

# Herald and News

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Managing Editor

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## Today's Roundup

**YESTERDAY'S** statement from the chamber of commerce advertising committee on the question of rents charged service men, should not be the basis for a conclusion that rent "gouging" is universal or even general here. The chamber committee's laudable purpose was to discourage and if possible to end whatever cases there may be of unfair rents charged against service people now making their homes in the city.

Klamath has established a fine reputation for hospitality, and the chamber committee advertising enterprise right now to maintain that reputation. Service people who like it here, and have been well treated, will spread the good name of Klamath far and wide over the land.

That is smart community advertising.



**EPLEY**  
Managing Editor

## A Landlord Complains

WE had not been long at work this morning, however, before a somewhat irate landlord hit the office, complaining that the chamber committee's publicity had done him and other fair landlords dirt. We do not agree, for we think the chamber statement took care of that situation in the words that "it was agreed that a great many examples of fair rentals could be found for each case of overcharging."

However, we will report what our visitor said, because it brings out a situation that deserves publicity, along with the complaints.

He pointed out that virtually all of the larger, long-established and attractive apartment houses are maintaining reasonable rentals. The gouging, he declared, is done by some owners of less adequate and attractive facilities, who are attempting to charge first class rates for them.

He may have something there, and we would suggest that all people who rent should seek to establish a rate that is fair both to landlord and tenant. It is important that all available space be offered for rent in the present tight situation, with rates based on the type of facilities rented.

## Service Families

IT now appears that more service men's families are going to live in Klamath Falls than had been generally anticipated.

This may be found especially true of the wives of men at the Marine Barracks. One survey made there recently showed that out of 100 men, 37 had dependents living in Klamath Falls.

This means a continuance of the demand for housing. Furthermore, it is not regarded as an undesirable situation, from the standpoint of the men at the barracks. These men are back from combat areas, and if they are married, and their wives can come here, it is generally believed their morale will be improved.

There is a job to be done here in making quarters available for these people.

## Advertising Roundup

**By A. D. ADDISON**

**MONDAY**—Woke up wondering (for some unaccountable reason) who would be the first Klamath spud farmer to start merchandising his crop . . . and to perhaps double or triple his net return.

Had visions of fancy, wrapped bakers put up in attractive pine gift boxes. It would be great for us here to have something like that each year to send to distant friends, but to make it pay he'd have to advertise elsewhere for mail order business.

The idea must have come from a friend telling me how many thousands of dollars in cash orders Bear



**ADDISON**

## August Promises Little In Way of Sky Displays

**By J. HUGH PRUETT**

**Astronomer, General Extension Division, University of Oregon**

Although the evening sky of early August holds four bright planets, yet it promises less in the way of a display of these other worlds than it did a month ago. By 10 o'clock or shortly thereafter all will have set or will be so near the horizon that there will be little satisfaction in their observation.

Jupiter will set an hour after the sun and a little south of west. Where horizons are not hidden by buildings or natural obstructions and when the air is very clear, this bright planet may be spotted low in the sky during the first part of the month. Mars, not far from Jupi-

Creek Orchards in Medford had to send back last Christmas. They had more orders than they could fill.

Botsford, Constantine and Gardner, leading northwest advertising agency, produce the advertising program for Bear Creek Orchards. This same agency handles advertising for the Idaho potato growers.

## "Subjective" Value

**TUESDAY**—Reading the above, you might think that by some mysterious process of packaging and advertising the spud grower would fleece the public at extravagant prices. Actually, value would be added.

A housewife who complained bitterly at paying 95c for 25 pounds of good Klamath potatoes would think nothing of spending dollars for a much smaller amount if they were washed and wrapped and packaged for a gift.

And the value would be there ABOVE the extra cost of fixing them up. The extra value would be in satisfying a greater need. It's worth more to fill the need for an appropriate gift for Uncle Elbert back at Hoboken than to fill the inner man at dinner tonight.

Advertising comes in as part of the process of filling a particular need at a particular time.

## "If We Only . . ."

**WEDNESDAY**—It's beginning to look like lack of manpower (aside from newspaper limitations) is becoming the biggest problem in advertising. It used to be lack of something to sell. This is being overcome slightly in one way and another, and more and more advertisers are finding that it's profitable to sell ideas as well as goods.

