Herald and News

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Today's Roundup

By MALCOLM EPLEY

MONDAY is election day in the county school district and in school district No. 1 at Klamath Falls.

It is an especially important election day, because in both districts voters will decide on measures concerned with Klamath's program of building financial reserves for post-war property construction and rehabilitation projects.

EPLEY

If the votes are favorable, Klamath elementary district No. 1 will build such a reserve at the rate of $20,000 a year for five years, and the county district will be authorized to raise $60,000 a year for five years.

This column, which believes strongly in the soundness of financial preparation for post-war work, urges public interest in these elections and careful consideration of the proposals.

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Voter Qualifications

A PECULIAR situation relating to qualifications of voters is noted in both of these Monday elections.

On the ballots will be the aforementioned tax measures, and also the matter of selection of school directors.

Under Oregon law, any qualified voter may participate in the selection of the school board member, but the tax questions will be determined ONLY by those voters who have taxable property within the districts holding the elections.

In the city elementary district, for example, any qualified voter may cast his ballot for either Dr. L. L. Truax or Mrs. Ralph Stearns for school director. But only taxpayers within the district may vote on the $20,000-a-year levy or the school budget. The same holds true in the county election, in which a director from the central zone will be named. (Percy Dixon, incumbent, is the only filed candidate.)

The elections, incidentally, will be held from 2 to 7 p. m. in the schoolhouses of the county district, and at Fremont school in the city district.

May we suggest that responsible citizens plan now to participate in these elections in their respective districts.

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South Sixth

OUR friend, Sheldon Sackett, writes in the Coos Bay Times that his blood pressure always rises when he drives the twisted highway between Coos Bay and Coquille. We get the same physical reaction when we drive our own South Sixth street.

South Sixth street is unequaled in Oregon as an example of unwarranted highway construction delay. It was kicked around for years before the war. When wartime restrictions were imposed against road construction, South Sixth was put again on the waiting list.

Then came the major development at the air station and general wartime activity in Klamath Falls that filled antiquated South Sixth street again with traffic. The situation on that street now is not flattering to the state highway commissions which pushed this project aside for years when something could have been done about it.

In his Coos Bay Times editorial, Mr. Sackett says that the Coos bay road "next to the highways entering Eugene and Salem is the most-used highway in the state." We do not have the figures, but we doubt if any of the three mentioned roads is more heavily used than South Sixth street at Klamath Falls.

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Super-Coyote Shot

JUST how far do Fred Starr's super-coyotes range? Fred tells us that they have been noted in particular in the Northern California area from Hackamore, on the east, to Bald Mountain on the west.

A couple of years ago, Dr. L. L. Truax of Klamath Falls was hunting near the Grohs ranch, at the southern rim of Klamath county considerably east of the super-coyote country as reported by Mr. Starr. Dr. Truax shot a big coyote which he at first believed to be a timber wolf. It was much larger than any coyote he had seen.

He sent the hide to state authorities, and they came back to say that he had killed a coyote and not a wolf. If it wasn't one of Fred Starr's super-coyotes, which are the result of cross-breeding with dogs, it was a super-coyote without the cross-breeding.

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Wags Rag Wes

OUR staffman, Wes Guderian, who rode that wild car down Lincoln street hill, has found out about people reading the paper. He estimates that 13,000 of our 12,000 subscribers have now commented to him, chiefly in a kidding vein, about the incident.

One acquaintance chided him for not stopping at the stop sign at Ninth and Lincoln, pointing out that if he had heeded that sign the car would not have gone into the canal. (Wes was riding the running board, unable to get into the car, and could only steer it with his arms thrust through the open driver's window.)

An anonymous wag sent Wes a clipped piece of a safety poster, which reads as follows:

"Do not fool yourself by thinking that no matter what the case may be with other people, YOU can always stop whenever you want to. The only way to prove that you can stop if you want to, is to stop."

Advertising Roundup

By A. D. ADDISON

MONDAY — Talked with Marshall Pengra, manager of radio KRNR in Roseburg, who stopped off on his way home from a radio meeting. Marshall was pepped up over getting recognition from national advertisers for the little Roseburg station in competition with metropolitan stations.

