

City Briefs

Leaves—U. S. Senator Gordon, called back to Washington for Tuesday morning to cancel plans for a trip to Lakewood from Falls Saturday. Senator Gordon returned to Roseburg here, and planned to go to Lakewood to catch a plane for Washington.

Annual Picnic—The annual picnic of the chapter of Beta Sigma Chapter will be held at Moore Park on Tuesday evening at 6:30. Out of town members and husbands are cordially invited. Those interested should call Kaler at 7711.

Report—Klamath Falls reported three new cases of communicable diseases in the past week, according to the state health department. These included one case of typhoid fever and two of gonorrhea.

Ladies Aid—The Klamath Falls Ladies Aid will meet at 8 p. m. in the church here, Mrs. Hornby and Mrs. ... will act as hostesses to the group.

Advertising goes to war

Napoleon would shake his fist—mystified, Julius Caesar, four-star Roman, would grumble, "Not in my day!" Stonewall Jackson might say, "Perhaps we started it—the Rebel all was advertising."

Yet every great general of the past would be amazed at the role played in this war by advertising. On the home-front—advertising has been more important than ever before—advertising has become a full-scale instrument of war.

Look first at the work advertising has done directly for Uncle Sam. With government agencies pointing the aims—but with private sponsors meeting the bill—advertising has helped Uncle Sam recruit his woman power... helped Uncle Sam buy bonds... helped Uncle Sam buy war bonds for production.

That's quite a job. Yes, on your own, independently, advertising has done even more. It has helped Uncle Sam enlist all the people in this war—by showing them constantly how they can take part.

When you read the ads these days, you see the arms your money buys. You see the weapons created through shortages, rationing... sacrifice. Along with MacArthur's men you travel the jungle in a jeep... help Clark's boys level a barbed wire on a Nazi tank... tramp the deck of a destroyer on Murmansk convoy... rush a Jap-held beach with the Marines in an alligator-boat. You're one more American—working... fighting.

No wonder Napoleon or Caesar, or any of the old masters, would discover something new in warfare. They couldn't open a newspaper or a magazine without seeing it. And they'd envy Uncle Sam a new force toward victory.

STANDARD OF CALIFORNIA

FOR SALE DR TRADE

16 Lots — Water Works for Meadool — The Building. Licenses for Beer, Wine and Distilled Spirits. **GLORIA JOHANSON, Tulalake, Calif.**

Reunion—Visiting at the home of Mrs. A. M. Collier are Mr. and Mrs. W. R. DeLay of Tacoma, Wash., Mrs. R. H. Walker of Whittier, Calif., and Blanche Porter of Marshalltown, Iowa. Mrs. Collier, Mrs. DeLay and Mrs. Walker are sisters of Mrs. E. H. Helken and Lloyd L. Porter of this city. Miss Porter is their cousin. This is the first time for 15 years they have all been together.

Accepted—Word from North Park college in Chicago, Ill., states that Rose E. Clawson, daughter of Mr. and Mrs. Albert Clawson of 2766 Dayton, Klamath Falls, has been accepted as a student there. She will arrive in Chicago in time for the opening of school on September 12.

Change of Address—Mr. and Mrs. H. C. Chibberg have received word from their son, PFC Robert S. Wisner, wanting his friends to write him at a new address. He has been with the marines on Saipan. Those wishing his address may get it by calling his parents at 6994.

From Merced—Lt. Forrest C. Julian of the Merced army air field, was a guest Sunday at the home of Mr. and Mrs. H. C. Brown and Rose Brown and Jimmy, of 1115 Owens. Lt. Julian and Pvt. Copeland flew to Klamath Falls Saturday afternoon and back to Merced Sunday afternoon.

Returns—Mrs. Evelyn Shock of 1237 Front, returned Sunday morning from the northern part of the state and southern Washington, where she has spent the last three weeks visiting with relatives and friends.

Leaves for Vacation—Judith Brown, assistant secretary of the chamber of commerce, plans to leave Monday for Dufer, Ore., where she will visit her aunt and uncle.

In England—Sgt. George Demetrakos of the army air forces is now in England, according to word received by his parents, Mr. and Mrs. P. G. Demetrakos.

From Vacation—Ann Lander of Moes has returned from Salem where she has been on her vacation for the past two weeks.

Police Court—In police court Monday morning there were four drunks appearing before the police judge.

Over Weekend—Ruth Stover of Dunsmuir was visiting in Klamath Falls over the weekend.

From Berkeley—Frank Enright of Berkeley was in Klamath Falls Saturday on business.

VITAL STATISTICS

BUSER—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 4, 1944, to Mr. and Mrs. Rufus Buser, 225 Doty, a boy. Weight: 7 pounds 12 ounces.

