

FRANK JENKINS Editor MALCOLM EPLEY Managing Editor

Entered as second class matter at the postoffice of Klamath Falls, Ore., on August 20, 1906, under act of congress, March 3, 1879.

SUBSCRIPTION RATES: By carrier month \$1.00 By mail month \$1.00

Advertising Roundup

By DELBERT ADDISON THERE are two things a newspaper must guard against in publishing advertising. One, which hardly ever comes up, is libel.



ADDISON

A merchant may advertise (send through the mail) premiums to be given to the first customers in his store at a given time. Here the element of industry, of getting there first, keeps it from being a lottery.

\$2,000,000 Lottery

But—The Herald and News right now is advertising a two million dollar lottery! And it's carried (not as paid advertising but in the news columns) without any fear, because the advertiser is the United States government.

Political Ads Limited

With the political race warming up, we have new advertisers competing for our limited supply of newsprint. It would be to the paper's benefit to eliminate political advertising entirely at this time, but our public processes must go on.

About The Business

NEWSPRINT supplies continue as low as ever because: lack of labor, ceiling prices which make "slick" paper production more profitable, purchase of paper mills by the big magazines, lack of coal in Scandinavian countries plus more profitable markets outside the U. S., and greater demand for newsprint from newspapers, the "pulp" and comic magazines.

Vint Hall, formerly of Lakeview and recently out of the service, is west coast manager of the national advertising agency, Maxon, Inc. Don Belding, a Klamath newspaper man in the early days, is a partner in one of the country's largest advertising agencies, Foote, Cone and Belding.

Today's Roundup

The parking meter issue is with us again. Medford has 500 machines running, and Grants Pass is putting them in. It was inevitable that the question would come up here again, and last night it broke at a meeting of the city traffic safety council.



EPLEY

The council had a demonstration of one machine, and initiated a public discussion of the question, which is good for a warm argument any time.

No Pressure Needed

CITY councilmen tell us they intend to take up first the question as to whether they want meters for Klamath Falls, before they decide between the various makes of meters offered on the market. That appears to be the proper approach.

Open Mind

THE meter idea will have to buck the immediate emotional opposition of many people who resent the suggestion that motorists be charged for parking on the public streets.

SIDE GLANCES



"May I suggest that the gentlemen return their thoughts from Pacific atolls and get on the immediate target!"

Butterflies Brought Out By First Two Warm Spring Days

Hundreds of thousands of brilliant orange and black California Tortoise Shell butterflies were brought out yesterday, April 11, by the first warm spring days of 1946. The flight continued throughout Thursday afternoon with the butterflies moving over the Shippington hill toward Link river.

Home Demonstration News

If homemakers really want sturdier breakfast, she recommends French toast by dipping bread in a mixture of milk and egg and frying it. Cheese, which contains calcium and vitamin A, is another excellent way to substitute for butter.

BOYLE'S NOTEBOOK

By HAL BOYLE NAPLES, April 13 (AP) — NAPLES is still the world's civic "sad sack." If the world's metropolises were rated on the stock market, Naples would be selling at zero.

Confidence Rackets

It is a place where most people prefer to do nothing for themselves, if they think they can get anyone else to do it for them. It is a place where thousands would rather work all day selling fake cameos than they would spend 15 minutes washing an honest window.

Old Legend

There is a legend that a committee once set out to find and reward an honest Neapolitan. After months of search the committee finally located a decent old man, who seemed to fill the bill. When told the nature of the reward being proffered him, he became very indignant.

Stage Driver Posts \$10 Bail

Max Roland Muller, stage driver living at 1502 Austin, was arrested on a warrant by city police yesterday for failure to yield the right of way at Main and 11th and posted \$10 bail for an appearance in court today.

Classified Ads Bring Results

WANTED Young man in early 30's, married, reliable, veteran, wishes job with opportunity to learn business. Write Box 2400, The Herald and News.

Evergreen Shrubs

Selected for their adaptability to this vicinity, now available. BLUE SPRUCE JUNIPERS ARBORVITAE CEDARS PINES

M & M Market

1330 Klamath Open daily except Monday Open Sunday 10 to 4

Inheritance Taxes

can wreck your estate. Provide for this through life insurance. AT YOUR SERVICE John H. Houston REPRESENTING THE EQUITABLE LIFE ASSURANCE SOCIETY

CURRIN'S DRUGS

9th and Main



"I'm seeing that the pup gets a square deal!"

Powder Blast Kills Child

SALEM, April 13 (AP) — Explosion of a container of black powder, touched off by a match, was fatal last night to one child and burned two others. Leonard Veith, 3, died in a hospital after the youngsters found the powder near the home of his parents, Mr. and Mrs. Cecil Veith, Beverly Montgomery, 9, was reported in critical condition, and Carol Kline, 7, was only slightly injured.

LEGAL NOTICES

CITATION IN THE CIRCUIT COURT OF THE STATE OF OREGON IN AND FOR THE COUNTY OF KLAMATH IN THE MATTER OF THE ESTATE OF CHARLES B. ADAMS, Deceased.