In the last few days our newspaper advertising department has started taking over more detail in handling the ads for a couple of our big retailers. This step came directly from "worsening" help conditions in the stores. If we only had a better crew ourselves to do more of this . . .

(Any young man with advertising aspirations, please note.)

## Gilding Dull Lilies

**THURSDAY**—Doing both occasionally, it comes to mind how much easier it is to write a news story than an ad. Most news stories tell about the most important and exciting things of the day. Many ads tell about very drab, unexciting things.

(Advertisers sometimes step out of bounds trying to make these dull, taken-for-granted things important and exciting.)

## Merchandising Problem

**FRIDAY**—Rasseled today with a problem which will undoubtedly come back for more. Dullen's store, of Medford and Ashland, got some water damaged shoes, which can be sold without ration stamps, and decided Klamath would be a good place to sell them.

The city decided to keep them out, so they are locating outside the city limits. To sell the shoes they must be advertised. The paper enters the picture.

While we were not asked, directly, to reject the ads, most local merchants feel that this type of business is unfair and should be stopped. And there's merit in the reasoning against "here-today, gone-tomorrow" business.

On the other hand, as far as we are able to determine, there are no false implications in this advertising, and Dullen's is a reputable, established (across the mountains) firm. A phone call to the Medford Mail-Tribune told us that.

Also, we believe people will be glad of the chance to get shoes without ration stamps. (Most of the local shoe stores which might be hurt by this competition, if any are hurt, have told us there is no problem in selling all the shoes they can get.)

If there is one underlying, fundamental reason why we are accepting this advertising against the wishes of our good local advertising customers, it is this:

The newspaper, in conducting its news and editorial columns, is the natural enemy of entrenched, self-perpetuating government in all its forms.

The newspaper, in conducting its advertising columns, is the natural enemy of all who would restrict trade (including the OPA) fixed prices, farm trade trusts and cartels.

For this reason a newspaper thinks twice, and then twice again, before closing its advertising columns to anyone who can speak the truth without libel.

**For the Record**

**SATURDAY**—The above might be construed by someone as a brief for "here-today gone-tomorrow" businesses. We have always said, and state again now:

Buy from established, advertising merchants. They have to be good because a good name is at stake on every ad.

Any shoes the Addisons buy will come from Eddie Goeckner's or Penney's or from some store that will be there tomorrow in case the shoes fall to pieces.

far north of due east, and can be distinguished from the bright stars in the morning sky by its steady, non-twinkling light.

**Capella Visible**

Viewing the stars visible tonight around 10 o'clock, we find that bright yellow Capella is now almost due north and on the horizon. This star may be glimpsed from some localities, but before midnight can be clearly seen higher and farther east. As Capella is below the north star, its apparent motion is eastward, a seeming contradiction of the general idea that sky-objects always seem to move westward.

Very high in the east Deneb shines at the head of the Northern Cross. The cross now lies on its side with its length extending southward from Deneb.

## SIDE GLANCES



"The only thing I have against my husband is that he's a man!"

A much brighter star than Deneb is gleaming almost in the zenith. This is Vega in the Harp of Orpheus. High in the southeast, Altair is conspicuous. Deneb, Vega and Altair mark the corners of a fine right-angled triangle, known to Girl Scouts as the "summer triangle."

Somewhat west of due south, splendid Antares flashes red. Low toward the southwest white Spica is twinkling, while high in the western sky, orange Arcturus glitters at the lower end of the starry kite.

## Market Quotations

**By VICTOR EUBANK**

**NEW YORK, July 29 (AP)**—Stocks generally groped their way through today's short market session, and while scattered favorites managed to pin on modest advances, many leaders were unable to climb out of the losing rut.

Strong buying as well as selling incentives were lacking from the start and, with the ticker tape frequently rattling, near-closing trends were slightly mixed. A wide assortment of pivots was unchanged. Transfers of around 250,000 shares were among the modest for the past several months.

The heat, humidity and general aversion to expanding commitments pending possible big war developments accounted for the apathy.