EDSALL—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 7, 1944, to Mr. and Mrs. E. K. Edsall, 4042 Delaware, a girl. Weight: 7 pounds 7 ounces.

PACE—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 6, 1944, to Mr. and Mrs. Tom Pace, Olene, a boy. Weight: 6 pounds 7 ounces.

PHILLIPS—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 6, 1944, to Mr. and Mrs. Joe A. Phillips, route 1, box 548, a boy. Weight: 6 pounds 12 ounces.

SHADDUCK—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 6, 1944, to Mr. and Mrs. William Shadduck, route 3, box 661, a girl. Weight: 8 pounds 10 ounces.

FUNERAL

CAROLINA ANN NALE—Carolina Ann Nale, infant daughter of Mr. and Mrs. Charles R. Nale of Klamath Falls, passed away in this city on Sunday morning, August 6, 1944, at 2:35 a. m. Besides her parents, she is survived by her paternal grandmother, Mrs. Hazel Nale of Clatskanie, Ore., and her maternal grandparents, Mr. and Mrs. Dan Kirks of Klamath Falls. Grave-side services were held in Linkville cemetery Monday afternoon, August 7, at 3 p. m., with the Rev. Victor Phillips of the First Methodist church officiating. Interment followed in the baby row. Ward's Klamath Funeral home in charge.

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

SUMMER DISTRESS

Pepto-Bismol is good for that

When something you've eaten causes simple diarrhea, take soothing PEPTO-BISMOL. Recommended by many physicians. It is non-laxative, non-alkaline, pleasant-tasting. Brings gentle relief—helps retard gas formation. Tastes good and does good. Ask your druggist for PEPTO-BISMOL when your stomach is upset.

A NORWICH PRODUCT

FOR SALE DR TRADE

16 Lots — Water Works for Meadool — The Building. Licenses for Beer, Wine and Distilled Spirits. **GLORIA JOHANSON, Tulalake, Calif.**

OPA CHARGES DEALERS WITH UPGRADING

OPA officials have announced that after a recent survey of meat markets in the Klamath Falls area, it has been found that it has been common practice of most meat retailers to upgrade their meats and sell them at the price allowed for the higher grades.

Fred Parker, from the district OPA office in Portland, is in Klamath Falls and will meet with retail meat dealers Monday night at OPA offices to try to get their cooperation in meat grading and price control.

One example cited by the OPA was that a rump roast had sold for the AA (choice) grade at a price of \$1.80 when the roast was actually of grade C (utility) quality and should have sold for \$1.04. To prevent this, all consumers should check grade marks, which are plainly visible on most cuts of meat, to avoid being overcharged.

Meat is graded according to five levels. These are AA, or choice; A, good; B, commercial; C, utility; and D, cutters and canners grade.

The department of agriculture maintains a government grader in this area who checks all meat sold to retail dealers. All carcasses checked are roll stamped with the actual grade of meat which are easily seen on most cuts. Any upgrading of meat when sold at a higher price is a price violation because the meat price is determined by the grade.

For example, round steak, which is a cut sold at most meat stores, has a set price of 45 cents a pound for AA grade at 1 and 2 type stores, which includes most of the meat stores in the Klamath Falls area. The grade C steak sells for 32 cents a pound. Therefore if a grade C meat is charged for the grade C meat, the consumer is being overcharged 13 cents a pound on that one item.

The local board of the OPA has available for consumers, a list of meat prices which can be obtained by asking for them.

Dealers who have been upgrading their meat will receive a warning notice upon discovery of their first violation and for the second violation will receive an injunction order which will eventually lead to suspension.

Service Men and Women Home on Leave

Sgt. Lou Mueller from Camp Shelby, Miss. Here until August 15.

AM 2/c Wesley Yancey from San Diego, Calif. Here until August 12.

SF 1/c Lawrence C. Beoney from San Diego, Calif. Here until August 12.

ALL DOG OWNERS SUBJECT TO RULES

Country dog-owners as well as city people have been reported recently to the dog commissioner for owning unlicensed dogs.

A warning from Justice of the Peace J. A. Mahoney published several days ago mistakenly stated that "townspeople" failing to procure licenses for their dogs would be arrested. Justice Mahoney wishes to repeat the warning and remind people living out of town that the dog-license law is a state law and is applicable to them as well as city dog-owners.

The law is stated as follows: Any owner or keeper of any dog (over eight months old) who shall fail to procure a license (as provided in section 52-2414) shall be guilty of misdemeanor and, upon conviction thereof, shall be subject to a fine of \$10 for each offense, together with costs of proceedings.

Justice Mahoney says that he will be forced to issue warrants against anyone in the county who fails to comply with the above law. License tags can be obtained at the county clerk's office in the courthouse.

