

Herald and News

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Subscription Rates: month 75c, 3 months \$2.25, 6 months \$4.00, 1 year \$7.00

Entered as second class matter at the postoffice of Klamath Falls, Ore., on August 20, 1906, under act of congress, March 3, 1879

Member Associated Press, Member Audit Bureau of Circulation

Today's Roundup

By MALCOLM EPLEY
THE Klamath reclamation project, whose history was related in an interesting talk to the Rotary club yesterday by Reclamation Superintendent B. E. Hayden, has cost a total of a little more than \$7,000,000.



EPLEY

Compared with wartime public expenditures, that is an almost infinitesimal sum. It is approximately the same amount as has been spent on the Tulelake Jap segregation center, which has yielded more headaches than profits.

But the returns from the investment in the Klamath reclamation project have been tremendous. Crop values on the project last year hit \$15,000,000, or twice the total project cost over all the years.

The Klamath project rates as one of the outstandingly successful irrigation enterprises in the nation. It has not involved the construction of gigantic structures, and therefore it is not so spectacular (nor expensive) as some other irrigation projects. But it is a dandy.

Leaders
OREGON led the nation in per capita sales of war bonds in the Fifth War Loan, and Northern California was SECOND.

That's interesting and gratifying news for this state line-straddling basin.

The Oregon per capita sales were \$38.37. Northern California's figure was \$35.18. (California was the only state divided for purposes of this compilation by the treasury department. Southern California came in tenth at \$31.24.)

Klamath county did all right in Oregon, too. Outside of Multnomah county, Klamath was first in the state for E bond sales in excess of quota. We sold \$42,000 more than our quota of \$989,000.

Klamath people should not rest on these war bond laurels. This county's August quota is \$228,800, and at last reports our sales weren't going too well. Steady bond buying is important to the purposes of the bond program, from the standpoint of both individual and national welfare.

Our old friend, Myrie Adams, who has given tremendous effort to bond drives since they were started here, will head up the Six War Loan campaign to start in November. The Lions club, of which he is past president, will be sponsor of the campaign.

Fishing Invitations Needed
MANY marines and navy men, we're told, have been disappointed in their hopes for fishing opportunities while stationed here. Klamath people who find the time and gas to go fishing are reminded to take along service men fishermen. This can be arranged by contacting the Commando center, or W. J. Kessler, president of the Klamath Sportsmen's association.

We believe that in general, local people have cooperated wholeheartedly in this program. But still, there are a dozen service men a week, or more, who call at the Commando center and ask if anybody has sought fishing partners there.

Briefs From the Pocket File
WE have it on good authority that those Liberators, seen almost daily over Klamath Falls, fly here on a hypothetical bombing mission all the way from a base in Colorado. . . . They do not put in at the local air station, but return to base after dropping imaginary bombs on the western pine capital. . . . Which reminds us how hurt and indignant local people were early in the war whenever anyone intimated that maybe the Japs wouldn't want to

file and a union representative.

Col. Paul Griffith, chief of the veterans' personnel division of the selective service, contended in the discussion that a "returning veteran is entitled to his old job back even though he displaces a man with greater seniority."

Victor G. Reuther, assistant director of the war policy division of the CIO United Auto Workers, asserted that such a policy "seems foreign to the intent of the act," and added that "it will be a big mistake to get jobs for veterans by taking them away from someone else."

WE all hope there will be jobs enough for everybody after the war, and if all of us do our part as patriotically and unselfishly as we should there will be.

But in any question of "super-seniority" as between the returning veterans and those of us who stayed at home it will be well to remember that they had super-seniority to FIGHT and so it seems only reasonable that they should have super-seniority to WORK.

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

A Gem of Thought From Idella's
There was a young lady named Snife
About whom Wild Rumors were rife;
She bought two Diaries one day
And now the neighbors all say
That Gal's leading a double life.

Lip Stick 25c to \$1.00

AT IDELLA'S
What a Gal!

waste bombs on a town the size and importance of Klamath Falls. . . Lt. Commander B. M. Turner, a fine fellow and able officer who will be missed here, is reportedly going to be C. O. at the Pasco air station, rather than North Bend, as was reported in the news earlier in the week. . . He was formerly executive officer at Pasco, which is a much larger establishment than the auxiliary station at North Bend. . . Wonder if Deb Addison, whose advertising column got back into the paper today after a few weeks absence, noticed that item in the paper the other day from Eugene. It told about a University of Oregon professor who was quitting teaching, BECAUSE OF ILL HEALTH, and taking an advertising job. . . Nice work for the sick and fatigued, we'd say from our news department vantage point. . . Watch the brickbats fly here next week when Deb gets hold of that one.

Advertising Roundup

By A. D. ADDISON
THERE'S the old story about the minister of the gospel who came upon an unfortunate motorist struggling to get a tire off its rim.

