put you right" on your withholding receipts. May save something. up

Corporal Charles J. Kohler.

TO GET "M" AWARD PORTLAND, Feb. 10 (#)-Schmitt Steel company will be awarded the maritime commis-sion "M" Tuesday for construc-tion of forging for 155 mm, whell

SAN FRANCISCO, Feb. 10 (AP-WFA) Potatoes: 4 braken, 13 unbroken cars on market firm; no sains

LOS ANGELES. Feb. 19 (AP-WFA)-Polatoes: 19 broken, 20 unbrokon cars on track: arrivala-California 1, Idaho 6, Malne 1, Nebraska 1, Oregon 3, Utah 2, 1 by truck from Utah, no sales.

Announcing the

OPENING

of the

**Clyde Van Meter** 

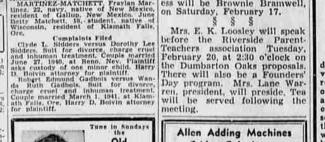
Hardware Store

(Rajnus Bidg.)

MALIN, ORE.

Monday, Feb. 12

We are there and a hard of



Fridon Calculators **Royal Typewriters** Desks - Chairs - Files For those hard-to-get items PIONEER PRINTING AND STATIONERY CO. 124 So. 9th Klamath Falls

day. Let us remember vine will of our Fuls regard to it. "Not im our own assembling to as the custom of some a oxhorting one another so much the more ar the day drawing righ." we sin wilfully alter the have received the knew of the truth, there remain momore a sacrifice for Heb. 10:25). no more a sa (Heb, 10:25). R. I. GIBBS, Minist Church of Chris 2205 Wantland Ars

Is Your Heart Longing for Something?

Remember, God has reserved a place in your life that He alone can satisfy.

Hear Faith-Inspiring Testimonies of I



228 North 8th Street

Services: Sunday, 11:00 a. m. and 7:45 p. \* Wednesday and Friday, 8:00 p. m

Special program of music Sunday evening

No collections.

# **Lighting at High School Entrance Referred to Group**

at Wall and Alameda streets, at the main entrance of the high school grounds, has been refer-ted to the traffic safety commit-tee of the city, following news-paper criticism of the dark con-ditions that exist at that corner. Mayor Ed Ostendorf and Prin-



CHURCH OF CHRIST (K of C Hall-41315 Main) Women Who Are Hard of Hearing 0:00—Bible Reading 1:00—Edification Service 1:45—Communion Service 7:30—Lecture: "Life of To make this simple, no risk hearing test. If you are temporarily dealened, hothered by rights, hoursing hear holes dealed to the second second second second that so many asy has coabled them to hear well again. You must have better after making this simple home test or you will get your money back at once will be the second second second second attack DRUG STORE. Fifth and Main Paul" No. 6 in Series by K. Morgan Evangelist. "Rindy to show thyself approved unto God ... rightly dividing the Word of Truth."



said: "There is a combination of narrow streets, a steep hill, two curves and a narrow bridge at this particular point. Permanent lighting would surely minimize some of the hazards."