Listen to KFLW's TONIGHT

- 6:30 Boston Symphony
7:30 Hayloft Hoedown
9:00 Gangbusters
9:30 NEWS—Local, State, National
9:45 Baldy's Band
10:15 Casino Gardens Orchestra
10:30 Ambassador Hotel Orchestra

Special Revival Service

at THE APOSTOLIC FAITH 228 North 8th Street Sunday, April 14 40th Anniversary Services April 7 to April 14

Headquarters in Portland, Ore. Established in 1906. Services: Devotional, 11:00 A. M. Evangelistic, 7:45 P. M. Sunday School 9:30 A. M. David McCollum, Pastor

"The Church Without a Collection Plate"

STATIC

Tom Brenneman, emcee of the Breakfast in Hollywood show, goes on vacation as of Monday, April 15. During his absence the morning show will be carried on by Jack McElroy, Brenneman will be back for his regular program on the 29th.

The Boston Symphony tonight will feature the first U. S. radio performance of Puccini's opera, Tosca. The program will also include Prelude and Allegro for Organ and Strings, Pisoni; and Suite, from Ballet, Appalachian Spring, Copland.

The Ford Sunday Evening Hour, conducted by Eugene Ormandy, will present Larry Adler, harmonica virtuoso, playing Rhapsody Americana, tomorrow.

ler, harmonica virtuoso, playing Rhapsody Americana, tomorrow. The program will also present Carnival Overture, Dvorak; Largo and Presto from Concerto in A Minor, Vivaldi-Nachez; Jesu, Joy of Man's Desiring, Bach; Aris di Corte, Respighi; To a Waterlily, and Uncle Remus, MacDowell; Waltz from La Rondine, Puccini; The Sorcerer's Apprentice, Dukas; and Ride On, Ride On in Majesty by Dykes.

Sunday's presentation of Counterspy, takes David Harding and the counterspies through an adventurous time. When an American intelligence officer in Germany finds documents in a South American country is the new springboard for a fascist revolution, he stirs up an international hornet's nest. Word of the discovery reaches the ears of the leaders of this revolt. International crime at its trickiest follows the "White Paper" as the documents are called, to the United States. How David Harding and the counterspies smash this ring of fascist gangsters makes the "Case of the White Paper" one of their most thrilling documentary dramas.

Rochelle Lieblich, the little six-year-old pianist, who caused such a sensation on the Quiz Kids program two weeks ago, will return to the classroom again tomorrow. One of the most talented children ever to appear on the show, Rochelle made listener's hearts skip a beat when she played "The Blue Danube" after hearing Mr. Kelly name only the first four notes.

Bly

On the evening of March 29 Mrs. Dave Campbell was hostess to a group of friends with a pinochle party and handkerchief shower in honor of Mrs. John Geijsbeck, who is leaving to make her home at Cottonwood, Calif.

Spring flowers were used in the rooms. High score went to Mrs. Rudy Ashbaugh and consolation to Mrs. Morris Mullins. Refreshments were served at a late hour to Mrs. Frank Obenchain Jr., Mrs. Monte Cline, Mrs. Walter Miller, Mrs. Max Cline, Mrs. Rudy Ashbaugh, Mrs. Morris Mullins and Mrs. John Geijsbeck.

Mr. and Mrs. George Hamilton spent several days last week visiting relatives at Medford.

Mr. and Mrs. Buck Kness were business visitors in Klamath Falls on Friday.

Freddy Kohler, recently discharged from the navy, visited friends here Wednesday.

Lila Cox and Mrs. Frank Obenchain Sr. are spending a few days visiting in Medford.

Mr. and Mrs. Herb Hadley and children spent the weekend at Paisley. They were accompanied home by his father, who will visit here for a few days.

Mabel McMillan, who is working for the forest service in Lakeview, spent the weekend here with her parents, Mr. and Mrs. Ross McMillan.

Mr. and Mrs. Lester Geijsbeck and daughter left Sunday, March 31, to make their home at Corning, Calif. The Geijsbecks sold their home here to Mr. and Mrs. Charles Martin.

Mr. and Mrs. John Geijsbeck and small daughter left March

Freedom of Opportunity

What's Name of That Song MBS Klamath Temple Organ Recital

Walter Winchell MBS Ray of the Weak MBS Glen Hardy News MBS President Truman MBS E4 Theater, News MBS Dr. Cornelius P. Rhoads

Old-Fashioned Revival! Fashion Flash! Dance Time! Organ Moods & News Roundup!

Wake Up Tunes! Morning Reveille! E. Hemingway, News MBS Rise and Shine MBS News, Headlines! Today's Best Story! Favorites of Yesterday!

Fashion Flash! Take It Easy Time MBS Victor H. Lindlar MBS Lyle Van, News MBS Motion Downey MBS Morning Mailer! Corning Cavaliers Orch.

