

# Herald and News

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Temporary combination of the Evening Herald and the Klamath News. Published every afternoon except Sunday at 3 o'clock and Pine streets, Klamath Falls, Oregon, by the Herald Publishing Co. and the News Publishing Company.

SUBSCRIPTION RATES:  
By carrier month \$1.50 By mail 6 months \$8.25  
By carrier year \$17.50 By mail year \$24.00  
Outside Klamath Falls, Modoc Siskiyou counties year \$7.00

Entered as second class matter at the postoffice of Klamath Falls, Ore., on August 20, 1908, under act of Congress, March 3, 1879.

Member Associated Press Member Audit Bureau Circulation

## Today's Roundup

**By MALCOLM EPLEY**

WPB has ruled out proposed work on certain sections of the Pacific highway, between Salem and Albany and in the Graves creek area of Southern Oregon.

A short time ago WPB did grant priorities for a section of the Pacific between Halsey and Harrisburg, and work is now proceeding on that job. But after months of discussion, the federal bureau turned thumbs down on the additional Pacific construction.

Apparently, WPB finally came to agreement with the contention of the state grange—that the highway job would drain off needed manpower from farms and lumbering industries. WPB's delay in making up its mind may be open to criticism, but there appears to be to merit in the grange protests, and furthermore, there is other highway work which certainly is equally pressing to that on the Pacific. If highway construction is to be opened up, these other projects, such as our own South Sixth street, certainly deserve immediate consideration.

## Air Picture

APPEARANCE on our front page today of a fine aerial view of the Klamath Falls Marine Barracks is indicative of increasing reasonableness on the part of the navy in the matter of publication of photographs.

It took a considerable period to get this picture released, because of certain routine rules on photographs which were not aimed at this particular project but nevertheless affected pictures of it under general application.

In fact, at the time we started working to get this picture released, we had definite misgivings as to whether we would succeed. But the navy public relations people could see the point that no question of military security was involved, and came through with an approval. In the meantime, other and less impressive pictures of the general barracks area have been permitted, but none at an elevation that would tell the story so well.

This newspaper came only recently into contact with the problem of covering navy installations—the barracks and the air station—as local news, but it has been very fairly treated by navy and marine corps officials, both here and elsewhere. That fair treatment, of course, extends beyond the newspaper to the local public, because our use of news and pictures is a local public service.

## Advertising Roundup

**By A. D. ADDISON**

MONDAY—There are two general classes of ad men—those who sell advertising and those who buy advertising. It would seem, and it is occasionally true, that they have opposite interests and work along different lines.

Actually they're the same breed of cats with one common interest—to produce advertising that is effective. The buyer of advertising naturally wants to make it effective in order to make money on it, the seller naturally wants to help make it effective so he can keep selling more advertising.

## Ads Read by Individuals

TUESDAY—Sitting down to write an ad, and getting off to several false starts, it comes

## Transatlantic Hitch-Hiker Receives Flying Lessons

SEATTLE, June 24 (AP)—Last November a 24-year-old Derbyshire, England, dancer stowed away in the nose compartment of a trans-Atlantic freight plane bound for America.

Today Elizabeth Drewry begins flight lessons at a Yakima flying school.

Unable to take pilot's training in England after months of trying, the girl slipped through the nosewheel opening of a Liberator freight carrier at an Atlantic ferry terminal in Scotland where she had been working.

She stood up from Scotland to Montreal, afraid to sit down for fear of going to sleep and falling out had the nose wheel been lowered.

Since then she has traveled across Canada—washing dishes, tending babies and writing—in an effort to enter a flying school.

Finally in Vancouver, B. C., Arthur F. Johnstone, president of Northern Aircraft of Seattle, agreed to sponsor her visit to the United States and "see her through" if necessary while she spends the three months permitted her by the immigration service at the flying school.

**A Gem of Thought From Idella's**

There was a young lady named Gray  
Who gave a stranger her address one day.  
"You may think me indiscreet  
Doing this the first time we meet,  
But I promised my boy friend that I'd be true to the end  
And give no one my phone number while he was away."

30c Bromo Seltzer . . . . . 25c

4646 S. 6th AT IDELLA'S Phone 8466  
*What a Gall!*

to mind that each ad must be addressed to an individual.