ADDISON

According to Marshall, the Hooper ratings (approved by Lee Jacobs) show that small town people listen to small town stations: use country radio to get country listeners. Country newspapers have worked on this same point for years. In fact, we've gone so far as to say that the only way to cover the market is to use country newspapers.

It looks like Marshall has a better point than we do (regarding country vs. metropolitan radio, not radio vs. newspaper) because it is physically impossible to listen to more than one station at a time. In a leisurely evening you can read a half dozen newspapers, if you have the mind to.

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Science of Advertising

TUESDAY—Reading over the above, it comes to mind how little science (absolute fact) there is in advertising. We know exactly how many people pay to get the paper. We can predict, from the Continuing Study of Newspaper Reading, what per cent of them will read a certain kind of ad—from there on it depends on what goes into each ad.

The radio people, as I get it, can tell you how many people own receiving sets, and this Hooper rating tells about how many are turned on and to what station at a given time.

The advertiser still has to have the answer to one question: does it get results? And he still has great faith in the trial and error proceedure. Why not?

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Ten Commandments

WEDNESDAY—Homer McKee, of the Roche, Williams & Cunnyngham agency which prepares Bob Odell's Studebaker ads, has set down a "Ten Commandments of Copywriting."

"1. Know what you're talking about.

"2. Don't try to sell manure spreaders with a Harvard accent.

"3. If a kid can't understand it, it's no good—fuss with it until a kid can understand it.

"4. It isn't enough to be truthful—you've got to be plausible.

"5. See everything through the eyes of the customer.

"6. Your competitor's a smart guy—respect him.

"7. Write as you talk—good copy isn't read, it's listened to.

"8. Unless it's just GOT to go in—leave it out.

"9. Try to be more interesting than the editorial writers with whom you compete for reader attention.

"10. When you get through—quit."

Anyone who makes use of any kind of persuasion can start writing a different set of rules—but the next time you come home way, way late from the Elks club, remember to not only be truthful, but also plausible.

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Speedy War Bond Service

THURSDAY — Good work from the War Advertising Council. Received War Bond advertising material based on the invasion. Today's ad from Moe's: "What News Will Gen. Eisenhower Get From US?"

Friday—Listened to Dr. Hugh Grant selling veterans rehabilitation, with a Harvard accent. After talking with a couple of farmers after the meeting couldn't help thinking of McKee's point No. 2. No reflection on Dr. Grant, his subject or talk—only thinking of a Klamath farmer's reaction to a Harvard accent.

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So Sorry—Wrong Number

SATURDAY—I would like to have Alexander Graham Bell and Charles Epictetus Seavey on the receiving end of all the erroneous phone calls that you can't blame on the operator any more.

Sometime last night after our guests had finally gone home, after the little woman had finally stacked all the dishes, after I had struggled off the davenport into bed, after the dog had finally stopped barking and deep, dreamless sleep had set in—the telephone rang.

There's a peculiarly foreboding note to that insistent ring in the wee small hours. After fumbling over the wrong side of the room in the dark I finally hit the door and made it to the phone. Came the voice—"Is that you, Bob?"

I was still turning fitfully when the phone rang again. The birds were singing and the sun was shining (somewhere behind the clouds, no doubt.) Time to be up. The query this time, "Are you the party that advertised fruit jars over Best Buys?"

That was the end.

SIDE GLANCES

"The day's coming when we'll have to sit in a living room some place with a girl, Eddie, but I'm glad it's not for years yet!"

Market Quotations

NEW YORK, June 17 (AP)—The stock market today topped off a buoyant week with a further rise of fractions to around a point in a long list of key industrial and rail shares.

Volume continued heavy. There were many large block transfers in low priced issues and a fair number in the pivotals. For the two-hours dealings totaled about 800,000 shares.

Today's advance carried prices on the average to the highest levels since late 1937. Rails were the leaders from the start, with steels, aircrafts, farm equipments, coppers and specialties claiming the bulk of buying interest in the industrial department.