PLANS FOR PICNIC SHAPED BY EAGLES

Chairman I. E. Baker of the picnic committee has announced that plans for the big Eagles picnic to be held in Moore park Sunday, August 13, are shaping nicely and a full day of fun and frolic is assured all who attend that event.

The registration booth will be open at 8 a. m. and remain open until afternoon. All Eagles, ladies of the auxiliary, and visiting members and their families are urged to come to spend a day out of doors with their friends and families.

All are urged to bring a big lunch together with drinking cups, as coffee will be served free of charge by the committee. For the children there will be free ice cream and soda-pop, and prizes will be awarded in all events from the kiddies shoe-ramble to the special events of the day.

The feature items so far released by the chairman include a prominent speaker for the day and the championship ball game.

Storage Plant Owners Ask Removal Of U. S. Goods

SALEM, Aug. 7 (AP)—Operators of Salem cold storage plants asked Sen. Guy Cordon today to request the government to remove its commodities from Salem cold storage plants to make way for the fruit crop.

The Salem plants are filled with turkeys, which will be used by the armed forces Christmas and Thanksgiving, and with the spring packing of berries.

Heavy Transport Meeting Called

PORTLAND, Aug. 7 (AP)—Representatives of Oregon's heavy motor transportation will meet here tomorrow to gather data on the critical truck tire shortage to back up their plea for more heavy rubber.

The 67 per cent heavy tire reduction ordered by OPA for August will be discussed by loggers, farmers, and long distance haulers.

Power Line Kills Two Camp Adair Men

ALBANY, Ore., Aug. 7 (AP)—A high voltage power line knocked down when an automobile snapped a power pole killed two Camp Adair soldiers near here yesterday.

The victims, whose names were withheld, were returning from Colorado lake at 2:30 a. m. with two other soldiers in a car driven by Florence McGuire of Albany, Chief of Police Harry Stellmacher said.

None of the five was injured in the crash but one of the soldiers stepped on the live wire in the darkness and was electrocuted, Stellmacher said. The other died attempting a rescue.

The seizure of Saipan constitutes a major breach in the Japanese line of inner defenses, and it is our intention to capitalize upon this breach with all the means available.—Adml. Chester W. Nimitz's communique.

Fire Destroys Lumber Plant

THE DALES, Aug. 7 (AP)—Authorities sought the cause today of a fire that destroyed the Tum-A-Lum Lumber company plant and considerably damaged The Dalles Soda Works late yesterday.

Loss estimates ranged from \$50,000 to \$75,000.

The blaze started in the rear of the lumber plant and was out of control when firemen arrived. Three company trucks, a quantity of lumber, and several small adjoining buildings also burned.

Some equipment in the Soda Works building was saved.

Fire Department Extinguishes Fires

The fire department was called Sunday to put out two small grass fires which did no damage.

At 1:21, they were called to the corner of Lowell and Eldorado to put out a grass fire started by a trash fire getting out of control. At 6:45, the hook and ladder was sent to the corner of First and Main to put out a small fire.

EDITORIALS ON NEWS

(Continued From Page One)

produces great art flourished in Italy, did much of his best work in Florence.

In part of his time, he was painting great pictures. In other parts of his time (he was an engineer as well as a painter) he was devising **ENGINEERS OF WAR** for the fighting that ravaged Italy, then as now.

Searchers Conclude Treasure Hunt

PORTLAND, Aug. 7 (AP)—Searchers concluded they had all the "hidden treasure" at the home of the late Thomas Hodson, 76, who died July 17 leaving maps showing the location of \$8000 in cash at his semi-secluded two story house.

His three cousins, Robert Hodson and Miss Margaret Hodson, both of New Westminster, B. C., and Mrs. Agnes Morton, Vancouver, B. C., are the heirs.

A map showed the location of \$3000 in gold, approximately \$1000 in silver, \$1000 in currency and \$1250 in war bonds.

2 Girls and a Sailor at Hershberger's Cafe

Betty Larvick (left) and Carol Newman, contestants in the "Miss Klamath" contest, enjoyed a meal at Hershberger's cafe Sunday evening with Seaman 1/c Johnny Fisher before seeing the Pelican theatre show "Two Girls and a Sailor." The picture will play at the Pelican through Wednesday.

Now ... You Can See An Advance Copy Of

Sears Big, New FALL AND WINTER CATALOG

At Our Catalog Sales Dept.

OVER 1000 NEW Cold Storage Lockers

All steel lockers—drawer and door type. Sharp freezer in connection. These lockers will be available about Nov. 1. Rental subscriptions now being taken.