Newspaper ads, unlike most other forms of persuasion, reach individuals in utter solitude. A reader seated in a family group shuts out the rest of the world when he unfolds and reads the paper.

Probably one of the reasons some ads fail to "click" comes from not taking this into consideration. People react differently alone than they do in groups. The oratory of a spell-binder may sway an audience, but still be ridiculous when set down word for word in a newspaper . . . and read by an individual in the seclusion of his arm chair.

## Us Big Shots

WEDNESDAY—The Continuing Study of Newspaper Reading report on the Los Angeles News just came in. The editorials (two pages of them) are all signed by the writers, a la Herald and News. And these editorial pages show a decidedly heavier readership than the average editorial page.

Could be that people are more interested in what some known yep has to say than in the profound utterances of the anonymous editorial "we."

## Chamber of Commerce—1923

THURSDAY—Came across a copy of the chamber of commerce annual report issued May 1, 1923. Under the heading, "Genuine and Effective Advertising," it brags, "The Evening Herald has rendered sentinel service to the community the past year by co-operating with the chamber in publishing the news of our actions, both at home and abroad."

It gives the word of F. R. Soule, Herald editor, that local space at advertising rates would have ranged from five to six thousand dollars. It goes on to say:

"However, news space cannot be purchased, and is far more valuable than the same amount of space in the advertising columns."

Boy! There's an oft repeated thought that's always annoying to an ad man. It should be flattering to the paper, though, because it admits that the paper's word is better than that of the advertiser.

If I were an advertiser I certainly wouldn't admit that I was a bigger liar than the paper.

## "Who Done It?"

FRIDAY—Further reflection on the above, forces the admission that the news-space-you-can't-buy-is-more-valuable-than-advertising fallacy has been foisted on the public by our own people.

Can't you see an editor swelling out his chest at a chamber directors meeting and telling what a swell guy he's been? If Mac Epley perpetrates such an act during his term as chamber president, I'll shoot him.

After all, if a paper can't give its best promotion efforts to the good of its community, it's time to start promoting another paper.

## Advertising Selling—1907

SATURDAY—Searching for something in my alleged filing system came across a letter brought to us by Earl Ager, owner of Earl's Store, Tulelake. The letter, written to Earl's father 37 years ago:

The Evening Herald  
F. P. Cronemiller, Manager  
Klamath Falls, Oregon  
May 24, '07

J. A. Ager, Ager, Calif.  
Dear Sir:  
Would greatly appreciate a small adv. of your forwarding business. If you care to favor us with one, will be pleased to quote rates.

Thanking you very much for your promptness in forwarding our freight, we are,  
Yours very truly,  
Herald Pub. Co.  
F. P. Cronemiller, Mgr.

In 37 years' development of slick sales devices, no one has invented anything to take the place of coming out and asking for the order—a point we sometimes forget in selling and writing advertising.

Someone claims now that courage is not really stimulated by alcoholic beverages. In other words, the stiff upper lip, when hung over the edge of a glass, is likely to go limp.

Voters of KUHS school district are again reminded of Monday's election. There ought to be a representative vote on that occasion, even if sentiment is all one way.

## Sprague River

Jack Shaw has returned home after spending several days here visiting his mother, Mrs. P. M. Cowbrough, and Mr. Cowbrough.

Mr. and Mrs. George Reams and Don Giles were business visitors in Klamath Falls Wednesday evening.

Miss Rachel Robbins has returned home from attending college at Corvallis.

Hi Robbins purchased the Bill Milliron property and has moved it to his ranch home.

Mrs. Jack Nelson and Mrs. Anna Wolford spent the weekend in Klamath Falls. Mrs. Nelson reports that her husband was home from California suffering from an eye injury. Mrs. Wolford spent the weekend with Mrs. Frankford and attended a potluck dinner given by the Spanish war veterans.

Picnicking in Chiloquin Sunday were Mr. and Mrs. M. E. Baldwin and Mr. and Mrs. Joe Beard and children. The Beards spent the weekend here from

Klamath Falls with Mr. and Mrs. Baldwin.

Mr. and Mrs. Byron Welch and children attended a wedding reception in Hildebrand Monday evening.

