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FRANK JENKINS

## Herald and News

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MALCOLM EPLEY Managing Editor

Member of Aubit Bussau Or Cinculation

Represented Nationally by

WEST-HOLLIDAY Co., INC. San Francisco, New York, Se-attle, Chicago, Portland, Los Angeles,

## Today's Roundup

ONE question about Klamath war bend pur-chasing that has never been satisfactorily answered is the extent of bond-buying by

Klamath county people which is never credited to this coun-

A great many Klamath earners are in large organizations -government and private which have activities in this county but headquarters in some distant city.

These activities are responsible for a sizeable part of the payrolls in this county. They include the railroads, federal and state agencies, utilities, banks, some of the

lumber companies, branch stores, etc. In cases of payroll deduction, it is the practice in a number of these organizations to make the deductions and buy the bonds for Klamath earners in those distant cities where headquarters are located.

Is Klamath county getting credit for these purchases as it deserves, or do they go to the credit of the cities where the bonds are bought? Andy Collier, county war savings chairman, said today that he has to admit he has never gotten a final and conclusive answer to that

He said he had taken it up repeatedly with the state war bond officials, but their replies have indicated they were not sure whether Klamath was getting this credit.

Mr. Collier said, however, that successful efforts had been made by some of the local officials of these larger organizations to change the bond-buying for Klamath employes to Klamath Falls. That is done now for the banks, the power company, and a number of other groups, but still some of the large ones buy their bonds elsewhere.

It is possible some of these outside purchases are credited to Klamath in a roundabout way through the federal reserve, the credit reaching here some weeks after the month in which the purchases have been made. But there is no certainty this is done, and no doubt in many cases bond purchases of this type by Klamath

Advertising Roundup

By DELBERT ADDISON

ET the other fellow have your way!"

That's the secret of getting along with
people — personally, or through advertising.

For everything people think

or do depends upon their own needs and desires . . . their own SELF-INTEREST. What

ontrols people's behavior -

whether their vote for presi-

ent or their choice of soap

thips - is, basically, their

desire for PERSONAL GAIN.

That's why people never

actually buy your "product." They buy the BENEFITS your

ADDISON product has to offer them-

The above is cribbed from Botsford, Con-

stantine & Gardner's "10 Principles Every Advertiser Should Know." It explains the first

principle: Reflect your prospects' wants-appeal

For example, Cal Peyton has been urging you to provide for YOUR COMFORT next winter,

rather than urging you to buy a bunch of wood

that's full of splinters and that you'll have

to pile up some time when you'd rather be

(Cal isn't kidding, though. So you'd better think of your own self-interest in next win-

tising comes under the heading of "reader-

THE other nine points of the 10 Botsford,

Constantine & Gardner principles are:

2. Satisfy as many human desires as you

3. Identify your product with the service it

4. Tell why your product is the best in its

5. Emphasize that you're giving the best buy

6. Establish confidence in your product and

7. Establish confidence in YOU as manufact-

8. Where possible, present your ads in the

9. Ask your prospects to buy your product

10. Tell them where and how they can buy.

Botsford, Constantine & Gardner handles ad-

vertising for clients ranging from Arkograf

Pen company to West Coast Plywood company

Using BC&G terms again, this Peyton adver-

ter's comfort, instead of today's splinters.)

service" rather than "product-pushing."

10 Proven Principles

performs.

for the money.

urer or producer.

your claims.

class.

You've probably heard, "Sell the sizzle, not

the SATISFACTION OF DESIRES.

to their self-interest.

people are never marked up in favor of this county.

This is an unfair situation and it ought to be

P. S. Vic Josephson was just in and said the Great Northern has arranged to have G.N. employe purchases credited to Klamath county. That's the plan that should be made unanimous among all these organizations.

#### Disturbing and Confusing

T WOULD be better if selective service and war manpower commission people would quit talking until they are agreed and know what they are talking about.

Ever since the war began there have been confusing, contradictory reports on the class of men to be called to the service. This has kept the people generally stirred up and disturbed, particularly those who belong in the classes mentioned in these stories. Undoubtedly, many people have given up their jobs or otherwise changed their personal affairs on the basis of stories that proved, later, to be without founda-

#### **Bond Contest**

WE'LL try today to eliminate what confusion remains over the June bond contest as it applies to Klamath Falls bond buyers. Klamath Falls is not one of the names proposed for the four fighter planes to be bought this month. The four planes will be named in honor of four of the nine Klamath com-

munities outside Klamath Falls. Klamath Falls bond buyers are asked to designate, on their bond applications, the name of the town to which they want their purchase credited. If, for instance, you have a lot of good friends at ....., and want to help that community in the bond contest, write the name of that place on your bond purchase application.