Occasional resistance was shown by U. S. Steel, Bethlehem, N. Y. Central, Sperry, Allied Chemical, Eastman Kodak and Public Service of N. J. On the offside most of the time were General Motors, Chrysler, Santa Fe, Standard Oil (N. J.), Southern Railway, DuPont and Kennecott.

**Closing quotations:**

Am Car & Equip	29 1/2
Am Tel & Tel	163 1/2
Anacosta	25 1/2
Amalgamated	25 1/2
Commonwealth & Sou	11 1/2
Curtis-Wright	27 1/2
General Electric	27 1/2
General Motors	60 1/2
N. Y. Central	118 1/2
Northern Pacific	37 1/2
Pack & El	32 1/2
Sears Roebuck	29 1/2
Republic Steel	18 1/2
Richfield Oil	85 1/2
Standard Brands	29 1/2
Sunshine Mining	20 1/2
Trans-America	9 1/2
Union Oil Calif	107 1/2
U. S. Steel	58 1/2
Warner Pictures	13 1/2

## Potatoes

**CHICAGO, July 29 (AP)**—Potatoes, arrivals 53; total 48; total U. S. shipments 744; supplies very light; demand far exceeds available supplies; market firm at ceilings; Columbia Long Whites, commercials \$3.67 1/2; Oregon Bliss Tri-umphs U. S. No. 1, \$4.04; Nebraska Red Warras, U. S. No. 1, \$3.92-\$3.97; Missouri Cobblers, generally good quality \$3.40.

## LIVESTOCK

**SOUTH SAN FRANCISCO, July 29 (AP-WFA)**—Cattle: For five days 1933. Compared Friday week ago: Medium to good grass steers, heifers and good range cows steady. Medium to canners 25c decline after mid-week. A few loads of freshy 950 to 1100 pounders \$12.50 to \$13.50. Medium heifers \$11.00 to \$11.50. Good grass cows \$12.00 to \$12.50; medium \$10.00 to \$10.50; common \$8.00 to \$8.75; cutter \$7.00 to \$8.00; canners \$4.75 to

## OIL CENTERS HIT IN ITALY, GERMANY

**By JOHN A. MOROSO III**

**LONDON, July 29 (AP)**—A force of 1100 American heavy bombers struck Germany's Leuna synthetic oil plant at Merseburg for the second successive day this morning, and also attacked the northwestern part of Bremen.

The blow was in the wake of an attack by 1000 heavy British warplanes which blasted Stuttgart, Hamburg, Frankfurt and Buzzbomb bases in France at a cost of 62 planes.

Some of the American bombers attacked visually through breaks in the clouds.

They also raked Nazi air-dromes at Juvincourt and Laen-Couvroun northeast of Paris.

**ROME, July 29 (AP)**—Fanning out in a broad arc over enemy territory from southern France to Greece, allied warplanes from Italian bases yesterday blasted enemy oil supplies and communications.

Twelve enemy planes were shot down during the day's operations, featured by an attack by more than 500 heavy bombers of the U. S. 15th air force on oil targets at Ploesti. American pilots, using instruments to penetrate a thick smoke-screen, left huge oil storage tanks enveloped in flames.

A total of 25 allied planes, including 19 bombers, were lost.

## St. Lo Casualties Reported Lighter

**U. S. AIR FORCE ADVANCED HEADQUARTERS, France, July 28 (Delayed) (AP)**—Maj. Gen. Lewis H. Brereton said today that casualties among front-line American troops as a result of yesterday's massive bombing attack west of St. Lo were lighter than first believed.

Overall results of the bombing came up to expectations, he said.

Bombs which fell among American troops were from planes crossing in late waves, indicating the crews found the target points obscured by smoke and dust of previous explosions, the commander of the U. S. 9th airforce told a press conference.

## VITAL STATISTICS

**MERRIMAN**—Born at Hillside hospital, Klamath Falls, Ore., on July 29, 1944, to Dr. and Mrs. John Merriman, 1200 W. Terrace, a girl. Weight: 7 pounds 15 ounces.

**KELFORD**—Born at Klamath Valley hospital, Klamath Falls, Ore., on July 29, 1944, to Mr. and Mrs. W. H. Kelford, 904 Mitchell, a boy. Weight: 6 pounds 3 ounces.