Charles Boroughs visited in Grants Pass with relatives for a few days this week.

Mrs. Pearl Shadley tells us her husband, Walter Shadley, is now a sergeant. He is stationed in New Guinea.

Norma Hall, daughter of Mr. and Mrs. Ivan Hall, will leave for Portland Tuesday. She will be with a sister, Iva Nell, and Mrs. Jim Chatterton.

Pvt. Ethel Parrish is home on furlough from the east coast.

Mr. and Mrs. Evans McWilliams have moved here from Grants Pass. They have purchased property here and will make this their home.

Mrs. Lillian Stoneman has moved to the Hendricks property. This will make it more convenient for her work.

Mr. and Mrs. Russel Allphin are the proud parents of a baby daughter, born this week. The Allphins have three sons.

Howard Hammer has joined the merchant marine. Mrs. Hammer will remain here. Her sister is here with her.

Mr. and Mrs. Dean Parks have a baby son, born this week at the Klamath Valley hospital.

S 2/c Sylvester Rose was here from San Francisco where he is stationed on SS Buccannon and spent a few days visiting his sister, Thelma Rose.

Rev. and Mrs. E. J. Tining have moved in to the new Wolford duplex which the Friend's church recently bought for the parsonage.

Mrs. Hilda Loretz and children visited for several days with her sister, Mrs. W. Watson and Mr. Watson. Arlyn, a son, remained here for the summer. Mrs. Loretz is from Eugene.

Nearly half of all pedestrian deaths occur away from regular crosswalks.

## SIDE GLANCES



"Some more V-mail for you, Joanie! This looks like different handwriting—you haven't gone back on Jim, have you?"

## Market Quotations

NEW YORK, June 24.—Buyers again boosted prices for a handful of industrial specialties in the stock market today, while most prominent shares marked down and the recent higher motors were under renewed liquidating pressure.

A further decline in volume led turnover for the short session in the neighborhood of 500,000 shares. The tape idled at times, although blocks of 1000 to more than 6000 shares of "penny" stocks changed hands.

The favorites were stocks with good peace-time prospects.

Ahead much of the day were Philco, American Bosch, American Wilson, American Woolen, International Telephone, Sears Roebuck, Pullman and General Motors. Backward issues included Hupp Motor, Continental Motors, Union Pacific, Westinghouse and Standard Oil (N.Y.).

Closing Quotations:

|                  |         |
|------------------|---------|
| American         | 48 1/2  |
| Am Car & Fdy     | 37 1/2  |
| Am Tel & Tel     | 159 1/2 |
| Amco             | 36 1/2  |
| Calif Packing    | 30      |
| Cal Tractor      | 32      |
| Comwealth & Sou  | 11 1/2  |
| Curtis-Wright    | 34 1/2  |
| General Electric | 32 1/2  |
| General Motors   | 44 1/2  |
| Gl Nitro Pfd     | 35 1/2  |
| International    | 18 1/2  |
| Int Harvester    | 31 1/2  |
| Kennecott        | 31 1/2  |
| Longwell         | 16      |
| Longwell "A"     | 16      |
| Montgomery Ward  | 40 1/2  |
| Packard          | 18      |
| N Y Central      | 18      |
| Northern Pacific | 17 1/2  |
| Philo            | 33 1/2  |
| Packard Motor    | 30      |
| Penn R R         | 30 1/2  |
| Republic Steel   | 18 1/2  |
| Richfield Oil    | 18 1/2  |
| Safeway Stores   | 51 1/2  |
| Sealed Air       | 31 1/2  |
| Southern Pacific | 21 1/2  |
| Standard Brands  | 30 1/2  |
| Sunbeam          | 31 1/2  |
| Trans-America    | 10 1/2  |
| Union Oil Calif  | 19 1/2  |
| Union Pacific    | 27 1/2  |
| U S Steel        | 27 1/2  |
| Warner Pictures  | 13 1/2  |

## Potatoes

CHICAGO, June 24 (AP)—Potatoes, arrivals, 25 to track 227; total US shipments 1236; supplies moderate for California Long Whites; for commercial stronger; for US No. 1 demand moderate; market steady; for Southern Tri-State firm at ceiling; California Long Whites US No. 1, \$3.35-\$3.50; commercial \$3.00-\$3.25; Louisiana Bliss Triumphs US No. 1, \$4.15.