Klamath Packing Co.
Keno Road Phone 5361

Gas on Stomach

Relieved in 5 minutes or double your money back. When excess stomach acid causes painful, uncomfortable gas, sour stomach and heartburn, doctors usually prescribe the fastest-acting medicine known for symptomatic relief—medicines like those in Bell-sin Tablets. No inactive, ball-and-chain comfort in a pill or return bottle to us for double money back. 25c.

Allen Adding Machines
Friden Calculators
Royal Typewriters
Desks - Chairs - Files

For those hard-to-get items
PIONEER PRINTING AND STATIONERY CO.
124 So. 9th Klamath Falls

More Smart Fall Styles
More Hard-To-Find Goods
More Than 100,000 ITEMS

Assembled between the covers of our new Fall and winter catalog, you'll find more of the things needed to dress smartly... live comfortably... and to properly take care of your home and car. Yes, you can still select from more than 100,000 items, including more hard-to-find articles. Stop at our Catalog Sales Department... see an advance copy of our new catalog that makes wartime shopping quicker... easier!

EASY TERMS Both catalog and retail purchases totaling ten dollars or more may be made on Sears Easy Payment Plan.

PAULINE KELLEY
Catalog Order Dept.

Catalog Sales Dept.
SEARS, ROEBUCK AND CO.

133 S. 9th St. Phone: 3188

Your **ONE-STOP Shopping Center**

P.M.
For Pleasant Moments

You'll be Pleased to Meet P.M.'s mellow good taste at half-past-six tonight... proud to invite a friend to a Pleasant Moment. For this is the finest-flavored, smoothest of whisky blends... a Pre-war Memory doubly wired in busy '44!

BUY MORE WAR BONDS

National Distillers Products Corporation, New York. 86.8 Proof. A Blend of Straight Whiskies

thousands of idle workers troop back happily to work.

THIS suggests a significant thought: After all, isn't the right to WORK, if one wants to work, fully as important and as much entitled to protection at the hands of government as the right to STRIKE if one wants to strike?

BOTH rights are important to free peoples, but in recent years we have been paying much more attention to one than to the other.

BECAUSE IT IS AT OR NEAR ITS CRISIS, THE WAR IN EUROPE FILLS OUR MINDS.

But we of the West Coast, who know that victory in Europe is only the necessary prelude to victory in OUR war against the Jap, keep our eyes on the Pacific.

Something interesting (perhaps significant) is happening there.

On Guam, 22,000 CIVILIAN Japs have surrendered, instead of committing suicide. That indicates that the suicide complex is an INDOCTRINATION, rather than a fundamental trait of Japanese nature.

Jap fighting men are indoctrinated with the suicide complex. Jap civilians have NOT been so indoctrinated.

THIS must be the point: Japan's medieval-minded war lords must have indoctrinated their fighting men with the suicide complex with the idea that fighting to the death is the WAY TO WIN WARS.

This is the INTERESTING point: In eastern New Guinea, the Japs are suddenly RETREATING, instead of dying in their tracks (by their own hands, if necessary) as has been their rule in the past.

Are the Jap war lords GETTING WISER?

ON the home front, the army takes hold with a firm hand in Philadelphia and the mysterious and troublesome transportation strike collapses overnight. Once they are assured definite and dependable protection, the

FOR SALE
2 Small Ice Boxes, Dentist Chair and Dental Equipment
DREW'S MANSTORE
733 Main

Searchers Conclude Treasure Hunt
PORTLAND, Aug. 7 (AP)—Searchers concluded they had all the "hidden treasure" at the



Betty Larvick (left) and Carol Newman, contestants in the "Miss Klamath" contest, enjoyed a meal at Hershberger's cafe Sunday evening with Seaman 1/c Johnny Fisher before seeing the Pelican theatre show "Two Girls and a Sailor." The picture will play at the Pelican through Wednesday.

Now ... You Can See An Advance Copy Of

Sears Big, New FALL AND WINTER CATALOG

At Our Catalog Sales Dept.

More Smart Fall Styles
More Hard-To-Find Goods
More Than 100,000 ITEMS

Assembled between the covers of our new Fall and winter catalog, you'll find more of the things needed to dress smartly... live comfortably... and to properly take care of your home and car. Yes, you can still select from more than 100,000 items, including more hard-to-find articles. Stop at our Catalog Sales Department... see an advance copy of our new catalog that makes wartime shopping quicker... easier!

EASY TERMS Both catalog and retail purchases totaling ten dollars or more may be made on Sears Easy Payment Plan.

PAULINE KELLEY
Catalog Order Dept.

Catalog Sales Dept.
SEARS, ROEBUCK AND CO.

133 S. 9th St. Phone: 3188

Your **ONE-STOP Shopping Center**