

The Evening Herald

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 FRANK JENKINS, Editor
 MALCOLM SPIET, Managing Editor
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About Bonneville

READERS of the Voters' Pamphlets and of political platforms and slogans elsewhere printed may find themselves mystified and confused by some of the remarks appearing therein about Bonneville dam and power.

John Kelly, in the Oregonian, discusses this situation informatively and interestingly, and we print herewith excerpts from one of his Washington dispatches to the Portland newspaper:

Platforms of candidates for the Oregon legislature outlining their policy for Bonneville dam have aroused smiles among government officials who have knowledge of the administration program for the development of Bonneville.

Copies of these platforms have been received in Washington and show that aspirants in the democratic primaries while supporting President Roosevelt are questioning his integrity with respect to what to do at Bonneville.

Whether or not the candidates are aware of the fact, the Bonneville project is owned by the United States government and regulation for the project and the methods of distributing the electrical energy will be made by an act of congress. The Oregon legislature has no control over the hydroelectric enterprise.

At the office of the federal power commission there is amusement that legislative candidates are demanding that Bonneville be owned by the public; that they are insisting on economical distribution of the power; that they will "vote for laws to keep Bonneville dam power and the profits in the hands of the people"; that they demand a Columbia valley authority, similar to TVA, to manage Bonneville and Grand Coulee; that they urge a separate authority to fix rates and dispose of power at Bonneville.

President Roosevelt, who gave the Pacific northwest this power project, has been a champion of public interest in power development for many years; he has definitely declared that he does not wish to create an authority for the river, as it would add to the cost the consumer must pay in rates. Officials know that a native in Timbuctu has as much to say about disposition of Bonneville energy as members of Oregon legislature.

The entire project is government-controlled and the policies will be worked out in the national capital. Along with the platforms of political aspirants are being received letters and resolutions demanding that the power be held for the people and not disposed of to private utilities or industrialists. No such regulation or policy prevails at any other government-owned hydro-electric project.

Power from Boulder dam is being offered to industries, and southern California is seeking an intensive drive to sell to industries. The Tennessee valley authority has been endeavoring to sell power to industries and private utilities as well as municipalities.

In none of these publicly-owned projects has there been a suggestion that the energy should not be sold to large users. Why this attitude should be taken toward Bonneville by groups in Oregon and Washington is somewhat of a mystery to officials who have been informed of the anti-industry feeling.

President Roosevelt makes the point that there is enough power in the Columbia for everyone, and if Bonneville does not furnish sufficient for the demands of consumers and industry then the government should proceed with the construction of other dams on that stream, Umatilla and four other prospective sites.

The president has said that unless there are customers to absorb a large load, it will be impossible for the farmers to obtain low rates for the few hours that they turn on the lights, use the pump or other appliances; that the low rates are possible by reason of industries consuming immense blocks of power.

Intimations that the government is about to sell out Bonneville to "the interests" have not pleased the president.—(John W. Kelly, in Portland Oregonian.)

City, Country Relations

RETIRING from the presidency of the chamber of commerce this week is Henry Semon, a farmer, who is to be succeeded by Percy Murray. While not a farmer, Mr. Murray is in the creamery business, he for years has made daily trips through the farm territory, and it is safe to say he is as close to the farm situation as any business man in town.

It is therefore assumed that the closer relationship between the farm and the business community, built up through the chamber of commerce in recent years and particularly illustrated by Mr. Semon's election to the chamber presidency last year, will be continued and strengthened.

That is as it should be. As is apparent to everyone, Klamath is greatly dependent upon the surrounding agricultural country. During the depression years when the lumber industry was sick almost to the death, the farm country sustained this community, and it came through those years far better than most lumbering centers. Now lumber is getting back its old vigor, the farms are still with us, and we are set to benefit from both directions.

It is therefore important that the business community should maintain a close, sympathetic relationship with the agricultural industry. The benefits from such a relationship are not all on one side, either. There is much that can be done by the city business man for his country customer. The chamber of commerce should work unceasingly in behalf of the welfare of the farming people of the Klamath empire. There is increasing evidence that its members and officers recognize that obligation.