Joining in the rise were U. S. Steel, Bethlehem, Chrysler, Sears Roebuck, American Telephone, Santa Fe, Southern Pacific and Delaware & Hudson.

Douglas was up more than 2 and other aircrafts fractions. Park & Tilford sold at a new low for the year.

Bonds were steady and commodities slightly lower.

Closing quotations:

American Can	82⅝
Am Car & Fdy	33⅝
Am Tel & Tel	150⅛
Anaconda	28⅛
Calif Packing	28¼
Cat Tractor	49⅛
Commonwealth & Sou	1 1/16
Curtis-Wright	5⅛
General Electric	35½
General Motors	64¼
Gt Nor Ry pfd	34½
Illinois Central	17½
Int Harvester	77
Kennecott	31½
Lockheed	16⅜
Montgomery Ward	48
Nash-Kelv	14⅛
N Y Central	15⅛
Northern Pacific	17
Pac Gas & El	33⅛
Packard Motor	6
Penna R R	29⅛
Republic Steel	18⅛
Richfield Oil	9⅛
Safeway Stores	40⅝
Sears Roebuck	84⅛
Southern Pacific	21½
Standard Brands	30⅛
Sunshine Mining	8⅛
Trans-America	9⅝
Union Oil Calif	19½
Union Pacific	110
U S Steel	56½
Warner Pictures	13⅛

Potatoes

CHICAGO, June 17 (AP)—Potatoes, arrivals 106; on track 197; total U. S. shipments 1160; supplies moderate; for best stock demand good, market steady. For off condition stock demand slow, market weak; California Long Whites U. S. No. 1, $2.20-3.35; Louisiana Bliss Triumphs U. S. No. 1, $4.00-4.47; Texas Bliss Triumphs U. S. No. 1, $3.60.

WHEAT

CHICAGO, June 17 (AP)—Wheat futures rallied near the close today but the grain market had a nervous undertone as traders awaited news on price control legislation now before a senate-house committee. Price trends changed frequently during the session and there was moderate profit taking on all the high points. The trade in rye followed the action of wheat.

Wheat closed ⅛c lower to ⅞c higher than yesterday, July $1.59⅝. Oats were ⅞ to 1 cent higher, July 78⅛c. Rye was ½ to 1⅛c higher, July $1.09¾-½. Barley was ⅛ to ½c higher, July $1.18¾.

Courthouse Records

Justice Court

Willard Edgar Colpoitis. Failure to stop at stop sign. Fined $5.50.

Stanley Joseph Staples. Disturbing the peace. Six months in the county jail, suspended if leave state.

CARD OF THANKS

We wish to thank our many friends of Wocus and Klamath Falls and the employees of the Pelican Bay Box factory for the beautiful flowers and kindness and sympathy extended in our recent bereavement.

OMER L. WISEMAN
MR. AND MRS. ZACK WISEMAN
OREN L. WISEMAN

TRUCKS FOR RENT
You Drive — Move Yourself
Save ½—Long and Short Trips
STILES' BEACON SERVICE
Phone 8804 1081 East Main

LIVESTOCK

CHICAGO, July 17 (AP-WFA)—Salable hogs 300; total 3500; hog market generally steady; good and choice 180-270 lb. weights predominated at $13.75, the top; compared with a week ago weights 270 lb. and down steady; weights over 270 lb. weak to 25 cents lower; medium grade 25 cents or more lower; sows 10 cents lower; approximately 4000 unsold; shippers took none.