A lot of good-natured rivalry has developed in the Kiwanis club over this contest, with certain Kiwanians assigned to boost for the respective communities. They will plug, particularly, for the bond sale credits in town for these outside points.

Everybody is invited to participate in this friendly competition.

#### -including some in between that are well A few: Bear Creek Orchards of Medford,

Idaho Advertising Commission (potatoes and onions), Jantzen Knitting Mills, Nabisco, Olympia Beer, M-D Toilet Tissue, Red Cedar Shingles, Sego Milk, Tillamook Cheese.

BC&G knows what it's talking about. If you're actively interested in advertising, they MIGHT send you this "10 Principles" booklet, if you

#### "Klamath Pelican" Over Tokyo

OU'LL have to hand it to the Lions club for starting something. On the heels of the War Loan, the Red Cross drive and TAXES, they voluntarily raised the May War Bond quota about a hundred thousand to make it the price of a Flying Fortress (\$350,000) and wound up by raising nearly \$400,000.

They did it by selling the sizzle instead of

Buying the "Klamath Pelican" was interesting (our own SELF-INTEREST again) because Herald and News advertising had a definite

The advertisers who dramatized this sizzle (The "Klamath Pelican" over Tokyo) thought their ads worthwhile, beyond helping sell the bonds. Refer to BC&G principle No. 7.

We thought it worthwhile enough to take a little of our own medicine. Got our feet wet on the announcement, and then when "Freedom of Speech" illustration came along we couldn't resist another.

### Competition or Skullduggery?

A PPARENTLY the Kiwanis is not to be out-done. The club took over where the Lions left off, and added the element of com-

Rivalry is really growing here in town over what county communities will have their names on the fighters. Here at The Herald and News we're blessed (?) with two Kiwanians. And speaking of rivalry-Frank Jenkins is

going around talking with a Malin accent. If Mayor Kalina has any desire to get into the newspaper business, now is the time to talk

The alleged columnist (who permits me to write something on this page come Saturday) is the other Kiwanian. That bulge on his hip is a black-jack, used in hi-jacking bond votes for Gilchrist.

Me (no Kiwanian), I know where my vote is going. And I suspect sabotage. Yesterday's paper carried a list of competing communities FURNISHED 3 rooms and bath,

complete except for Henley. Having breathed first the sweet air of Mt. Laki, and opened my first primer at Henley, I know there's no kinder land than that kissed by the morning sun as it comes up over

I'll have to see Elmer Balsiger about this.

# Churchill Plunges

(Delayed) (P) - Prime Minister ill and President Roosevelt and Churchill and Foreign Secretary among their advisors on strate-Into Conference:
After Flying Trip

(Continued From Page One)
that the allied blow was about to fall upon Hitler's so-called European fortress.

The invasion talk, which has been the main topic of London newspapers, reached its highest pitch in this morning's press.

Churchill and Foreign Secretary Anthony Eden, with the American and British chiefs of staff, Gen. George C. Marshall and Gen. Sir Allan Brooke, held conferences in the past week with allied military, air and naval commanders in North Africa "on details of a plan for striking the most powerful possible blow at the axis," it was pitch in this morning's press.

Continuation

Churchill and Foreign Secretary among their advisors on strategy, and involved putting into effect the general plans decided upon in Washington.

Gen. George C. Marshall, U. S. chief of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of a plan for with Churchill the scene of the final defeat of axis forces in Africa.

Ousen Victoria is visited to several plans decided upon in Washington.

Gen. George C. Marshall, U. S. chief of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of staff, and Gen. George C. Marshall, U. S. chief of staff, and Gen. Sir Allan Brooke, chief of the British chiefs of a plan for with Churchill the scene of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of a plan for with Churchill the scene of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of a plan for with Churchill the scene of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of a plan for with Churchill the scene of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of the staff, and Gen. Sir Allan Brooke, chief of the British chiefs of the British

Continuation

The talks, it was said, were more types of postage stamps ALLIED HEADQUARTERS a continuation of the Washing-IN NORTH AFRICA, June 4 ton conferences between Church-lived. more types of postage stamps and continuation of the Washing-than any other person who ever cash, 727 Plum St. 6-7

## SIDE GLANCES



"I promised I wouldn't tell you he crawled out of the creek soaking wet today when a U-boat hit his destroyer

#### HOLD EVERYTHING!



medal, but all you bring home is dishpan hands!"