## CARD OF THANKS

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. With our beloved mother, Mrs. Charles W. Hamilton and family.

Mr. and Mrs. M. D. Fales and family.  
Mr. and Mrs. J. A. Johnson and family.  
Mr. and Mrs. W. B. Johnson and family.  
Mr. and Mrs. Leonard Johnson and family.

## WHEAT

**CHICAGO, July 29 (AP)**—Professional traders limited their dealings in wheat futures today and the trade was largely mill buying to cover recent flour sales and hedging for cash interests. The volume was not large and the undertone was easy.

At the close wheat was 1/2 to 3/4 lower than yesterday's finish, September \$1.50 3/4-1/2, October \$1.45 1/2-1/4, November \$1.06-1/2, December \$1.12 1/2.

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## Federation Leader To Show University Movies In Klamath

Gerd Hansen, University of Oregon senior from Marshfield, and director of the Oregon Federation, will be in Klamath Falls Tuesday August 1, at 8 p. m., at the Willard hotel, to meet and talk with high school graduates who are interested in attending the University of Oregon this fall. Miss Hansen is bringing two reels of colored moving pictures showing campus scenes, classwork and living quarters to acquaint students with campus activities and facilities.

Miss Hansen will be accompanied by Doris Hack, acting alumni secretary at the university. Following the meeting, they will meet students personally and answer any questions about the study, living accommodations and student employment.

Parents of students are especially invited to attend, as well as undergraduate students and all university alumni.

Miss Hansen is being assisted in arrangements for the meeting by John H. Houston, alumni director for Klamath county and by Marjorie Young, student chairman for Klamath Falls, Ore.

## MISSING WHISKEY

**ASTORIA, July 29 (AP)**—Police and state liquor control commission agents sought today to solve the mysterious disappearance of 8000 worth of whiskey from an Astoria warehouse. The 20 cases of whiskey had been shipped here from Portland and was awaiting transfer to state liquor stores.

About the only thing you can get on time these days is meals.

## LEGAL NOTICES

**JAMESON**

**IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR KLAMATH COUNTY**

A. Vogt and C. A. Vogt, also known as C. Allen Vogt, Plaintiffs.

Jane Doe Bernhardt, widow and the unknown heirs of Ludwig Bernhardt, deceased, also all other persons claiming unknown claims in right, interest, lien or estate in and to the real property described in plaintiffs complaint, Defendants.

To Jane Doe Bernhardt, widow of Ludwig Bernhardt, deceased, the known and unknown heirs at law of Ludwig Bernhardt, deceased, also all other persons or parties unknown claiming any right, title, interest, lien or estate in and to the real property hereinafter described, defendants.

**THE NAME OF THE STATE OF OREGON:** You and each of you are hereby required to appear in the above entitled cause, to be held at the court house in Astoria, Oregon, on the 31st day of August, 1944, said date being after the expiration of four weeks from the date of the first publication of this summons upon you, the date of said first publication being July 29, 1944, and if you fail to so appear or appear herein, for want thereof, plaintiffs will apply to the court for the relief prayed for in their complaint, to-wit: That said defendants and each of them, the known and unknown heirs at law of Ludwig Bernhardt, deceased, and also all other persons or parties unknown claiming any right, title, interest, lien or estate in and to the real property hereinafter described, be required to set forth the nature of his or her claim thereto and that all adverse claims in and to said real property or any portion thereof may be heard and determined by the decree of this court; that by said decree it shall be adjudged and decreed that plaintiffs are the owners in fee simple of the following described real property situated in Klamath County, Oregon, to-wit:

The NW 1/4 of SW 1/4 Section 17, all in Twp. 40 S. R. 12 E. W. 34, freed and clear of all claims of said defendants or either of them; adjudging and decreeing that plaintiffs' title be forever quieted against any and all claims of said defendants or either of them, and against the claims of any and all persons or parties unknown, claiming any right, title, interest, lien or estate in and to said real property.

This summons is served upon you by publication thereof in the Evening Herald, pursuant to an order of the Honorable David Vandenberg, Judge of the above named court, made and entered on the 8th day of July, 1944.