Good News About Rates

GOOD news comes from L. L. Graham, district agent of the Southern Pacific.

His company, he announces, has scheduled reductions in the gasoline freight rates to Klamath Falls from both Portland and San Francisco bay points.

In both rates, reductions will be made in May, to be followed shortly thereafter by further cuts.

The Great Northern also has indicated its intention of publishing lower tariffs on petroleum products.

Lower gasoline freight rates, presumably, mean reductions in the price of gasoline for Klamath automobile owners. They can stand it, all right. The price of gas, just now, doesn't look any too promising for the family pocketbook during the coming season of increased travel.

BUYERS' GUIDE PUBLISHED
 The "Buyers' Guide," a booklet published by the Klamath Wood and Box Campaign committee, is now being distributed in this community. In the booklet will be found names of firms endorsing the wooden box campaign. These include firms in Lakeview and other nearby communities. A list is also given of the brands of goods shipped in wooden boxes.

WASHINGTON

NEWS BEHIND THE NEWS

The Inside Story From
 The Capital
 By PAUL MALLON
 Copyright 1936, by Paul Mallon

WASHINGTON, April 27—One new deal publicity agency is apparently reaching for a new low on the decline in propaganda trickery.

Some students of propaganda methods here have long suspected that not all the letters to the editors appearing in newspapers out through the country are written by the persons who sign them. No evidence of organized ballyhoo through this device existed, however, until the federal housing administration last week got caught at it.

The largest Washington newspaper published last Thursday in good faith a rather indignant letter from the local housing director. At least it was signed by J. Kelly Stanton, who is the director. He challenged what he said were the inaccuracies about the FHA, appearing in a "News Behind the News" column in that paper.

The same indignation was expressed in exactly the same 500 words in a letter received by the largest Brooklyn newspaper the same day, but this was signed by Thomas G. Grace, director of FHA, state of New York.

Such a phenomenal duplication of word and thought might have been a miracle, but the next day the exact duplicate appeared in the office of the largest Syracuse paper, signed by Roy S. Smith, director, Albany district, FHA. And then along came letter No. 4, to a St. Louis newspaper.

None of the four gave credit for authorship to anyone except himself. Nor did any of them suggest that the plagiarism was a form letter from national headquarters here which was to be disguised by the directors as a personal letter and sent to a local editor.

FIGURES AND FACTS

The first two paragraphs of the letter will give you a complete and fair understanding of its impartiality.

"Dear Mr. Name of Editor: I would like to point out several inaccuracies in a recent column published in the (name of newspaper) by Paul Mallon of Washington."

"I—Mr. Mallon says that the aggregate of mortgages accepted for insurance by the federal housing administration was only 10 per cent of the total of all mortgages made during 1935, and that, in other words, the private mortgage market 'stimulated itself nine times as much as the government stimulated it.' He apparently does not know that of the \$1,700,000,000 total urban home mortgages made during 1935, according to the federal home loan bank's estimate, loans by the home owners loan corporation (government owned) accounted for 48 per cent, leaving less than \$900,000,000 handled by private lending institutions and individuals, of which \$170,000,000 would be approximately 20 per cent, although the mortgage phase of the federal housing administration's operations was active only during the last nine months of the year."

The simple facts are that the original figures were accurate. They were taken from FHA's own annual report. In that report the FHA placed great stress upon the fact that it had made commitments for \$170,000,000 of mortgages in 1935, but it neglected to mention that hidden in a table at the back of the report was the disclosure that it had received income from only \$95,000,000 of new mortgage appraisals. In other words, it made only \$95,000,000 of new mortgages that year, an amount which is 10 1/2 per cent of the total privately financed. The rest were commitments.

Thus, the \$95,000,000 figure is the real one. The \$170,000,000 is the ballyhoo one. The FHA is not in business to make commitments, but mortgages, and will be judged on that basis.

The remaining paragraphs of the letter are in the same varicose vein.

ADVANTAGES
 Publicity men will recognize the advantages of the disguised local letter-to-the-editor propaganda method.

