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FRANK JENKINS  
 Editor

# Herald and News

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MALCOLM EPLEY  
 Managing Editor

## Today's Roundup

By MALCOLM EPLEY  
**DAIRYMEN**, attending this week's meeting to seek a solution to the OPA price ceiling problem, impressed us with their moderate attitude and their aversion to any radical action that might damage the general welfare of the community.

To be sure, there was a good deal of talk against OPA theories and theorists, and some definite declarations of intention of getting out of the dairy business if things keep on in their present state. But the Klamath dairymen wouldn't talk about strikes, they rejected a proposal for demanding \$1.10 instead of \$1 for their butterfat, and they indicated they want to do their part in producing a vital food commodity if they can stop their losses.

We know what the OPA means when it says it can't take any action on "hearsay evidence," but we are personally acquainted with some of the men who reported heavy losses in operating their herds, and we know their word is good.

Furthermore, there are concrete examples of herd reduction which must convince that the dairy business has lost its profit attraction. For instance, one dairyman near Klamath Falls two years ago was milking 120 cows. Today, he is milking 40, and he is considering reducing his herd still further. That simply wouldn't have happened if the dairy business was paying a reasonable profit.

To the public, which depends upon an adequate flow of milk in the Klamath district, it is a matter of real concern that there is no incentive for dairymen to produce that flow. The incentive, in fact, just now lies in the other direction. Dairymen can sell their cows at virtually their own price, and they can sell their feed, if they have it, at a price which makes feeding it to their dairy cows unattractive. There are other lines of agriculture, or other work, that promise better living than that in which they are now in.

Because of these well-established facts, we do not believe there would be any notable public objection to a moderate and reasonable increase in the price of milk.

Under other circumstances, we imagine the dairymen would regard their losses more philosophically. But in a period of intensive government regulation, with their returns actually limited by the government, the dairymen naturally feel they should get a fair return for their work, or else.

Will anything come of the attempt to get the OPA to afford the relief that will prevent the disposal of dairy cows in this district? One man, who is close to the situation, told us today he is very gloomy about the outlook. He foresees a body blow to dairying here, with cattle continuing to go out of the area. The only hopeful angle, he told us, is that many dairymen are keeping their promising younger stuff, and will have a foundation on which to build back when dairying becomes more attractive as a business.

## "This Is the Army"

BECAUSE of some mixup, a Portland paper insists on leaving Klamath's premiere showing of "This Is the Army" out of the list of Oregon cities participating in this army emergency relief benefit. Marshall Cornett, the local chairman, got on the long distance telephone Saturday and corrected this publicity slight.

Interesting, in this connection, is the statement that the showing here will be held in the second largest theatre in the state at which the benefit picture is to be exhibited August 18. The Pelican theatre, with its more than 1600 seats, enjoys that rating, being second only to the Paramount theatre in Portland among the "premiere" theatres.

The army emergency relief, which should benefit tremendously from the many premiere showings of the picture on August 18, is a fund to be drawn upon to give emergency aid to families of men in the armed services. Throughout America are hundreds of families whose main support was removed when the family earner went into the service of his country. Under those conditions, there are certain to be many emergencies which call for deserving financial aid. That is what this fund is for.

The moving picture industry is foregoing any profits on the picture, in order to build this fund, and the public is asked to buy tickets

## No Forest Fires Spotted in Klamath Despite Humidity

According to the Klamath forest protective association, there have been no fires in county forests during the past few days, in spite of the prevailing low humidity.

Vern Moore, chairman of Keep Oregon Green committee, points out that this is extremely lucky in view of the fact that most fires start during a period of low humidity, and urges continued caution to prevent forest fires.

## French Troops Ready to Fight

ALGIERS, Aug. 14 (AP)—Gen. Roger Leyer, chief of staff of the Unified French army, said today "an important force of French troops" was ready to participate with the allies in the European offensive, whether in Italy or elsewhere.

for the premiere showing at above-normal prices. Harry M. Warner, of Warner Brothers, in his memorandum to his staff in connection with the picture, said, "I am sure that the injured and sick relatives of a man in uniform are more entitled to the income from this picture than is our company."

## Advertising Roundup

By DELBERT ADDISON  
 THE growth of advertising, from its early patent medicine-horse collar days, always has carried with it a fight for accuracy of statement and truthful effect.

Advertising has become quite clean and above board on the whole. It couldn't have become such an important part of our daily transactions if it hadn't become so generally dependable.

The big thing in keeping it on the straight and narrow is competition. The advertising of any measurable product or service HAS to be entirely truthful, or it will bounce back on the advertiser and teach him a lesson.

If a grocer advertises large, crisp heads of lettuce and you go in and find little, wilted heads, you're more likely to give him the go-by after that than if he had said nothing about them at all.