Salable cattle 300; calves none; compared Friday last week: strictly choice steers and yearlings strong 25 cents higher, with top 10 cents up at $17.60, new high on crop; good to average-choice steers and yearlings 25-50 cents higher, yearlings fully 50 cents up; common and medium grades weak; bulk fed steers $14.50-17.15; heifer yearlings $17.35; fat heifers 25-50 cents higher, good and choice grades up most, bulk $13.50-16.75; grassy and shortfed heifers very uneven at $14.00 down; cows mostly 50 cents higher, closing fairly active; shipper-type heavy bulls 25-40 cents up, weighty sausage offerings sold up to $13.00 and heavy beef bulls to $13.00; medium weight and weighty sausage bulls $11.00-12.50, and heavy fat bulls $13.25-14.50; cutter cows closed at $9.00 down, most grass fat cows $9.50-12.00; vealers steady at $16.00 down; cull southwest calves $8.00-9.00; stock cattle slow at $10.00-14.00, mostly $11.00-13.50.

Salable sheep none; total 2500; compared Friday last week: all classes in very meager supply, strong to 25 cents or more higher; native spring lambs unevenly $13.00-16.35, top $16.35, most sales $16.00 down; common 75 lb. weights $13.50; mixed medium to choice 87 and 94 lb. shorn lambs No. 1 and No. 2 pelts $13.75-14.25, few medium and good $12.50-13.60, cull to low-medium kinds $10.00-12.25; good and choice shorn ewes $7.00-50, common down to $5.00, and few culls below that price.

PORTLAND, Ore., June 17 (AP-WFA) Salable cattle for week 2335; calves 625; compared week ago, steers generally 25 cents higher, she stock steady with dull market on canners-cutters, bulls around 25 cents lower, closed slow; vealers unchanged; good fed steers $13.50-16.40; best grassers around $14.50; common-low medium steers $9.00-13.50; sorted load good fed heifers $15.00, grass heifers mostly $12.50 down; canner-cutter cows $5.00-6.50, shells down to $4.00; heavy Holsteins upward to $8.50; medium-good beef cows $9.00-11.50; medium-good bulls $8.25-10.25, few outstanding beef bulls early $11.00-11.25; good-choice vealers $14.50-15.50, few early $16.00.

Salable hogs for week 4615; market unchanged except some light lights and heavy butchers 25 cents and more lower; fairly good clearances daily but competition limited; good-choice 180-270 lb. hogs $12.75, heavier weights $11.50 down late; light lights $9.75-11.00; good sows $8.00-50, few $9.00; good-choice feeder pigs more active at $8.50-9.50; good stags $6.00-7.00.

Salable sheep for week 3320; spring lambs 50 cents lower, other sheep steady; good-choice springers $13.50, early top $14.00 sparingly; common-medium lambs $10.00-12.00; medium-good shorn old crop lambs $10.00-11.50, common down to $8.00; culls to $7.00; good shorn ewes $3.50-4.00, common down to $2.00.

SOUTH SAN FRANCISCO, June 17 (AP-WFA)—Cattle: For five days 1400 compared Friday week ago: Medium to good steers, heifers, good range cows steady. All lower grades fully 50 cents lower. Week's bulks: Fed steers $16.00, medium fleshy feeders $12.00-13.00, stocker steers $9.00-11.00. Good well wintered grass steers and range cows absent. Common cows $9.00-9.50, cutters $7.00-8.00, canners $4.00-6.00, very weak to 50 cents lower. Canner to cutter bulls $7.50-8.00, common $9.00. Calves: for five days 250, fully steady, choice vealers $14.00-14.50, medium calves $11.00-12.00.

Hogs: For five days 3400 compared Friday week ago: Fully steady, closing top and bulk good to choice 180-270 lb. barrows and gilts $14.75, good sows $9.50.

Sheep: For five days 2,800 compared Friday week ago: Choice lambs scarce, good lambs 50 cents lower, common to medium $1.00 lower, week's actual top $14.00. Bulk medium wooled lambs $12.00-12.75. Feeder lambs $11.50. Shorn yearlings $1.00 lower; common to good $8.00-11.00, feeders $8.75. Shorn ewes fully steady, cull to good $1.50-4.50. Good clearance all classes.

Classified Ads Bring Results.