After listening to the sulphuric remarks that came from failure to break the tire loose, the minister, in righteous indignation, gave the motorist a piece of advice.

"My good man, if you'll humbly get down on your knees and ask the Lord's help, instead of taking His name in vain, you'll get the tire off much more quickly."

The man, at the end of his rope, did get down on his prayer bones, and then, with one easy pull, the tire came free.

The parson, his eyes growing wide, looked for a moment and then muttered, "Well, I'll be darned!"

Every now and then we sell an ad to a customer, and when they tell us the results, have to remark, "Well, I'll be darned."

For instance, a neighbor gave me an ad to sell a couple of bookcases. By the time I got home that night he'd had six calls. A 44c ad sold both bookcases, for 30 dollars.

No wonder the classified section hit a new high yesterday.

Enough Read 'Em
THERE was the woman who dropped into the office the other afternoon. She'd been making some kind of a newspaper survey. Wouldn't say what it was or who she was, but did want to tell us how well people read the editorials.

She went on to say (perhaps thinking that I was Mac Epley) that few people read the ads. That's something we're getting away from. . . . trying to tell you that everybody reads all the ads.

After all, if you have a bookcase to sell, it doesn't make any difference whether one person or 10,000 read the ad. If the one right person reads it, you'll make a sale.

With over 12,000 paid subscribers, it's a pretty good bet that there will be someone looking in the ads for what you have to offer.

Simply and Directly
WRITING an ad will give any of us type-writer paralysis at times, but when you get right down to it, stating the proposition simply and directly with the fewest possible words is a rule that always pays dividends. You can't fool people into thinking your way with a lot of fancy words.

The latest menace to simple writing comes, not from fancy advertising experts, but from the influence of bureaucratic lingo. In Thursday's paper we read:

"Klamath Falls has been established as the basin point for freight rates for delivered prices on direct-mill sales of ponderosa pine plywood, and for determining the freight element in the prices at all other levels, according to the August 5 issue of Railway Age.

"OPA said the basin point is necessary in order to establish uniform maximum prices at distribution levels."

Kinda gives you the feeling of a mouthful of unseasoned, cold mush.

There are no "levels" in advertising. (Maybe because we're too dumb to know what they are.)

P. S.—Mac Epley claims that it should have been "basin," not "basin." (I still think it's mush.)

Harvey Denham Named Principal Of Keno Schools
Principal of the Keno elementary and junior high schools this year will be Harvey Denham of Payette, Ida., as was confirmed today by Harold Ashley, county school clerk.

Denham has taught in Malheur county eight years. He was principal at Harper for two years, at Wisser Annex three years and at Arcadia one year.

VITAL STATISTICS
LUND—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 18, 1944, to Mr. and Mrs. Theodore Lund, route 2, box 1965, a boy. Weight: 7 pounds 10 ounces.

STEVENSON—Born at Klamath Valley hospital, Klamath Falls, Ore., on August 18, 1944, to Mr. and Mrs. R. M. Stevenson, Dorris, Calif., a boy. Weight: 8 pounds 14 ounces.

HOOVER—Born at Hillside hospital, Klamath Falls, Ore., on August 18, 1944, to Mr. and Mrs. Hay Hoover, 1500 Summers Lane, a boy. Weight: 7 pounds 8 1/2 ounces.

Fertilizer Orders!
We Repeat **ORDER NOW**
Materials — Labor — Cars
May Not Be Available Later

★ Pacific Supply Cooperative
Phone 4411
Klamath Falls

★ Klamath Basin Cooperative
Phone 45
Tulelake

FORCES REACH ST. MAXIMIN IN ADVANCES

(Continued from Page One)

only six miles northeast of Toulon, but other advance units, speeding over a network of inland roads, were pointed directly toward the Rhone valley through routes which by-pass Toulon and Marseille.

Towns Captured
Other towns taken were Solles-Pont, Gareoult, Vins and Brignoles, all north and northeast of Toulon.

In the approach to the naval base along the coast, the allied forces encountered some stiff German resistance west of Bornes, but inland the opposition was less.

American forward elements were pushing rapidly into the high ground west of La Roquebrussanne. Highway seven, the road on which they are approaching, leads to the Rhone valley at Avignon by way of Aix-en-Provence.

Push Westward
To the northeast, other troops pushed two miles west of Brignoles along highway seven. The advance through the Argens valley still farther north was approaching Carces, about seven miles southwest of Salernes.

The path of the seventh army was obviously toward the Rhone valley, aimed for a push up that great artery to effect a juncture with the armies of Gen. Dwight D. Eisenhower. These forces were now less than 350 airline miles apart.

American infantry was spreading out on both sides of the Argens valley, which has been the main avenue of attack through the rugged terrain of the maritime Alps.