If press agents want to correct published mistakes, they generally go to the author of the mistake, or they issue a general public statement setting forth the true facts. However, these courses require a denier to assume responsibility publicly for what he says. An opportunity exists for the facts to be checked. The denial will not be made unless justified.

In the new method, however, such cumbersome procedure is avoided. Furthermore, no one

will ever find out that you are pulling the wool on a national scale, unless you happen to get caught.

POSSIBILITIES

Wider possibilities exist in this new field of miseducation of the public mind. Effective variations of the same method could be used with A.A.A., W.P.A., H.O.C., C.C.C. and, in fact, every agency of government which employs local agents out in the field, provided that these agents are physically able to sign their names to whatever form propaganda letters are drawn up at headquarters, in Washington.

BATTLESHIPS

Federal spending is becoming more and more complicated in view of economy campaign requirements.

For example, the navy wants two new battleships. The British are going to buy two new keels after the first of the year. Unless we match them, we will be outdistanced in that type of ship, which the admirals say is the "backbone" of the navy.

Admiral Standley said, upon returning from London, that \$10,000,000 would be needed to commence construction on the vessels. The president, a few days later, said there was not a chance of getting money out of congress (a polite way of saying it did not fit in with the economy campaign position).

Two days later, Standley called on President Roosevelt. Afterwards he announced that the navy would scrape up \$2,000,000 of unused odd-and-ends funds to start work on the ships. If Mr. Roosevelt would only get congress to authorize them, a necessary legal step.

Thus, the idea now is to lay out a few girder in the dry docks works, call them battleships, and then get congress to appropriate the funds for finishing them—after the election.

SHOCK

The surprise punitive tax on holding companies in the house tax bill was a surprise only to outsiders and the holding companies. This section of the bill was not conceived by its nominal authors, the members of the house ways and means committee. Nor was it originally intended to be a tax proposal. It was really written several months ago by an assistant attorney general. He secretly devised it as a substitute method for abolishing holding companies in case the new holding companies law declared unconstitutional by the supreme court. In other words, it was a substitute for the present holding companies law, which has not yet been passed on by the supreme court.

Despite the fact that nobody recommended it, this portion of the bill will probably stand. A large number of congressmen want to use this particular vote in their re-election campaigns.

SIDE GLANCES—by George Clark



"We got to where we called them all by name, so we never felt like eating one of them."

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P.T.A. Notes

COUNTY COUNCIL

The Klamath County council of Parents and Teachers will hold their general meeting Monday afternoon, May 4th, at Pelican school auditorium. The Pelican P.T.A. members will be hostesses at this time. A large meeting is desired as this will be election of officers for the ensuing year and all the units should be well represented.

FAIRVIEW P.T.A.

Fairview P.T.A. met Thursday, April 16. The program given by the seventh grade was in observance of Arbor day. Pupils of the entire school were seated on the lawn with the visitors above the terrace. The arrangement afforded a natural amphitheatre, and the playlet, "The Little Flower," was a clever bit of acting and well received.

The silver maple tree which was planted as a gift from the P.T.A. was named the "Leola Thompson Silver Maple" in honor of the president of Fairview P.T.A. The dedicatory speech was made by Phyllis Aubrey. Mrs. Twyla Ferguson gave a splendid talk on the meaning of Arbor day. After the business meeting the mothers of grade two were hostesses at a very pretty tea table.

The following officers will serve the Fairview P.T.A. for the year 1936-37: President, Mrs. R. E. Thompson; vice president, Mrs. Leslie Wright; secretary, Miss Nina Kitts; treasurer, Mrs. Frank Hanna. These officers will be installed at the next regular meeting on May 4.

The first grade at Fairview held its candy sale Wednesday, April 22, and netted \$7.20 for Parent-Teacher magazine subscriptions. This is the highest number for any grade, and brings the school total subscriptions to \$2. Some provision will be made for members to obtain the numbers of the magazine during the summer months. Announcement will be made when plans are completed.

