

THE KLAMATH NEWS

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Suitability of Site

DISAPPOINTMENT in Oregon at the recent decision of the big Reynolds Metal company to locate at Longview, Wash., rather than at Cascade Locks or elsewhere in Oregon, has been offset to some extent by the announcement that the Electro-Metallurgical Sales corporation will construct a large plant near Portland.

The Reynolds Metal company's decision was apparently based strictly on the suitability of site, and not a lot of other factors which Oregonians have "guessed" must have caused it. The Longview Daily News, taking note of the speculation in Oregon, editorially quoted the head of the Reynolds company that it was sheer superiority of site that gave Longview the plant. Mayor Riley of Portland confirms that report on the basis of his part in the negotiations to induce the company to go to the Portland area.

The Portland mayor states further, in a letter to the Oregon Journal, that the Electro-Metallurgical company's decision to build near Portland came as a result of the discovery of a site there that better suited its requirements than proposed locations elsewhere in the lower Columbia country. This company, incidentally, will make considerable use of certain mineral products found in Oregon, and its location on this side of the Columbia river will reduce freight rates and enhance the possibility that Oregon will be able to sell these products to the big company. Ray C. Thresher, field geologist of the state department of geology and mineral industry, on a visit here this week, called attention to this important development as it affects southern Oregon minerals.

Development of Bonneville and Grand Coulee dams made the subject of industrial development in the northwest one of intense interest, and the great national defense program has brought a spurt along this line that will put northwest industry far ahead of expected schedules. Oregon, we feel sure, will get its deserved share.

The Vital Factor

SO SERIOUS is the outlook for Britain that certainly no one can question the proposition that if Britain succeeds in defeating Hitler, it will be because of the aid of the United States.

The president of the United States, who certainly has access to information not available to most of us, is evidently convinced Britain cannot win without our assistance. He has led the determined movement to align us definitely on the side of the British, on the theory that a British defeat would be such a terrific economic and political blow to this country that it would either ruin the "American Way of Life" or lead us directly into a difficult war to defend ourselves.

That is the basis of the vast military and industrial enterprises now gathering speed in this country. The next few months should tell us whether it has come too late, as the dictators say, to do the British any good. The totalitarian leadership knows of the terrific potentialities of the United States as England's active, determined friend. It cannot wait for those potentialities to develop into realities without at least an attempt to strike ahead of the full effectiveness of American aid.

CITY BRIEFS

Called to Portland — Rev. and Mrs. C. Robert Lambert and daughter, Barbara, of 228 North Eighth street left Monday morning for Portland where they were called by the death of Mrs. Lambert's sister. They were accompanied north by Mrs. George A. Seely of Pleasant View tract and by Melvin Frost, also of 228 North Eighth. They expect to return home the middle of the week.

Returns Home — Myrtle Carter, who spent the past week here at the Ray Baxter home on California avenue, returned to Ashland Sunday to resume her studies at Southern Oregon College of Education.

Fire Alarm — The city fire truck responded to a call at 8:30 a. m. Monday sent from the George C. Rice residence at 227 North Ninth street. Fire in the attic under the roof was caused by a defective flue, firman said. Considerable damage was done to the roof. The property is owned by George McCollum.

What Makes the Milky Way?
 An immense number of stars too faint to be seen separately with the naked eye, but packed so closely together that their combined light produces the milky appearance, comprise the "Milky Way."

Bonanzan Held For Car Theft

Tex Williams, Bonanza, is charged with the theft of an automobile in a complaint filed in court here Monday.

Williams was arrested by the constable at Bonanza, charging he had stolen a car belonging to Charles T. Roth.

Some Important Pieces of Defense Equipment



NEWS BEHIND THE NEWS

By PAUL MALLON

By PAUL MALLON
 WASHINGTON, March 24—
 Laughlin Currie's Chinese report went into Mr. Roosevelt's ears unreported, but these following highlights of it are for you:

China has both the ability and the will to hold out against the Japanese. Her chances of winning are excellent. The dissonance in the Chinese ranks caused by communists is not likely to prove fatal. Russia is sending in many times as much aid as the United States. Stalin obviously intends to keep the Japs as busy as possible in China, so Tokyo will have neither the time nor inclination to push the whole far eastern communist issue to a showdown.

Up-to-date factories for small arms are numerous in China. Skilled workers are available. These were largely trained by the German army officers and technicians, sent in a few years ago by Hitler who then was working against the Japs.

PIONEER CHILOQUIN RESIDENT PASSES

Alice Leona Spink, 64, pioneer resident of Chilquin and widow of the late R. C. Spink, died at Phoenix, Ariz., Sunday at 10:15 a. m., following a short illness. She was the mother of Mrs. William Lorenz of this city.

The late Mr. Spink was prominent in Chilquin activities for nearly a quarter of a century. He had a part in real estate development in that community and served as justice of the peace. He held considerable land along Spring creek.

Whitlock's will handle the funeral.

There is one drug store to each 2274 persons, according to the census.

SCOOPS

Note—incidentally, the usually accurate Time magazine says in its current (March 24) issue: "not a hint of Currie's conclusions reached the press." The lead on this column March 9, day before Mr. Currie's Wash-

ington arrival, said: "bigger aid to China is coming x x From (Currie's) cabled reports that have come back to the state department, it is apparent he will recommend further substantial advances." Time is not keeping up with the news.

Again incidentally, this column announced March 19 the visit of American fighting ships to New Zealand would be followed with excursions of sea battlewagons to points nearer the far eastern trouble spots. Next day, the navy announced two cruisers and five destroyers were nearing Australia.