## Stark to Attend Western Institute

Charles Stark, executive secretary of the chamber of commerce, will leave Sunday for Eugene to attend the annual Western Institute for Commercial and Trade Association executives. The institute will be conducted from June 25 to July 1.

Meetings are to be held at the University of Oregon. At the western institute will be commercial and trade association executives from the coast states and Idaho, Nevada and Utah.

Stark this year has been selected as one of the persons who will conduct a course. His course will deal with meeting management.

## Liquor, Cash Stolen From Duchess Lounge

TULELAKE—The Duchess Lounge at Tulelake was broken into and robbed early Thursday morning. The business is owned by Mrs. Roy Drake.

Entrance was gained through a back window and quite a quantity of liquor and some cash was stolen. Tulelake Chief of Police Frank Niles and John Cortez, deputy sheriff of Siskiyou county, are investigating.

Car tracks were found in the alley behind the building and several cases of expensive liquor were used for a stepladder to obtain some beverage of not so high quality. The expensive liquor was not taken.

## Courthouse Records

Complaints Filed:  
Lorraine Jeanette Rasmussen versus Richard Otis Hamussen. Suit for divorce, charges cruel and inhuman treatment. Couple married in Reno, January 11, 1943. Plaintiff asks restoration of maiden name, Lorraine Jeanette Kluth. George Chastain, attorney for plaintiff.  
Justice Court  
John Corvallis Walsh, Overloading truck and trailer. Fined \$75.

## VITAL STATISTICS

PFJEFFER—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 12, 1944, to Mr. and Mrs. Lyle Pfeiffer, route 1, box 941. Weight: 7 pounds 14 ounces.

KNIGHT—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 24, 1944, to Mr. and Mrs. Karl H. Knight, 1407 Commercial. A boy. Weight: 9 pounds 7 1/2 ounces.

OSBORN—Born at Klamath Valley hospital, Klamath Falls, Ore., on June 24, 1944, to Mr. and Mrs. D. M. Osborn, 214 S. 2nd. A boy. Weight: 6 pounds 5 1/2 ounces.

## WEATHER

|               | Max. | Min. | Precep. |
|---------------|------|------|---------|
| Eugene        | 82   | 53   | .00     |
| Klamath Falls | 81   | 49   | trace   |
| Lakeview      | 81   | 52   | .00     |
| North Bend    | 84   | 52   | .00     |
| Portland      | 81   | 56   | .00     |
| Redmond       | 82   | 58   | .17     |
| Reno          | 80   | 58   | trace   |
| San Francisco | 67   | 55   | trace   |
| Seattle       | 76   | 64   | .00     |

## CHARLES STARK

We wish to extend our heartfelt thanks and appreciation for the acts of kindness, the messages of sympathy and the many beautiful floral offerings during our recent bereavement, the loss of our baby "Jerry."  
MR. and MRS. PETE HOLZHOUSER and FAMILY.

## DANA SPEAKS TO ROTARIANS ON WAR MOVES

Marshall N. Dana, editor of the editorial page of the Oregon Journal, speaking at a joint meeting of the Klamath service clubs sponsored by Rotary at the Willard hotel last night, asserted that the Alcan highway and its related project, the Canol oil pipeline, were war emergency strategic moves that helped directly to make the north Pacific coast and its back country safe against Japanese invasion and as such were worth all of their great cost. Their peace time economic value, he added, remains to be seen.

Dana offered his personal opinion, based on a recent trip over the entire length of the highway and the pipeline, that their combined cost was in the neighborhood of a half billion dollars. "But," he added, "they served us effectively at the critical hour when the Japs were dangerously close to invading and taking possession of the Pacific Northwest. Viewed in that light, their cost, however great, was fully justified and as Americans we should be proud of the speed and efficiency with which they were pushed through to completion."

Canol oil, Dana said, will probably prove to be the most expensive oil ever delivered, but at the time of the development of the Norman field and the building of the pipeline it looked like the only way to get gasoline for fueling war equipment into Alaska.