#### TOO LATE TO CLASSIFY

fuel oils, accurate, metered deliveries, try Fred H. Heilbronner, 821 Spring street, telephone 4153. Distributor Shell
Heating Oils
6-13m
License of the Agrang of t Heating Oils.

FOR FATHER'S DAY, June 20th, buy him a Van Heusen shirt. Each shirt wrapped with gift card at Rudy's Men's Shop, 600 Main St. 6-19

tuned. You may see this plane THE reason for Rome's sky-at The Shepherd Music Co., Tocketing population, of

ICELY FURNISHED duplex. garage. Phone 5559 or call at 1342 Sargent.

FOR SALE - Newly-decorated 5620. Inquire 727 Lincoln this

months highs. Hedge sales and profit-taking found the market be respectable and reliable. Good wages, good working conditions. Call in person or write New Home Cafe, Bend, Oregon.

Months highs. Hedge sales and prices turn found the market canners \$6.00-\$7.00, few \$7.50; bulk medium sausage bulls \$10.00-\$11.00, few good \$12.00; calves: for four days 50 steady, few vealers \$12.50, medium 130-180 pounds \$13.00-50.

HOGS: For four days 1500 prior fo

News-Herald, Box 520.

2 rooms, bath, 635 North 8th.

Fine opportunity. Write News-Herald, Box 519. 6-5

WANTED-Two waitresses, one dishwasher. Top salaries and board, Apply in person. Klamath Billiards. 6-7

LOST—Ration Book 2 lost, name Etta Barrara, Chiloquin. 6-8 FOR SALE—Newly painted cab-in boat and trailer with 43

hot and cold water furnished. North Ninth, \$22.50. Tel. 3284 313tf

FOR SALE-Mohair davenport \$25, 123 N. 7th. 6-5

80 ACRES, 25 acres in peas, balance in alfalfa and grain, crops will make \$3000 or more, 6 with the LAW. 7176. room house, good water and pressure system. Place and all

NEW, modern, 2 bedroom house with hardwood floors, fire-place, large lot and beautifully landscaped. Price \$4500, \$1125 cash, balance less than rent Phone 7228, J. W. Sanders. 6-5

LOST-Ration books No. 1 and Joe Schamberger, Klamath 2. Joe Hotel.

(Continued From Page One) renuine movement for greater liberty and opportunity for all in connection with such hardboiled, old-time views on sup-

**EDITORIALS ON** 

NEWS

pression of information. TODAY'S rumor grist: Bulgarian papers say that 20 allied divisions (around 300-000 men) are massed for an in-vasion of the Balkans via Greece

and CRETE. The Italian correspondent of a Swiss newspaper says Rome's population has sky-rocketed to 25 millions, a million up from the census population of a few months ago, and that refugees are pouring northward out of Sicily and Sardinia in spite of efficient addicts ordering them to official edicts ordering them to remain at home.

BEFORE an invasion of the Balkans can be undertaken VIA CRETE, Crete will have to be reconquered from the Germans, who took it spectacularly a cou-

6-13m islands of the Aegean sea, which, according to all accounts, ARE Heusen adequately protected by German land-based planes.

Shop, 600 Main St. 6-19

FOR SALE—Will sacrifice 5 Baby Grand piano for \$450 cash if sold by June 15th. Recently reconditioned and funed. You may see this piano

at The Shepherd Music Co...
345 E. Main street, Klamath
Falls, Ore.

1 rocketing population, of course, is that Italians regard it as relatively safe from bombardment and are flocking there,

#### WHEAT

CHICAGO, June 5 (P)-Wheat two-bedroom home five blocks from Main street, \$2750. Ph. Index after an early unturn carthis today after an early upturn carried all contracts to new two months highs. Hedge sales and

Oregon.

