

Herald and News

FRANK JENKINS Editor MALCOLM EPLEY Managing Editor
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Today's Roundup

IT SOUNDS trite, but it is in order to mention the fact to Klamath football followers that the test of loyalty comes when your team is on the losing end of the battle.

We offer that truism, without elaboration, to the people who left in the fourth quarter of Friday night's Grant-Klamath game.

For those who are spending the weekend griping, it is well to take a look at the record of football seasons here in recent years. The general pattern has been for the Klamath team to run wild over opponents early in the season, and to finish off with an unpleasant anticlimax.

This year, with a new coach introducing a new system to a new team, a start from the bottom and steady improvement as the season advances, is the natural trend. That promises an interesting season, and its possibility is a challenge to our kids and their supporters.

We visited the dressing room after the game Friday night, and the kids showed every evidence of accepting that challenge. How about the rest of us?

One lad said to us: "Well, our folks were there pulling for us right to the end, weren't they?"

We answered affirmatively, with our fingers crossed for a few people whose tail ends we saw disappearing out of the south gate before the game was over.

Ox Power On Upper Klamath

ON occasion, when local history has been the topic of discussion, we've heard vague mention of an early-day boat that was powered by an ox on an endless treadle. Today, we can give some authentic information on that yarn.

It comes from Mrs. Alice McLaughlin, now a resident of Oakland, Calif., and a sister of Mrs. W. M. Monteluis of Klamath Falls.

Mrs. McLaughlin wrote us the story. The boat, she said, was the first commercial boat operated on the Upper Lake, and was built by a Mr. Stedham and sons, who had a homestead at Odessa.

They made a flat-bottomed scow, with crude side-wheels. In a chute on one side was an endless treadle. A big ox was tied in the chute, and, walking on the treads, turned the wheels. A rudder was operated with ropes.

Mrs. McLaughlin recalls that the housekeeper in her father's home at the Rock creek ranch wanted to be the first woman passenger on the Stedham boat. Mrs. McLaughlin, then a little girl, persuaded her mother to let her go with the housekeeper.

Everything went all right on the trip toward Klamath Falls, then Linkville, until the boat reached the McCormick ranch. It was late afternoon. A cold wind sprang up, and the housekeeper put on a bright red cape.

This infuriated the tired ox. It surged forward, shaking its massive head. The boat was not built for such activity from its power source, and a cog broke.

A big canvas was raised and the party came on into town under sail.

History does not reveal whether the owners thereafter strengthened the cogs and tantalized the ox with a red cape when a burst of speed was needed.

Do other old-timers remember incidents about the ox-powered boat? If they do, we would like to hear from them.

Where Wind Is Appreciated

ORDINARILY, audiences give their accolades to the speech-maker who gets it over in

short order. Long-winded orators and marathon conversationalists are usually to be avoided at all costs.

But we've discovered one audience that wants its speeches to keep right on going forever. That's the student body at Klamath Union High school.

We happened to be on the program at the high school assembly this week. As each talk approached its end, the youngsters called for more. We were mystified about it all until we realized that the longer assembly continued, the longer students were free from the humdrum work of the class room.

They were willing to listen to boreome moralizing and laughed readily at weak humor just to keep us speech-makers going. We began to feel quite encouraged about our platform appearances until we found out all about it.

Advertising Roundup

A YOUNG lady who has been in the advertising business, a newcomer here, asked—hesitatingly—is this an honest newspaper? Now there's a question for you!

I was getting my mouth all fixed to tell her about Honest Mac Epley and the rest of the news department when it sunk in that she was actually referring to the advertising department.

It's not a bad idea to ask yourself such a question now and then—especially if others do. Let's see—

For one thing, this newspaper has no "sucker list," hasn't had and won't have. That's the thing where you collect a dollar, or five dollars, from a large list of firms and run an ad with all their names at the bottom.

Some have remarked good naturedly that they got rung in on the sucker list on bond drives or community fund ads, but that's up to whoever is promoting the drive. . . . and we still put our foot down on these multiple-signature ads.

The Matter of Rates

THEN there's the matter of rates. Looking back—

When yours truly started with The Herald and News, back when "Hooverville" was a flourishing suburb down by the viaduct, we had the contract system for advertisers.

An advertiser contracted to use a certain amount of advertising in a year, at a certain rate per inch. The more space he contracted for, the lower the rate.

That was perfectly sound and honest. A potato grower can sell spuds cheaper in carload lots than he can peddling them in 25-pound bags. A newspaper can handle advertising cheaper for large space users than for small ones.