Allen Adding Machines
Friden Calculators
Desks - Chairs - Files
PIONEER PRINTING AND STATIONERY CO.
124 So. 9th Klamath Falls

MALIN PLEAS FOR WORKERS ON DRESSINGS

MALIN—From Malin is sent this list of workers on the Red Cross surgical dressings project, and along with it a query. "Will someone please answer this question for us? Why is it necessary to constantly send out a plea for help in our Red Cross surgical dressings headquarters? To date it has been impossible for Malin to meet its monthly quota. These dressings are so vitally needed to help save the lives of our boys. Those of you who live in or near Malin are asked to come and help those who have been working faithfully for the past year.

"This certainly is no job for just a few, it is a job for all. The surgical dressings room is located next to the Malin theatre and is open two days a week, Tuesdays and Fridays, from 1 to 4 p. m."

Following is a list of workers who volunteered their time and efforts for the month of May: Mrs. Ivan Ottoman, chairman, 9 hours; Mrs. Charles Johnson, instructor, 4½ hours; Mrs. Dick Henzel, instructor, 16 hours; Mrs. Perry Haley, instructor, 13 hours; Mrs. James Ottoman, instructor, 4½ hours; Mrs. Andy Street, instructor, 18 hours; Mrs. Jane Austin, 24½ hours; Allen Bryant, 3¼ hours; Mrs. Georgia Oliver, 9 hours; Mrs. Mary Forbes, 18½ hours; Mrs. Helen Loosley, 21¾ hours.

Mrs. Rhoda Cline, 14 hours; Mrs. Agnes Schriener, 3 hours; Mrs. Dungan, 8¼ hours; Mrs. Mildred Petrik, 8 hours; Florence DeMerritt, 8¾ hours; Lyda Kirkpatrick, 8 hours; Mrs. Joseph Henzel, 3 hours.

Merrill

Mrs. Frank Merrill, Corvallis, daughter of Mr. and Mrs. W. F. Jinette is spending several days with her parents. Mrs. Merrill's husband is overseas at an undisclosed location, serving with the communications department of the U. S. army.

The Merrill Library club plans the annual club rummage sale for October 9 and members and others who have clothing or other articles to contribute are asked to have them clean and in order by that time.

Merle Woodley, Merrill, Kenneth Heibes and the Duncan twins, Kenneth and Charles, are spending a few days in Los Angeles.

W. F. Jinette has 5000 nine weeks old turkey poults on pasture and in spite of inclement weather this spring, reports a low mortality rate.

VITAL STATISTICS

HILLMAN—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. G. K. Hillman, 819 Rose street, a boy. Weight: 6 pounds 10½ ounces.

BAKER—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. Wally Baker, 1621 Arthur, a boy. Weight: 7 pounds 11 ounces.

RUTLEDGE—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. Charles W. Rutledge, 1020 Bismark, a boy. Weight: 6 pounds 10 ounces.

TRAPP—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. Ivan L. Trapp, Route 1, Box 983, a boy. Weight: 7 pounds 1 ounce.

HOWARD—Born at Hillside hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. H. Burnett Howard, 1443 Oregon, a boy. Weight: 8 pounds 4 ounces.

SHEARER—Born at Hillside hospital, Klamath Falls, Ore., on June 10, 1944, to Mr. and Mrs. Charles Shearer, 3283 Eberlein, a girl. Weight: 8 pounds 6½ ounces.

No passenger automobiles have come off the assembly lines since February, 1942. At that time there were about 27¼ million passenger cars in the U. S., including those in the hands of dealers.

Charlie Read Saddlery
Will Buy Wool
Up to 3000 Pounds
from each grower or receive on consignment any amount and make cash advance on same.

Crosses in Sky Due to Various Phenomena, Says University Astronomer

By J. HUGH PRUETT
Astronomer, General Extension Division, Univ. of Oregon

Crosses, various and sundry, have at times been reported gleaming in the skies. Constantine, the Roman emperor, announced that the appearance of a cross in the heavens in 313 A.D. caused him to change the state religion. During a recent night air raid over England, a large group of people were sure they beheld a similar cross over their locality.

An Oregon man has stated that one night he saw little crosses centered on all the very bright stars. Four times during the past two years the present writer has received accounts of luminous crosses with the full moon at their centers.