MARINES TO ATTEND LAUNCHING OF SHIP
Ten marines from the Klamath Falls barracks will be honored guests at the launching of the tanker Montezuma Castle, at Henry Kaiser's Swan Island shipyard in Portland Tuesday.

The marines are all veterans of action in the South and Central Pacific, and several wear the Purple Heart for having been wounded in combat. These men represent service in this war in North Africa, Tarawa, Guadalcanal, Bougainville, the Marshalls and other campaigns.

They are P1Sgt. Charles E. Frick, Sergeants John C. Cox and Harvey Ray, Corporals Hugo A. Mattson, William T. Thresher, Vance J. Fugate, Gilmore M. Cox and Kenneth A. Smith; and PFCs Francis S. Billings and William A. Dwyer.

Thresher, Fugate, Billings and Dwyer all hold the Purple Heart. The tanker, whose name Montezuma Castle refers to the official marine corps song, will be christened by Evelyn Hollingsworth, shipyard employee.

Expenses for the marines' trip to Portland will be paid by employees of the yard's administrative division.

Complaint Filed Against Lamm Lumber Company
Shorty's Welding and Boiler Works filed a complaint Saturday against Lamm Lumber Company to collect \$4750 for work, labor and material on a boiler installed at the plant of Lamm Lumber company. A lien on the boiler was filed August 7.

A. L. Riggers, operating under the name and style of Shorty's Welding and Boiler Works, is also asking \$1000 attorney fees plus costs and disbursements. Henry E. Perkins and A. W. Schupp are attorneys for the plaintiff.

Iceland President To Meet With FDR
WASHINGTON, Aug. 19 (AP)—President Svein Bjornsson, of Iceland, will come to Washington August 24 for meetings with President Roosevelt and state department officials.

Bjornsson, whose country has garrisoned thousands of American troops since pre-war days, will be a White House guest and a dinner will be given there in his honor. He expects to go to New York August 27 for a few days visit before returning to Iceland.

WAVE Recruiter



Ivy C. Quale, WAVE recruiting specialist of the Portland enlistment headquarters, will be on duty at the local post office building from August 21 to August 25 inclusive to sign up new WAVES from this area.

Her hours will be from 8:30 until 5:30 and evening appointments can be made by calling 3431. She will be in Klamath Falls every day during the coming week except Wednesday when she will be in Lakeview and Friday to be spent in Tulelake.

—Kennell-Ellis

REDS ATTACK ON 100-MILE BATTLE AREA

(Continued from Page One)

Initiative in the battle raging four to seven miles east of Warsaw. Red infantry with powerful artillery support slashed into the flanks of the narrow German salient extending from Praga to Ossow.

In a desperate attempt to halt an imminent soviet sweep into East Prussia, the Germans hurled one of their biggest armored blows in months west of the Lithuanian city of Siauliai. They penetrated the red army lines, but apparently it was not a serious setback.

Improves Position
East of the Warsaw suburb of Praga the red army attacked and improved its positions. The Russian war bulletin was silent on fighting at the border of East Prussia, but fliers returning from that area reported villages inside the Junker province burning from nazi-applied torches.

PLANE STRIKES JAP AIRCRAFT, FIELDS
(Continued from Page One)

planes; shot down nine enemy fighters; blew up a flying boat on the water.

Boerroe—Bombed airdromes; destroyed four parked planes. Banda sea—Attacked small shipping—the only type feebly attempting to supply garrisons in the vicinity.

Machinegunned
Timer—Enemy positions given an aerial machinegunning by long range fighters.

Nimitz reported no air losses. One of six interceptors was shot down at Truk. MacArthur listed the loss of two fighters. Off Dutch New Guinea, Japanese remnants still holding out

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YANK ADVANCE REACHES SEINE AT TWO POINTS

(Continued from Page One)

northward to the Seine to close off Von Kluge's withdrawal, were from Dreux. Nantes is 23 miles northeast of Dreux, and Vernon is 25 miles due north. Supreme headquarters announced only that the bridgehead across the Eure river at Dreux had been "enlarged."

Abets Fleece
With Laval in flight from Paris were German Ambassador Otto Abetz and all personnel of the German embassy, Berlin radio said. It added Petain's government was considering leaving Vichy, and that "his transfer may already be in progress." A Wilhelmstrasse spokesman was quoted as saying no details could be given until Monday.

The German withdrawal along the Normandy coast, brought Cabourg and Houlgate, five miles beyond the Orne river mouth, under allied shell-fire. Canadians threw three bridgeheads across La Vie river at points 14 miles east and 20 miles southeast of Caen.

In South
The allies beating along the coast are only 13 miles from Deauville at the southern end of the Seine estuary, eight miles south of Le Havre.