## Cigarette Ads Questioned

THE various mediums of advertising—news-papers, magazines, radio, billboards—exercise a control over advertising. And they, with the power to accept or reject, should take it upon themselves individually to reject copy that does not ring true. It's to their own best interests to see that public confidence in advertising is not broken down.

The government, also, through the Federal Trade Commission, holds a rein on advertising claims. The Reader's Digest, in recent editions, has reported FTC actions on cigarette and tooth paste ads. (Products whose differences are not easily measurable.)

Lucky Strike with its "among the men who know tobacco best it's Luckies two to one"; and Camel with its "get a lift" testimonials; and Old Gold on Reader's Digest's own testimonial; and Philip Morris with its non-irritating ethylene glycol (whatever that is)—all were raked over the coals.

The tobacco companies may have perfectly logical comebacks. But nevertheless, if FTC action, and Reader's Digest publicity, influence such advertising to put it on more believable grounds, it will be a good thing for the business. From here, it never has seemed that these themes had quite the right ring to them.

The old newspaper standby, Chesterfield, came off with a clean bill of health. Maybe the commissioners smoke Chesters and think they DO satisfy. (Oh yes, the commission did object to Chesterfield featuring "a number of deep southern accents" on their radio programs. Liggett & Myers ought to stick to newspapers where words are in type and the accent is your own.)

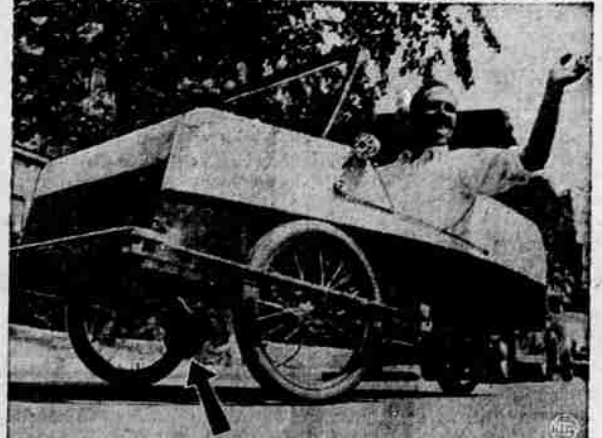
**Digest on Dentifrice**  
 THIS month's Digest takes dentifrice ads to the cleaners. Dentifrice, if you don't keep up on such things, is the successor to tooth paste—the stuff we all use to polish up the old ivories. Less fortunates use it on "artificial dentures."

I can't go along with all the FTC-Reader's Digest fuss over pink tooth brush, gum exercise, and the like. The facts of the case are that when Colgate first advertised "ribbon dental cream, that lays flat and doesn't roll off" (it's probably been made round, square and triangular, liquid and powder a dozen times since)—when this advertising began, we all began to brush our teeth. And we all began to see our dentists oftener. And today most of all of us have some kind of teeth to chew those steaks we can't get.

The debunkers point out that one part of table salt and three parts of baking soda make an inexpensive tooth-cleaning material. Somehow, one part of table salt and three parts of baking soda never had the oomph to make junior brush his teeth twice a day—even with mother's hints that he'd feel pretty funny if his teeth all fell out tomorrow. (And mother had better look out, or the FTC will get her for scare advertising.)

Some Italian units in Crete arms to the Germans. They're have refused to give up their also keeping their heads.

## Puts His Foot Down—And Goes!



Here's a solution to the gas ration problem, and it doesn't take much shoe leather ether. Marvin Hartely of Chicago rolls around in his three-wheeled auto, propelled by pedal power (arrow).

## SIDE GLANCES



"I've thought up a brand-new game, kids—we'll pretend each weed in this garden is a Jap in the Aleutians!"

## CITY POLICE LIST TRAFFIC VIOLATORS

- City police have turned in a list of traffic violations caught by the police department during the past week. They are as follows:
- George Mellow, 2143 Hope street. Violated basic rule. \$5 fine.
  - Dave Birdwell, Route 3, Box 411. Ran red light. \$3 fine.
  - Eugene White, Cascade apartments. Ran three stop signs. \$8 fine.
  - Patricia Harris, 1118 Walnut street. Ran red light. \$3 fine.
  - Milburn Brisbon, 2263 Reclamation street. Ran red light. \$5 fine.
  - Elmer Manning, Box 631, Klamath Falls. Left turn at Ninth and Main streets. \$3 bail posted.
  - Robert L. Thompson, Link River apartments. Violated basic rule. \$5 fine.
  - George Davison, 1045 California avenue. Ran stop sign. \$2 fine.
  - Lolans Crane, Beatty, Ore. No operator's license. \$5 bail posted.
  - Jerry D. Bagley, Camp Harvey, Tex. Ran red light. \$5 bail posted.
  - William L. Burness, Lakeshore drive. Violated basic rule. \$6 fine.
  - Lowell E. Martin, 201 Eldorado street. Violated basic rule. \$5 fine.