Eye Defects

Concerning some of these reports no explanation will be attempted. The fact is well known that certain eye defects cause flares to seem to extend outward from bright stars. To some persons the longest ray may appear below the star; to others, in some other direction. If while looking at the star, one's head is swung so as to rest alternately on one shoulder and then on the other, it will be found that the flare on the star rotates the same amount as the observer's head. Properly fitted glasses would destroy this beautiful illusion. Perhaps the common depicting of a star as a five-pointed object came about through faulty vision of some ancient artist.

As to moon crosses, two explanations other than eye defects seem possible. When ice crystals in the higher air are in abundance and at the proper tilt, a cross sometimes — although rarely—is seen radiating from the sun. It seems reasonable that similar lunar crosses may be seen when the moon is at its brightest. A moon-cross reported for 4 a. m. one cold, frosty night in January, 1942, might well have that explanation.

Diffraction Effect

Crosses centered on the full moon may be seen easily if the observer looks at the moon through a screen of suitable fine mesh. Street lights will give beautiful crosses if viewed from a dark room through a screened window. This is a well known diffraction effect.

But there are crosses in the sky that are as enduring as the ancient stars, for they are part of those far-away celestial jewels. Travelers below north latitude 30 degrees are always anxious for a view of the famed Southern Cross. In our own skies we have a much larger and more perfectly shaped cruciform figure, the Northern Cross. At nightfall this cross is now well up in the sky across what north of east and is lying on its side with the bright star Deneb at its head. A little farther right a vertical row of three stars (of Big Dipper brightness) forms the cross arm. The foot of the cross is farther to the right and under Vega, the brilliant star high in the east.

Let's Get IN on the Invasion—With BONDS!
John H. Houston
REPRESENTING THE EQUITABLE LIFE Assurance Society
114 N. 7th Phone 300

Keeping Your Car Conditioned To Last For The Duration

IS OUR VITAL WAR JOB

- BODY WORK
- MOTOR WORK
- BRAKES
- STEERING

Keeping old cars running like new is our way of aiding the war effort . . . keeping our prices down and our efficency up is our policy! We've the equipment and the experience to do it.

DICK B. MILLER CO.
GOOD AUTOMOBILE SERVICE
Cor. 7th and Klamath Phone 4103

Enjoy Your Religion
At the
First Baptist Church
North 8th and Washington Sts.
"THE CHURCH WITH A MESSAGE"
Cecil C. Brown, Pastor

Hear These Messages SUNDAY

11:00 A. M.—"Mighty Works of Grace"
8:00 P. M.—"Mighty Men of Valor"
GREAT SINGING GOSPEL PREACHING
GOOD FELLOWSHIP

9:45 A. M.—Sunday School for All Ages
6:45 P. M.—Training Union for All Groups

Special Welcome to Service Men
COME TO CHURCH SUNDAY

Old Fashioned Gospel Services
The
Apostolic Faith Church
238 N. 8th Street
Services:
9:30 A. M.—Sunday School
11:00 A. M.—Devotion Service
7:45 P. M.—Evangelistic Service
Wednesday and Friday, 8:00 P. M.
DORRIS, CALIFORNIA
Tuesday, 8:00 P. M. Sunday, 3:00 P. M.
No Collections All Are Welcome

Air express shipments carried in combined rail-air service for the nation's commercial airlines were up 32.8 per cent in January, 1944, over January, 1943.

In addition to 50,000 units for military requirements, the nation's motorcycle manufacturers have scheduled 2130 vehicles for essential civilian use in 1944.

A Gem of Thought From Idella's
There was a young guy named McFee,
Who asked a friend if ever married he'd be.
The gink replied, "No,
At college I spent dough
Just to get my Bachelor's degree."
Fever Thermometers . . $1.00
4846 S. 6th AT IDELLA'S Phone 8466
What a Gal!

DANCE
Saturday Nite
DANCELAND
(Formerly Skateland)
515 Klamath
Music by
Pappy Gordon's Oregon Hill Billies
Sponsored by Veterans of Foreign Wars