Further south, Canadian and Polish troops slugged forward in the Trun and Chambois areas southeast of Falaise, building up the barrier of the northern neck of the trap all but closed upon German remnants. North-east of Falaise, front dispatches said allied armor was only six miles from Lisieux.

Bulgarian Makes Appeal to U. S.
ISTANBUL, Aug. 18 (Delayed AP)—Premier Ivan Bagrianov made what amounted to an appeal to the United States and Britain to help Bulgaria get out of the war in his impassioned speech before the Bulgarian parliament in Sofia Thursday night.

Whether he has enough internal support to get the nation out of the fight probably will be determined in the next few days.

The premier indicted previous governments for leading the nation into the war, which he said "the great majority of the Bulgarian people never desired."

The speech was broadcast to the world.

The Road to Berlin
By The Associated Press

1—Russian front: 322 miles (measured from eastern suburbs of Warsaw).

2—Northern France: 565 miles (measured from Authon, below Paris).

3—Italian front: 603 miles (measured from Florence).

4—Southern France: 680 miles (measured from near Cannes).

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Reader Asks About Rock Falling Through Earth

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

1. A reader of this column asks: "If a straight hole could be made entirely through the earth and a rock were dropped into it, would the rock stop when it got to the center of the earth where gravitational pulls from all sides were equal? Let us disregard air resistance."

There are many things which cannot actually be tested, but from the well-known laws of force and motion, the results can be calculated by mathematics with complete confidence. A swinging clock pendulum does not stop when it reaches the lowest point in its path but climbs uphill on the opposite side. A bicycle running freely down into a depression in a road will of its own momentum run up a considerable distance on the other side. A weight suspended from the end of a long coiled spring will, if pulled down below its point of rest and released, oscillate up and down past the place where it will finally come to rest.

Rock Would Oscillate
For the same reason the rock in question would oscillate back and forth through the 8000-mile earth tunnel. And as in the other examples given, it would be moving with its greatest speed at the mid-point, then gradually slow down until it

came to rest momentarily at the openings on opposite sides of the earth. Calculations indicate that the rock would travel approximately 43 minutes and that its speed at the center would be almost exactly 10 miles per second.

2. Another asks: "Do observations with telescopes indicate that the comets of the present war have made changes in the stars' positions?"

Absolutely none. The curvature of the heavens is so far removed from the turning of the earth that the turning is undisturbed. Everything in the universe theoretically acting in everything else, yet causing little effect on a man on a swamp along the Pacific coast would have on an inhabitant of New York.

Twilight Arch
3. "What causes the black curtain which gradually comes in from the eastern sky after sunset?"

This is the twilight arch, the shadow of the earth on its own atmosphere. The light which usually appears blue with pink when the air is clear. This division between night sky and twilight becomes more diffuse as it rises higher.

4. "You say that some of our meteors are destroyed outside our atmosphere and others on their way never to enter the earth again. Do we see escape or are they destroyed?"

These meteors are not lost outside the atmosphere. We see them as they are burning because of intense heat from friction in the air. These are the ones which are being destroyed. We see the others.

The army air forces flew more than a quarter million bombs sorties and dropped more than 200,000 tons of bombs on German industrial targets between January 1 and May 15, 1945.

Telling The Editor
Letters printed here must not be more than 500 words in length, must be written legibly on ONE SIDE of the paper only, and must be signed. Contributions following these rules, are warmly welcomed.

POEM
KLAMATH FALLS, Ore. (To the Editor)—The following poem was contributed by PFC. Joe E. (Bud) Black who is somewhere in the South Pacific.

THE STAR IN THE WINDOW
Look at that star in the window
That shines like a beacon so bright.
It is telling the story of someone,
Of someone who has entered the fight.

There are ten million stars in our windows,
Ah yes, there are so many more.
They are a threat to those foreign tyrants
Who plotted and started this war.

Perhaps it's a star for a brother,
A sister, a dad, or a son,
But you'll vouch it's the star of a someone
Who won't rest 'till this war is won.

Very truly yours,
VIVIAN WALTON.

WAVES In Action



First members of the WAVES to qualify as instructors on electrical operated 50-caliber machine guns, Florence Johnston of Albert, La. Minn., and Rosamund Small of Syracuse, N. Y., Specialists (G), class, are now communicating their knowledge to male marksmen at the Naval Air Gunners School at Hollywood, Fla. Draped with their ammunition, they walk to the high-speed target range, where they behind the gun turrets and wear head-phones to talk with gunners, while observing the splatter of bullets on the target.

See Wave Recruiting Specialist Ivy C. Quale At the Local Office in the Post Office Bldg. ALL NEXT WEEK Aug. 21-26

IT'S A WOMAN'S WAR TOOL
JOIN THE NAVY WAVES

540 Main St. Phone 5195

This Ad Courtesy of Currin's for Drugs