ROOSEVELT P.T.A.
 Mrs. H. P. Bosworth, assisted by Mrs. H. Ogilvie of the Riverside school gave an interesting review and discussion on Winifred Bain's book, entitled "Parents Look at Modern Education," at the April meeting of the Roosevelt P.T.A. Mrs. E. D. Johnson's paper on the "Influence of Music on Children" was enjoyed by all, and it

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dealt with many points brought out by the preceding discussion.

The gloe club sang two enjoyable selections, and Miss Luellian's pupils danced several numbers. Election of officers was the important business, with the following being elected to offices:

President, Mrs. Raymond Biggers; first vice president, Mrs. O. R. Kluth; second vice president, Mrs. W. A. Arnold; third vice president, Mrs. Alfred Collier; secretary, Mrs. L. D. Boyle; treasurer, Miss Ruth Flood.

After the business session was adjourned a social hour was enjoyed in the tea room, with Mrs. J. McGraw, Mrs. N. S. Hopburn and Mrs. A. Peterstetter as hostesses.

Miss Flood's and Miss McPherson's rooms won the attendance records.

FAIRHAVEN P.T.A.

The theme for a most enjoyable community get-together in Fairhaven district was "Music." After a pot-luck supper, supervised by Mrs. A. H. McLean and her committee of P.T.A. members, a large crowd gathered in the school auditorium, where children of the school, directed by Miss Helen Deatrick, music supervisor, and Mrs. Evelyn Quinn, presented the following program:

"Aunt Miranda's Visit," by Pauline Alexander and Edith Overton.

Aunt Miranda—Edith Overton. Father—Pauline Alexander. Lillian—Shirley Overton. Fred—Peggy Cook. Kate—Jean Holliday.

Mother—Elizabeth Bannell. Uncle John—Virginia Kennedy. Oregon State Song, Santa Lucia, 5th, 6th, 7th, 8th grades.

Sing a Little Song, Brahms, Lullaby, 5th, 6th grades.

Danish Dance of Greeting, Norwegian Mountain March, Caneboog, 5th, 6th grades.

Away Far Rio, Sea Fever, 7th, 8th grades.

Kinderpolka, Did You Ever See a Lassie, Oats, Peas, Beans and Barley, 2nd grade.

Sweet and Low, 5th, 6th, 7th, 8th grades.

Following the program Mrs. B. C. Johnston, president of the Fairhaven P.T.A., called the members together for the regular business meeting. Much important business was transacted and the report of the nominating committee, Mrs. T. G. Zinn, Mrs. Shleferstein, Mrs. Alexander, was unanimously accepted, and the following officers for the year 1936-37 were elected:

Mrs. L. B. Hopkins, president; Mrs. Gus Miller, Jr., secretary; Mrs. Edna Hastings and Mrs. Lee Holliday were appointed as an auditing committee.

It was decided to hold a P.T.A. dance Friday evening, May 1st, and Mrs. Jack Gallagher was appointed general chairman in charge. After much favorable discussion it was decided to vote money to send two out-standing 4-H club members to Corvallis.

Mrs. L. B. Hopkins presented plans for the summer round trip of pre-school children, and Mrs. Lee Holliday reported on the county home makers' council held at Henley.

The final meeting of the year, which will be held Thursday evening, May 7, will feature installation of the new officers, and promises to be an outstanding event.

At the P.T.A. executive meeting held Wednesday, April 14, Mrs. William Wales spoke on P.T.A. publications. The next executive meeting will be Wednesday, May 6, at 3:00 o'clock, in the school library.

The P.T.A. card club, an auxiliary of the Fairhaven P.T.A., which is always active in furthering worthy causes, voted to donate \$5.00 to the Red Cross for flood relief. This in addition to the \$5.00 previously donated by the children of the school, makes a total of \$10.00 given to this

cause by organizations connected with the school.

Fairview P.T.A. will hold a school elite at the school Thursday morning, May 14, at 9:00 o'clock. Parents having children who will be six by the middle of January and residing in Fairview district are privileged to have their children attend this elite free of charge. For further information call Mrs. Ralph LaLonde, Tel. 2339J.