## PARALYSIS CASE FOUND IN KLAMATH

One case of infantile paralysis exists in Klamath county, it was disclosed by Dr. Peter Rozendal, county health officer, on Saturday.

A 26-year-old man, suffering from the disease, is in the county isolation hospital. His home is in the Midland district.

Dr. Rozendal said there have been exaggerated reports concerning the disease in this area. He is preparing an article on infantile paralysis which will appear early next week.

## Beer Manufacture, Sale Regulation Matter for States

SAN FRANCISCO, Aug. 14 (AP)—Regulation of beer manufacture and sale is a matter for the separate states to determine but when the product moves in interstate commerce, it falls under federal control, an opinion by the U. S. circuit court of appeals held today.

The ruling was returned yesterday in the case of 20 Pacific coast brewing concerns, four institutes and 32 individuals. The defendants, after pleading nolo contendere in federal district court at Seattle to charges of violating the Sherman anti-trust law by conspiring to fix beer prices, appealed to the circuit court from the fines imposed between states.

## VITAL STATISTICS

JOHNSON—Born at Hillside hospital, Klamath Falls, Ore., on August 13, 1943, to Mr. and Mrs. Wilbur L. Johnson, 1520 Oregon avenue, a boy. Weight: 7 pounds 8 ounces.

PONT—Born at Hillside hospital, Klamath Falls, Ore., on August 14, 1943, to Mr. and Mrs. Pierre Pont, 1518 Gary street, a girl. Weight: 7 pounds 11 ounces.

## The War Today

By DEWITT MACKENZIE

We have in Sicily the seemingly paradoxical spectacle of the Germans battling to a bloody finish against the Anglo-American advance, whereas in the vastly important struggle for Tunisia—Hitler's last stronghold in North Africa—the nazis surrendered wholesale when cornered.

This striking difference in behavior is attracting the attention of observers, and indeed it's highly important that we know what is behind it. It is suggested by some writers that this reversal of form in the German ranks is due to recognition that the reich is now in dire peril and must be defended to the death, whereas the nazis troops in Tunisia didn't regard that zone as vital to the fatherland.

**No Answer**  
 Having seen the Boche in operation in two wars I don't believe that's the answer to our phenomenon in Sicily. Rather I think that the famous General Montgomery gave us the key when he remarked to me in North Africa last December: "The German is a good soldier and will fight, though I believe it is true that once you get him down he cracks up."

As I see it the Germans quit in Tunisia, not because that country wasn't vital to their master but because they realized that continuation of the struggle was equivalent to suicide. They had no hope of beating the allies and they had no hope of escaping from the trap into which they had been pushed.

## Chance of Escape

The situation in Sicily, however, is quite different despite the fact that the Boche know they haven't a whisper of a hope of holding the island. While they fully recognize that they must "abandon ship," they undoubtedly believe (1) that they have a fair chance of pulling off a Dunkerque and escaping to the mainland (in fact some of them already have made the bloody passage of Messina strait), and (2) that once they are on the mainland they ultimately will be able to join the German troops which are holding the line of the Po river in northern Italy in force.

In short, the German soldier doesn't look on the Italian adventure as suicidal, despite the fierceness of the struggle. That doesn't necessarily mean he thinks the fatherland is headed for victory. He may or may not believe that. However, he probably thinks—and not without reason—that he has a chance of fighting his way back into Germany and coming through the war alive.

**Inspires Red Front**  
 The same psychological reaction undoubtedly inspires the nazis who are fighting so fiercely against the onrushing reds in Russia. The Hitlerites know that they have a chance of getting back home.

The German soldier is a tough fighter. I even encountered an occasion in the last war where one whole contingent of the kaiser's pet Prussian guards did march against machinegun positions in a suicide attack which was staged by the German command for purposes of giving the morale of the rest of the troops a needed fillip.

Money is just a part of a practical life—it saves time in exchanging goods—and is no good for anything else.—Henry Ford.

Classified Ads Bring Results.

## DR. DIP LUM TO SPEAK ON CHINA TODAY

Dr. Kalfred Dip Lum, commissioner of overseas affairs for the Republic of China will speak here Friday, August 20 on the subject "China Today, and What China Wants."

Dr. Lum, who is a member of central executive committee of Kuomintang, highest governing unit of the Chinese republic, is now on leave from these duties in an effort to bring first hand information concerning the problems and aims of his country.

Educated at University of Hawaii, Columbia university, and New York university, Dr. Lum holds a full professorship at the Chiao Tung university, Chungking, and has written a number of text books both in English and Chinese.