Glen Hardy, News MBS Leo Erdody Sain! The Three Sins! John J. Anthony MBS Hymns You Know! Calendar of Music! Queen for a Day MBS

6:30 Dawn Patrol! 6:45 Farm Fare! 7:00 News Bkfst. Edition! 7:15 Stop and Go Show! 7:30 James Abbe Observer ABC

7:45 Zeke Manners ABC 8:00 The Breakfast Club ABC 8:15 8:30 8:45 8:50 Glamour Manor ABC 9:15 President Truman ABC 9:30 Bkfst. in Hollywood ABC 9:45 10:15 Ted Malone Home Edit. ABC 10:30 My True Story ABC 10:45 10:55 News & Betty Crocker ABC 11:00 Backstage Talking ABC 11:15 Ribal and Albert ABC 11:30 One Woman's Opinion ABC 11:45 Music by Transcription!

12:00 News Neon Edition! 12:15 Man on the Street! 12:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!

2:00 News Neon Edition! 2:15 Man on the Street! 2:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!

2:00 News Neon Edition! 2:15 Man on the Street! 2:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!

2:00 News Neon Edition! 2:15 Man on the Street! 2:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!

2:00 News Neon Edition! 2:15 Man on the Street! 2:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!

RADIO PROGRAMS

KFLW—1450 kc. 6:00 Helen Concert 6:15 Music of Manhattan 6:30 Boston "Pops" Concert ABC 7:00 7:30 Hayloft Hoedown ABC 8:00 Vincent Lopez Orch. 8:15 Amer. Legion Program from Peter Grimes. The program will also include Prelude and Allegro for Organ and Strings, Pisoni; and Suite, from Ballet, Appalachian Spring, Copland.

SUNDAY A. M., APRIL 14 6:30 Church in the Wildwood 7:00 Message of Israel ABC 7:30 The Southernaire ABC 8:00 Showers of Blessing! 8:15 8:30 Richard Leibert Organist! 8:45 Sermons in Song! 9:00 Assembly of God Church! 9:15 Bible Auditorium of Air! 9:30 Norman Cloutier Orch. 10:00 Cliff Edwards ABC 10:15 Orson Welles ABC 10:30 Sammy Kaye Sunday Serenade ABC 10:35 Your Sun, News Extra ABC 11:00 Methodist Church! 11:15 11:30 11:45

SUNDAY P. M., APRIL 14 12:00 Elmer Davis ABC 12:15 Console Capers! 12:30 Sam Baller and News ABC 1:00 Sports Column of Air-ABC 1:30 Music of Manhattan! 1:45 Jamming Jack! 2:00 Court of Missing Heirs ABC 2:30 Counterspy ABC 3:00 Philco Home of Fame ABC 3:30 Sunday Eve, Farty ABC 3:45 4:00 Draw Pearson ABC 4:15 Don Gardner News ABC 4:30 Hollywood Music Hall ABC 5:00 Ford Sun. Eve. Hour ABC 5:15 5:30 5:45 5:55 6:00 Walter Winchell ABC 6:15 Louella Parsons ABC 6:30 La Guardia Speaks ABC

SUNDAY P. M., APRIL 14 7:00 Jimmy Fidler ABC 7:30 Theatre Guild, on Air ABC 7:30 8:00 Enchantment ABC 8:15 8:30 Quiz Kids ABC 8:45 9:00 Sam Hayes, News ABC 9:15 Art Van Damme Quintet! 9:30 News! 9:45 Stand By for Adventure! 10:00 Casino Gardens ABC 10:30 Ambassador Hotel ABC 11:30 Sign Off! 11:45

MONDAY A. M., APRIL 15 6:30 Dawn Patrol! 6:45 Farm Fare! 7:00 News Bkfst. Edition! 7:15 Stop and Go Show! 7:30 James Abbe Observer ABC 7:45 Zeke Manners ABC 8:00 The Breakfast Club ABC 8:15 8:30 8:45 8:50 Glamour Manor ABC 9:15 President Truman ABC 9:30 Bkfst. in Hollywood ABC 9:45 10:15 Ted Malone Home Edit. ABC 10:30 My True Story ABC 10:45 10:55 News & Betty Crocker ABC 11:00 Backstage Talking ABC 11:15 Ribal and Albert ABC 11:30 One Woman's Opinion ABC 11:45 Music by Transcription!

MONDAY P. M., APRIL 15 12:00 News Neon Edition! 12:15 Man on the Street! 12:30 Ladies Be Seated ABC 12:45 1:30 Jack Rerch ABC 1:45 Try and Find Me ABC 2:00 This Moving World ABC 2:15 Hymns of All Churches ABC 2:30 What's Doin' L-dies ABC 2:45 2:55 Norman Nesbitt ABC 3:00 3:10 Club ABC 3:20 Bride and Groom ABC 3:30 Al Pearce ABC 3:45 4:00 Headline Edition ABC 4:15 Try and Find Me ABC 4:30 Ronles Song Shop ABC 4:45 Hop Harrigan ABC 4:55 Terry and the Fireflies ABC 5:15 Dick Tracy ABC 5:30 Jack Armstrong ABC 5:45 Sports Lineup!