Ten Years Ago

In Klamath

THE DALLES-RENO-LOS ANGELES

highway association has a close friend in the person of Oregon's governor, Walter M. Pierce, who, last night, addressed a large meeting at Mallin.

Klamath entrance to Diamond lake which leaves The Dalles-California highway at Big Springs, is open, and 20 automobile loads of fishermen from Klamath Falls, Chiloquin, Kirk et al., drove to the anglers paradise yesterday and returned with full baskets.

Christian Science Church

"Probation After Death" was the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, April 26.

The Golden Text was, "Blessed be the God and Father of our Lord Jesus Christ, which according to his abundant mercy hath begotten us again unto a lively hope by the resurrection of Jesus Christ from the dead" (1 Peter 1:3).

Among the citations which comprised the Lesson-Sermon was the following from the Bible: "And if Christ be not raised, your faith is vain; ye are yet in your sins. Then they also which are fallen asleep in Christ are perished. If in this life only we have hope in Christ, we are of all men most miserable. But now is Christ risen from the dead, and become the first fruits of them that sleep" (1 Cor. 15: 17-29).

The Lesson-Sermon also included the following correlative passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "Jesus' unchanged physical condition after what seemed to be death was followed by his exaltation above all material conditions; and this exaltation revealed unmistakably a probationary and progressive state beyond the grave" (p. 46).

Representative G. H. Tinkham (Rep. Mass.), refusing to move from building rented by New Deal Recettlement Administration.

Either Michtman farmers are agor over London, or they're just discussing their affairs.

BEAUTY PARLOR

Opens Monday

Katherine Withers announces the opening Monday of Katherine's Beauty Salon at 123 North Eighth street. The public is invited to drop in and inspect the latest new beauty equipment which has just been installed, she said.

The new beauty shop operator is the daughter of John Kandora of Merrill. She worked formerly at Mary's Beauty Shop here.

HATTON TO COACH

at Coquille

PENDELTON, April 27, (AP)—Harold Hatton, Hermiston high coach the past two years, accepted the coaching post at Coquille high for next fall, he said today. He was a fullback at University of Oregon under Coach John McEwan.

HENLEY SCHOOL

PRESENT RECITAL

A large audience attended the orchestral recital by the high school and grade schools Friday. The program, which included many solo and ensemble numbers, was presented as follows:

Morton's High School march—High school and grade school orchestras.

By the Sea, Moment Musical—High school orchestra.

Over the Hills and Far Away—Roy Rightmiller, baritone.

Cathedral Meditations—Cecil Whitmore, cornet.

Bluebird—Betty Fairclough, violin.

The Heavens Resound—Albert Springer, violin.

O Night of Dreams—Girls' Glee Club.

Minuet by Beethoven—Marilyn Rightmiller, violin.

A Fugue for Violins—Grade school string ensemble.

I Hear the Heeds a Humming—Della Graham and Ethel Dixon, Clarinet Duet.

Sweet Jenny Lee, Irvin Warner, Saxophone.

March To Arms, March Militaire, Grade School orchestra.

Hail Columbia—George Otey, trumpet.

Sweet and Low—Martha Keller, violin.

Drink to Me Only with Thine Eyes—Carolyn Griffith, flute.

Hells of St. Mary, Bobbie Norris, baritone.

Star of the East—Erlis Fleming, violin.

Blue Danube—Dorothy Dixon, violin.

My Bonnie, Jenne Dade, clarinet.

The Blue Swan, A Violin Is Singing in the Street—Girls' Glee club.

Perfect Day, Hungarian Song—High school orchestra.

Songs My Mother Taught Me—Marie Dixon, violin.

Believe Me If All Those Enduring Young Chords—Marjorie Fairclough, trumpet.

Kiss Me Again—Jennie Johnson, violin.

Song of the Night—High school orchestra.

March Romaine—High and Grade school orchestra.

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SELECTED

FOR "DIAMOND JIM" BECAUSE OF HIS EXTRAORDINARY ABILITY TO DO CHARACTER ROLES I

FOR "SUTTER'S GOLD" BECAUSE OF HIS EXTRAORDINARY WORK IN "DIAMOND JIM"

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