6-8 grain to follow the early upturn in wheat eventually brought about liquidation in all pits. Oats real estate salesman. Write were fairly active and advanced News-Herald, Box 520. 6-5 with the bread cereal at the start,

CLOSE IN furnished apartment, but weakened toward the close.
At the fiftish wheat was un-6-11 changed to ic lower, July \$1.45i-i, September \$1.45i-i, corn was MAN OR WOMAN wanted to unchanged, July \$1.05, oats were learn auto and fire insurance, unchanged to ac lower and rye

#### TOO LATE TO CLASSIFY

in boat and trailer with 43 H. P. motor. Phone 7034 or call at 116 Old Fort Road. 6-7

FURNISHED apartment, gas heat, fine view \$35. Hot and cold water furnished. Drew'

Don't risk your right to drive

## MOTORS, STEEL LEAD MARKET most culls \$2.00-50. ON REGOVERY

By VICTOR EUBANK NEW YORK, June 5 (A\*)—Mo-tors and steels led the stock market on a recovery move today that put favorites up fractions to more than a point. Several reached best levels since early Janu-

A combination of generally bullish factors was cited as inspiration for the buying revival. Among these was the latest coal labor truce, with indications settlement of the dispute might be imminent; the Argentine military viewed as another blow at the axis; the recent drying up of selling and the persistent pressure of investment funds seek-ing employment. Transfers were around 700,000 shares.

Among issues in the "new high" division were General Mo-tors, Chrysler, Yellow Truck, National Power & Light, Morris & Essex and Oliver Farm.

On the upside the greater part of the session were U. S. Steel, Bethlehem, American Telephone, N. Y. Central, Great Northern, Southern Railway, Anaconda, Standard Oil (NJ), Texas Co., Westinghouse, General Electric. Sears Roebuck, International Harvester, United Aircraft and

Sperry.

Bonds were steady, with Argentine dollar loans maintaining their equilibrium.

their equilibrium.	
Closing quotations:	
American Can	885
Am Car & Fdy	44
Am Tel & lTe1	564
Anaconda	29
Calif Packing	261
Cat Tractor	49
Comm'nw'lth & Sou	1
General Electric	38
General Motors	551
Gt Nor Ry fld	31
Illinois Central	15
Int Harvester	70
Kennecott	32
Lockheed	22
Long-Bell "A"	10
Lockheed Long-Bell "A" Montgomery Ward	48
Nash-Kelv	14
N Y Central	18
Northern Pacific	16
Pac Gas & El	28
Packard Moto r	4
Penna RR	30
Republic Steel	18
Richfield Oil	11
Safeway Stores	42
Sears Roebuck	77
Southern Pacific	28
Standard Brands	7
Sunshine Mining	6
Trans-America	9
Union Oil Calif	20
Union Pacific	99
U S Steel	56
Warner Pictures	14

## LIVESTOCK

SOUTH SAN FRANCISCO. June 5 (AP-FSMN) — CATTLE: For four days 650 compared week ago: Medium steers, medium to good heifers and range cows fully steady; common to cutter cows 50 higher, canner closed upward; bulls, calves and vealers steady; week's top, one load \$16.25, Medium grass steers \$14.00-50, low medium feeders \$13.25-50; medium to good 850 lb. grass heifers \$13.50-\$14.00, most medium to good fat grass cows \$11.00-\$12.00; aged low medium and common cows \$9.50-\$11.00, bulk cutters \$8.00-50,

compared week ago: Mostly 70 lower, sows 50 lower, closing top good and choice barrows and gilts \$14.40, good sows \$13.25

SHEEP: For four days 3600

## DANCE

**Every Saturday** 

Night

#### At K.C. Hali

Sponsored by Eagles Auxiliary and Drum Corps. Estin Kiger's Orchestra Public Invited

Soc Women 25c Service Men 25c

DANCE EVERY SATURDAY NIGHT SKATELAND

## compared week ago: Over 80-pound spring lambs fully steady, mostly \$14.00-50; bulk common to medium 70-74 lbs, as feeders \$13.00; shorn No. 1 pelt ewes, medium to good \$4.50-\$6.00; most culls \$2.00-50. Potatoes

cows and bulls \$1.00 down; good

CHICAGO, June 5 (AP-USDA)