He doubts if the Alcan highway will be a feasible tourist route after the war. "Remember," he said, "that towns are apt to be 1000 miles apart, with no service stations in between. If you're going to take a post-war trip over it, you will be wise to take along a big trailer loaded with spare parts, spare tires, spare oil and spare gasoline. Then you'd better train your wife as a mechanic for garages will be scarce."

The Alcan highway, however, will be a ground traffic thread to tie together the airfields that will service the probably huge postwar air traffic that will use the northern short route, he said. Already, he added, Fairbanks is a rushing center of wartime air transport.

Walt M. Biehn, Rotary president, presided at last night's meeting. John Carter, accompanied by Mrs. Don Zornow and Winnifred Gillen, accompanied by Mrs. C. A. Henderson, gave vocal solos.

Following his talk, Dana answered many questions asked by his obviously interested hearers. During the day he had been taken, on a tour of the agricultural area of the Basin.

## ELIMINATION OF PLANK REQUESTED

CHICAGO, June 24 (AP)—Senator Joseph Ball (R-Minn.) proposed today that republican platform drafters eliminate from a tentative foreign plank a provision opposing the formation of a world state to enforce the peace.

Appearing before a division of the committee which is drafting a platform for convention action Tuesday, Ball urged that the peace should be written by a united nations association and not by "three men working in secret."

He obviously alluded to President Roosevelt, Prime Minister Churchill and Premier Stalin.

The Minnesotan proposed that the party platform declare that "the surest way to achieve maximum justice in the peace settlements is to have the final decisions made by a united nations association organized for that purpose and applying agreed upon principles."

Later, at a news conference Ball called the proposed GOP plank "very similar" to recent statements of administration foreign policies. Complaining that republican draft contained some "rubber words," he characterized it as an "advance" over the party's Mackinac island declaration.

Senator Edward V. Robertson (R-Wyo.) proposed that the platform decline opposition to an international police force and to "an international new deal with the United States playing Santa Claus."

## Lumber Companies To Close For Vacation Period

Weyerhaeuser Timber company will close down their operations for the week of July 2 through 9 to give employees their vacations.

Employees of the Big Laken Box company in town will close down from July 1 through 9 and the logging camp will be down from the second of July to the ninth.

## GELATIN USED AS STARCH FOR RAYONS

Interesting new method for care of war-time fabrics is this: ordinary household gelatin may be used as a "starch" to restore rayon dresses that have become limp and crush easily after washing, reports Mrs. Winnifred K. Gillen, Klamath county home demonstration agent. Information on this new way of handling rayon fabrics has been received from the U. S. department of agriculture.

Starch is not used successfully with rayon fabrics but plain, granulated gelatin softened and then dissolved in water, will give somewhat the same body or filling. For most rayon dresses two tablespoons are enough, although more or less may be used, according to the stiffness desired. Less can be used for sheer rayon.

Gelatin is softened first by soaking a few minutes in a little cold water and then dissolved in boiling water. The tinner is poured into a container and enough cold water added to make it comfortable to the hands. The dress is washed and rinsed and then dipped in the gelatin solution, and then squeezed gently and rolled in a thick bath towel until dry enough to iron.

## FRUIT MOTH STUDY TO BE UNDERTAKEN

SALEM, June 24 (AP)—To seek first-hand information on the oriental fruit moth situation in California, representatives of the state department of agriculture and the Oregon State college experiment station will leave Sunday for a 10-day trip.

Frank McKennon, chief of the division of plant industry, and J. S. Wieman, Portland, superintendent of the bureau of nursery service, will represent the state department. Dr. Don C. Mote, Corvallis, will represent the experiment station.

The studies will be conducted through cooperation of officials of the California department of agriculture. Oregon officials have been keeping a careful check since the oriental fruit moth first appeared in the southern state in the fall of 1942.

Oregon's representatives will also attend the meeting of the American association of entomologists at Berkeley, June 27 and 28.

## Segrege Taken To Alturas For Hammer Assault

Shigeo Okamoto, Japanese alien segrege, who is reported to have attacked two fellow segreges with a hammer earlier this week, was taken to Alturas Saturday morning by order of the Modoc county district attorney.