LEND-LEASE

Henry Morgenthau and Jesse Jones have been having it again backstage, this time over details of lending and leasing. Apparently the treasury secretary believes some of the mitigating promises made before the bill was passed, should be kept, for a while at least. His men have been working to have the British liquidate what assets they can in this country to pay for their pre-lease orders. (They pushed for the British sale of American viscose.) The treasury does not want the new \$7,000,000,000 appropriation used to pay off old orders.

To an outsider who hears only what he is told, it appears Mr. Morgenthau will win on all counts. His agents, Messrs. Young and Bulkeley, are handling the inner arrangements for the overall policy committee (Hopkins, Stimson, Knox and Morgenthau) and they are not likely to arrange things to suit Mr. Jones.

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NOW * 'Bluebeard's 8th Wife'

Now playing at last! Fred and Ginger in a DRAMA as great as their dancing—the true-life story of the world's greatest dancers.

THE STORY OF VERNON AND IRENE CASTLE
 WITH ASTAIRE ROGERS
 EDNA MAY OLIVER
 WALTER BRENNAN
 Lew Fields • Etienne Girardot • Janet Beecher

RAINBOW

From Other Editors

ADVERTISING SUCCESSFUL

(Tulelake Reporter)
 Statistics of organized advertising in potato growing states from the west to the extreme eastern state of Maine, would seem to point to profitable experiences in marketing under their methods.

Some years ago Tulelake potato growers held a series of conferences on the subject of organized advertising, advancing far enough in their plans to name an assessment of \$1.00 per car to be applied to an advertising fund.

Figuring from a conservative estimate of 9000 carloads of potatoes grown in the Tulelake basin each season, which would be in a lower than average year, a two and a half million dollar crop, \$9000 would not seem an exorbitant amount to venture in telling the world about the potatoes that we grow here, and systematically building up our market.

The Colorado Potato Growers exchange of Denver, established in 1923, composed of 1500 growers, marketed a 1940 potato crop of \$7,301,000 in the mid-west, southwest and gulf states. Their containers were trademarked 10 and 14 pound potato bags.

Fifteen thousand growers and approximately 200 shippers, subscribing to the Idaho Advertising commission in Boise, Idaho, disposed of a \$12,000,000 crop of potatoes by the 1939 estimate.

They currently advertise to trade and consumer through Botsford, Constantine and Gardner, Portland, which is associated on this account with Cline Advertising Service, Boise.

Their first experience was in 1937, when they spent \$125,000 in advertising, and this amount has been reduced through succeeding years to \$60,000 in 1940 and 1941. Their advertising dollars are divided among dealer service, display material and 26 per cent miscellaneous, for recipe folders, cooking schools, etc.

Maine potato growers work under a "Maine Development commission" established in 1936. Growers' receipts in 1939-40 were reported at \$19,403,080; the appropriation for the commission that season being \$48,000. In 1940, 1941, \$100,000 was appropriated. Their scope of distribution embraces the entire United States, and they currently advertise through Brooke, French & Dorrance, New York. The commission is state sponsored; their offices at the State House, Augusta, Maine.

Michigan potato growers established the Michigan Potato Growers exchange in 1918, one

SIDE GLANCES



"Look at him posing as though he owned the town! I remember when I used to have to tan his hide for snitching doughnuts off my pantry window!"

of the first recorded. Their scope of distribution is 22 states. Their containers are 15-pound consumer potato packages.

NEW "MEANEST" MAN

OMAHA, (AP)—Mrs. W. L. Frederick flagged a passing car to appeal for help after her purse had been snatched by a youth.

But the driver struck his head out of the window and laughed, then moved down the street where the purse snatcher got into the car and made his getaway.

Germans Claim Many Sinkings

BERLIN, March 24 (AP)—Authorized Germans said today 50,000 to 60,000 tons of British shipping had been sunk yesterday.

This was said to include 27,500 tons sunk by a submarine in the north Atlantic. The submarine reported three tankers among its victims.

Looking for Bargains? Turn to the Classified page

ENDS TODAY

CHAINED TOGETHER... Forever!

Two Great Stars reach new heights of Greatness in the year's dramatic thrill!

BOYER-SULLIVAN Back Street

Richard Carlson • Tom Holt

Comedy, Cartoon, Latest News

2 BIG HITS

DICK POWELL ELLEN DREW

"CHRISTMAS IN JULY"

COMPANION FEATURE
EDW. G. ROBINSON
 Greatest role of a great career!

A DISPATCH FROM REUTERS

VOX

NOW PLAYING!

The longest run in all theatrical history finally comes to the screen!

Produced by the men who gave you "GRAPES OF WRATH"

TOBACCO ROAD

Comedy Lady and the Lue
 Sport "Playing With Nephew"
 Latest News Flashes

Directed by JOHN FORD
 with CHARLEY GRAPEWINE as "Jesse"
 Marjorie Rambeau and a Great Cast!

PINE TREE

Coming Wednesday! AND THURSDAY

VAUDEVILLE

5 BIG ACTS 5

PLAYING KLAMATH FALLS ENROUTE TO MKO GOLDEN GATE THEATRE SAN FRANCISCO.

- 1 Lord & Sherry "Streamline Athletes"
- 2 America's Distinguished Colored Stars Brookins & Van "Highlights of Harlem"
- 3 Al Zimney "Cavalcade of Wit" Composer of Songs... "I'm Just a Vagabond Lover"
- 4 Ullis & Clark "The Laugh Parade"
- 5 Three Russels "Youth on the Bounce"

NOTE: PASSES WILL BE HONORED ONLY FOR GENERAL ADMISSION SEATS ON VAUDEVILLE NIGHTS.

HARRY BOREL and his PELICAN THEATRE ORCHESTRA

PELICAN

ONE OF YOUR HOME CONTROLLED, HOME OPERATED THEATRES