Salable hogs 500, total 12,500; undertone steady with Friday's

average; salable supply too small to make a market; quotable top around \$14.40 for strictly good

and choice medium weights; shippers took none; compared

and weights of barrows, gilts and

sows steady. Salable cattle 100, calves

CHICAGO, June 5 (P)—Pota-toes: arrivals 44; on track 85; to-tal U. S. shipments 1149; supplies tal U.S. shipments 1149; supplies very light, demand good and exceeds aupply; market firm; Calfor week 1335; calves: 225; no late test steers and heifers, these early steady to 25 lower but late undertone lower; other classes generally 50 off, some dairy type cows and bulls \$1.00 down; good

compared \$17.50 week earlier, to choice vealers \$10.00 compared \$17.50 week earlier, to choice vealers \$15.00 compared \$17.50 week earlier, to choice vealers \$15.00 compared \$17.50 week earlier, to compare \$17.00; best to compare \$15.50 compared \$17.50 week earlier, to compare \$15.50 compared \$17.50 week earlier, to compare \$15.50 compared \$17.50 week \$17.50 week earlier, to compare \$15.50 compared \$17.50 week \$17.50 week \$17.50 week earlier, to compare \$15.50 compared \$17.50 week \$17.50 wearlier, to compare \$15.50 compared \$17.50 week \$1 early to \$16.50 freely.

HOGS: Salable for week 4000: compared week ago market around \$1.00 lower; early top \$14.75, late sales good to choice 185.230 lbs. down to \$13.85 but \$14.00 possibly quotable; good sows late \$12.00.25; feeder pigs steady, good to choice 120 lbs. down \$15.50.\$17.00, early top \$17.50.

SHEEP: Salable for week 4000: run small; cutters \$10.50 down; arrively good beef cows up to \$14.00, with helfer offerings to \$14.00, bulk \$11.50-13.00; eastern order buyers bought cows and bulls freely, paying \$14.00 free buyers down \$15.50.\$17.00, early top \$17.50.

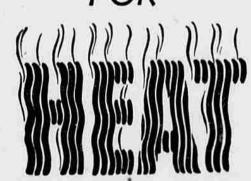
SHEEP: Salable for week 4000: run small; cutters \$10.50 down; arrively good beef cows up to \$14.00, with helfer offerings to \$14.00 possibly quotable; good sows late \$12.00-25; feeder pigs steady, good to choice 120 lbs. down \$15.50-\$17.00, early top \$14.50 on late rounds; late market on vealers \$15.00-16.25 with sorting much closer.

SHEEP: Salable for week 1665; market around 50 lower, old crop lambs off more in ingle stances, excessive supply lower stances, excessive supply lower factor. Salable sheep 100; total 600; • grade lambs depressing factor; early top spring lambs \$15.50, late sales \$15.00 down, common bulk tust-good wooled lambs down to \$11.00; common to medium shorn old crop lambs mostly No. 3 pelts \$9.00.\$11.50, few medium to good No. 2 pelts to \$12.50; good No. 2 pelts to \$12.50; good to choice fed western clipped lambs with No. 1 and 2 skins \$13.75-15.25, top \$12.50; good shorn ewes No. 3 \$15.45 on two double 106 lb. pelts \$5.00 down, No. 2 pelts to dium to good 80-90 lb. lambs in load lots \$13,25-13,50; good to choice shorn native slaughter ewes \$7.80-8.00 at midweek and after, top on Tuesday \$8.50 for comparable offerings; wooled native ewes \$8.00-9.00.

In return for Goebbels calling attention of the United Naweek ago practically all grades tions to the danger lurking in Japan, it's only fair we call his attention to the danger lurking in Germany.

none; compared Friday last week: Fed steers and yearlings steady to 25c higher, fully 25 up except on few loads strictly-choice cattle; extreme top \$17.35; a new drug store.

# THERE IS No Substitute



## AND THERE ARE NO SUBSTITUTES IN OUR FUELS

The Point Is ~~~ Will you order now, while we

can make deliveries, and insure yourself of comfort next winter? Or will you wait and take a chance? - on shortage! - on rationing!

NO "VICTORY MODEL" --our most plentiful and cheapest fuel, Mill-Run Slab, is the tried and proven fuel standby --sold by Peyton since 1912.

Insure Your Comfort--Phone 5149

Peyton & Co.

pitch in this morning's press.

Queen Victoria is pictured or

crops for \$5000. Phone 7228, J. W. Sanders. 6-5

515 Klamath Ave. Music-Pappy Gordon's Oregon Hillbillies Auspices Veterans of Foreign Wars