Still alive but in very critical condition is Somosuki Suzuki, one of the victims of the hammer assault. Shunzi Tanabe, the other man who was allegedly beaten by Okamoto, is recuperating satisfactorily.

The first British bomb to fall on German soil in this war was a 200-pounder dropped on the Sylt seaplane base on March 18, 1940.

The fuselages and wings of Mosquito bombers, which the British say are the fastest airplanes in the world, are made of wood veneers.

## Klamath Man Named To Elk Office

Lynn E. Skillington, local Southern Pacific employe, was elected tiler at the Oregon State Elks association meeting in the 28th annual convention at Grants Pass Saturday.

Other officers elected were: Lot Brown of Baker, president; Ernest L. Scott of Medford, treasurer; and John Blair of Lakeview, secretary.

## You Must Say

on the instant you settle it in your heart that you are cleared by Christ's death for your sins—that instant God makes you His own. He breathes Himself into your heart—His Spirit gives life to your spirit. Receive Christ as your Saviour and take your stand that sin is written off your page and life eternal written in.

HOW TO LIVE THE NEW LIFE—"Christ died for our sins"—Your sins were laid on Him and He cleared you by His death. He suffered your penalty for you. Now count Him the Lord of your life. Let Christ be your All in All—Lean all your weight on Him—Look away from self—Trust Him utterly—Live to the glory of God by Power From On High.

3101 S. W. McChesney Road, Portland, 1, Ore. This space paid for by an Oregon business-man.

## SECOND PLACE GOES BEGGING IN GOP RACE

CHICAGO, June 24 (AP)—The republican vice presidential nomination appears today to be a "starch" to restore the abilities of the most discussed possiblities, Gov. John W. Bricker of Ohio and Gov. Earl Warren of California—maintaining steadfastly that they are not considering or expecting it.

So strong had become the pre-convention hotel lobby gossip to the effect that John G. Thomas E. Dewey of New York has the inside track for the presidential nomination that knots of delegates spent much of their time discussing the lack of a hot vice presidential contest.

Warren will not arrive until Sunday to testify in what look on the appearance of a contest among those who are certain that he will—or will not—accept the second place designation if it is offered to him.

Rep. Carroll Reece (R-Tenn.) and Lew Terry (R-Kent.) both national committee members, thought that no man could refuse to accept his party's call for the vice presidency—which Warren has shunned by telling California delegates not to vote for him for any federal office.

On the other side of the aisle, intimates of Bricker said he had refused even to discuss the possibility of taking second place.

Other vice presidential possibilities include Lieut. Commanding Harold E. Stassen, whose friends say he wouldn't have it; Rep. Everett Dirksen (R-Ill.) and Gov. Simeon Willis of Kentucky.

Alf Landon, who once ran for president himself, said there was a great deal of talk about "rewarding" Bricker with the vice presidential nomination if he fails to get the first place designation his friends still think will come to him.

## LEGAL NOTICES

NOTICE TO CREDITORS  
Notice is hereby given that the undersigned has been appointed administrator of the estate of Mrs. Mary L. Bowen, deceased, and has qualified. All persons having claims against said estate must present them to the undersigned executor at the office of H. D. Bowen, 203 Williams Building, Klamath Falls, Oregon, within six months from June 1, 1944.

JOHN A. SMITH, Administrator.  
J. B. 10-17-24; Jy. 1-1-24, No. 108.

## NOTICE TO CREDITORS

Notice is hereby given that the undersigned has been appointed executor of the estate of Mrs. L. M. Bowen, deceased, and all persons having claims against said estate must present them to the undersigned executor at the office of H. D. Bowen, 203 Williams Building, Klamath Falls, Oregon, within six months from the date of the first publication hereof, said date being the 10th day of June, 1944.

ARTHUR E. SCHREINER, Executor.  
J. B. 10-17-24; Jy. 1-1-24, No. 110.

## Let's Get IN on the Invasion--With BONDS!

John H. Houston  
REPRESENTING THE  
EQUITABLE LIFE  
Assurance Society  
114 N. 7th Phone 1711

## Broadway Hall MALIN July 4th

MA PRESENTS  
**A WOW!**  
THAT MAN OF THE CLASS!  
IN PERSON  
**Jack Teagarden**  
AND HIS Orchestra