Attest: A. W. HAUPT, Attorney for Plaintiffs.  
Address: 613 1/2 Main Street, Klamath Falls, Oregon.  
7-15-22-29; A-S. No. 128.

## DEWEY DIPS INTO STATE GOP

**ALBANY, N. Y., July 29 (AP)**—Gov. Thomas E. Dewey, who dipped into a congressional nomination, appeared today to take a quiet interest in the selection of a republican nominee for the United States senate in New York.

Although Edwin P. Judd, state chairman, has been named candidate for the senate now held by Democratic Sen. F. Wagner, Dewey was expected to have major influence in selecting the man to run with him. A state which leaders of parties believe they must win to win the presidency.

A half dozen or more progressive candidates are on the list. Dewey may favor Irving M. G. of Norwich, 48-year-old leader of the state assembly. Ives is credited with strong support and this may enhance the choice of the republican state committee when it meets here August 8 to pick its nominee to Wagner. The latter is expected to become the democratic nominee.

## WEATHER

**Friday, July 29, 1944**

Klamath Falls	52-64
LaGrande	50-62
Lakeview	50-62
North Bend	50-62
Prineville	50-62
Redding	50-62
Reeds	50-62
Seaside	50-62
St. Paul	50-62
Union	50-62
W. Ashland	50-62
Yreka	50-62

## Brute Men Tam Down

All about the people drinking, screaming, crying and fighting. But these wild men were singing hymns and listening to God's Word. Most to a man, these were saved from the life outside, port from Guatemala, Central America.

Yes—from every tribe and nation, God is calling out a people for His name. These, He intends with Himself, and they shall be a new order of life here on earth.

**ONE**—God offered up the Lamb without blemish, the sins of your whole life. For the blood of Jesus Christ, God's Son, cleanses from sin.

**TWO**—Now with Christ in your place, the price is paid. So soon as you are Christ's work, done to you by God, He breathes you into Himself. By this He creates anew. He becomes your Father. You have His name forever. Old things have passed away; all things have become new.

Stand on the Bible. Christ paid the penalty for your sins. Count your sins cleared. NEXT—Feelings of envy, having Christ in your heart, God now indwells every thought, word and deed. Show all men that you now belong to the new order of things on the earth. Live Power From On High.

**Grant Taylor**  
3101 S. W. McChesney Bldg., Portland, Ore. This space purchased by an Oregon business man.

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

A lady gardener named McQuarts is really quite out of sorts For the Cucumbers she got And you can believe it or not Had dimples instead of warts.

**Black Leaf 40 AT IDELLA'S**  
What a Gall!

**FOR SALE OR TRADE**

18 Lots — Water Works for Macdoel — The Building, Licenses for Beer, Wine and Distilled Spirits

**GLORIA JOHANSON, Tulalake, Calif.**

**A CALL TO WORSHIP**

**FIRST BAPTIST CHURCH**  
No. 8th and Wash. Sts.

"The Church With a Message"  
Cecil C. Brown, Pastor

11:00 A. M.—"Wounded by the Wayside."  
8:00 P. M.—"Why a Man Can't Win At the Judgment."  
9:45 A. M.—Sunday School Closes For All Ages.  
6:45 P. M.—Training Union For All Groups.

"The Only Missionary Baptist Church in Southern Oregon."

**Oil For The Homes Of Klamath**

Did you read last Saturday's ad by Payton & Company? They weren't fooling when they asked all oil consumers to fill their oil storage tanks now.

**Our Fuel Oil Storage Tanks Are Full Now**

But they won't be next winter, unless you ORDER YOUR FUEL OIL NOW!

As soon as you get your ration coupons, call us. Fill your tank as full as your coupons will allow. You can get YOUR tank to OUR STORAGE space, so that more oil can be brought in. Help US to help YOU by placing your order today.

After you fill your tanks, then hoard it. Don't use it until you really need it, and don't use any more than is absolutely necessary. All of your oil coupons won't heat your home this winter if the oil is not available.

We will have extra 100-gallon oil tanks available if you need one.

**FRED H. HEILBRONNER**  
Since 1919  
Office and Yard, 821 Spring St. Telephone 4150  
Merrill, Oregon Telephone 4150