A special musical program has been arranged by the Klamath Falls Rotary club, which is sponsor of the lecture. It will be held in the Klamath Union high school auditorium at 8 p. m.

## EDITORIALS ON NEWS

(Continued from Page One)  
 in Tunisia as soon as they saw the jig was up?

THIS is the probable answer: They think they have a good chance to GET BACK across only two miles of water, but knew they had NO CHANCE AT ALL to get back over the 100 miles of water that divided Tunisia from Sicily.

THAT, if true, leads to this significant conclusion: The Germans will fight determinedly as long as they think they have a chance. As soon as it appears to them that they have no chance at all, they'll surrender.

THE big question in our minds has been how much strength the Russians have behind their summer offensive. Henry Cassidy, AP correspondent in Moscow, gives us some light on that point today, gleaned from personal observations at the front and from interviews with some of Russia's top generals.

The Russians, he says, opened their offensive at Orel with an artillery barrage rated by the Russian command as the greatest in history—ten times heavier than the fire at Verdun, these generals say.

There were 3000 gun barrels to the mile on the Russian front when the barrage started, he says.

TRY to picture to yourself 3000 cannon barrels to the mile of 3280 feet. That's better than one gun every two feet. It indicates that the Russians have plenty of what it takes. Which ISN'T good news for the Germans.

RED STAR, Russian army newspaper, describes the German defenses as several continuous lines of trenches all interconnected with strong pillboxes, dugouts and advanced firing positions. There are machine guns every 50 yards, with minefields and wire entanglements between and before the trenches.

In other words, the Germans are defending with EVERYTHING THEY HAVE.

The Russians broke through all this.

YOU'LL remember from yesterday the rumor that the nazis are moving the bulk of their government from Berlin to Vienna, in order to get away from our deadly bombers.

Today hundreds of American Liberators from somewhere in the Middle East or along the African Mediterranean coast hit Wiener Neustadt, only 30 miles south of Vienna, with a devastating rain of bombs.

That is intended to say to the Germans that there is NO PLACE IN EUROPE where they can get away from our bombers. It's a hard and jolting statement.

AMONG our targets at Wiener Neustadt was an aircraft plant making Messerschmidts. You may be sure our bombers got a special pleasure out of dropping their eggs on that spot.

If it's a "frozen" article you need, advertise for a used one in the classified.

**NOTICE HOME OWNERS**  
 Have that septic tank cleaned before winter. Tanks should be cleaned every 2 or 3 years. For prices and information call 7633, before 1:00 or after 4:00.

## Kidnaped Child Returned to Parents



The household of Mr. and Mrs. B. W. Gurney of Albany, Ore., was happy once again as their little daughter, Judith, was returned to them from the hands of a kidnaper, who took the two-day-old infant from an Albany, Ore., hospital. Mrs. Catherine Wright, wife of an Army sergeant, confessed to the kidnaping.

## 1943 Lamb Crop Smallest Since 1939 Says DA Report

CHICAGO, Aug. 14 (AP)—The 1943 lamb crop was about 5 per cent less than the 1942 crop and the smallest since 1939, the department of agriculture reported today. Lamb provides only about five per cent of the nation's total meat supply.

The department estimated the crop this year at 31,101,000 head, or about 1,500,000 head under last year. Reduction in the crop in the western sheep states, according to the department, was mostly a result of conditions other than weather and feed, which were not greatly different from the previous year.

"Reports from sheepmen," the department said, "indicate that a shortage of labor at lambing time, the inexperience of much of the labor available and a shortage of ammunition for use against coyotes were largely responsible.

## FUN MASTERS HAVE SHOW AT ROTARY

The Tulelake Rotary club "fun masters" with Floyd A. (Toad) Boyd as master of mirth and assisted by Fred McMurphy and Earl Ager, made the Friday the thirteenth meeting of the Klamath Falls Rotary club one to remember. They produced a number of stunts and tricks, using the local Rotarians as subjects.

Introduction of 21 past presidents of the Rotary club from Klamath Falls was one of the highspots on the program. All of the past presidents were present except Major Harlan P. Bosworth, who is with the army. W. O. Smith, first president, was introduced.

Congressman Lowell Stockman was a guest at the Friday meeting and was presented by Senator Marshall Cornett.

## Junior Police Boys To Return From Camp on Sunday

Dave Bridge, city recreation director, was in town Tuesday to get more supplies, both general and personal, for the boys at the Junior Police camp, Lake o' the Woods. He reports that the boys are enjoying a fine outing.

There are 98 boys, three cooks and four supervisors at the camp. Parents are informed that the boys will be back Sunday, between 3 and 4 p. m. at the high school.

Among the wild movements on foot, we have the vacation resort dances.

## ELEVATORS HAUL MOST

More residents of New York City ride up and down on elevators than use the combined surface cars, elevated trains, taxis, buses, and subways.

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