The only catch to it was that some advertisers had contracted for, say, 1000 inches a year, used 100, but got the 1000-inch rate. Others contracted for small amounts, used more, and were entitled to lower rates.

This didn't seem quite honest (and therefore not good business) so we started experimenting. All the experiments didn't prove out, but by the time we moved to our present location, some eight years ago, we had established our present no-contract rate card which automatically sets the rate each month on actual performance.

Commercial ad rates are on a sliding scale, with lower rates for larger amounts of advertising. An advertiser may get a different rate each month, depending upon the number of inches of advertising used. With the exception of church advertising, which is charged on a low, flat rate, it applies equally to all. There are no "special deals."

We think that's an honest way of doing business.

Ad Survey Held

WE note that the American Association of Advertising Agencies surveyed 5,849 advertisements in the October and November issues of leading newspapers and magazines, and found about 80 objectionable ads of 31 advertisers. This is less than 2% on the bad side.

The objectionable ads were tagged on "1. undue exaggeration, 2. trading upon war themes offensively, 3. misrepresentation, 4. scarce appeal, 5. over-emotionalism."

I think advertisements in The Herald and News will stand up with this performance.

Courthouse Records

MARRIAGES—Lloyd William Kingsbury, 20, farmer, native of Kansas, resident of Odessa, Okla. Betty Lou Cornett, 18, clerk, native of Kansas, resident of Stillwater, Okla.

COMPLAINTS FILED—Donald V. Cowan versus Kathleen Cowan. Suit for divorce, charge cruel and inhuman treatment. Couple married February 25, 1939, in Berkeley, Cal. J. C. O'Neill, attorney for plaintiff.

SAM BUTLER JR., a minor, by S. R. Butler, guardian ad litem, versus Pacific Greyhound Lines. Suit to collect damages. Arthur W. Schupp, attorney for plaintiff.

JOSEPH DRITEN SCHIEDL, operating motor vehicle without clearance lamps. Fined \$5.50.

JOSEPH DRITEN SCHIEDL, operating motor vehicle without one red light. Fined \$5.50.

VITAL STATISTICS—LEE—Born at Klamath Valley hospital, Klamath Falls, Ore., September 21, 1944, to Mr. and Mrs. John C. Engle. Weight, 8 1/2 pounds. Length, 20 1/2 inches.

SCHULMIRE—Born at Hillside hospital, Klamath Falls, Ore., September 21, 1944, to Mr. and Mrs. Wilfred Schulmire, 3404 Hilyard, a boy. Weight, 8 pounds 4 ounces. Length, 20 1/2 inches.

MEYDEN—Born at Hillside hospital, Klamath Falls, Ore., September 20, 1944, to Mr. and Mrs. John Heyden, Bonanza, Ore., a girl. Weight, 6 pounds 7 ounces.

SIDE GLANCES



"I can't decide whether he really thinks I'm as beautiful and accomplished as he says in his letters or whether he's trying to impress the censor!"

Market Quotations

LOCOMOTIVE STOCKS RISE

NEW YORK, Sept. 23 (AP)—Rising incentives for selected stocks, particularly locomotive manufacturing issues, in today's market, although main leaders lacked progressive power.

General steel castings preferred run up several points on odd-lot transactions. Pepsi-Cola and Graham Aircraft, both apparently responding to talk of splits of their capital stock, recorded peaks for 1944. American Locomotive and Lima Locomotive also were at new tops.

In front most of the session were Baldwin Locomotive, Bethlehem, Hoop, General Motors, Westinghouse and American Telephone.

Table with columns for stock names and prices. Includes American Can, Am Car & Fdy, Anaconda, Commonwealth & Sou, General Electric, General Motors, International Paper, Kellogg, Lockhead, Long-Bell, Montgomery Ward, Nash-Kelvi, N. Y. Central, Northern Pacific, Pac Gas & El, Packard Motor, Kennecott, Republic Steel, Safeway Stores, Southern Pacific, Standard Brands, Sunshine Mining, Trans-America, Union Oil Calif, Union Pacific, U. S. Steel, Warner Pictures.

LIVESTOCK

SOUTH SAN FRANCISCO, Sept. 23 (AP)—Cattle for five days 1750 compared Friday week ago; No feed calves 1200 market more active, steers and heifers generally steady but good grade in light supply and sharply lower, cows generally 50 cents higher, many late sales as much as \$1.00 up; bulk steady, calves unchanged, few good steers \$14.00-25, bulk \$14.00-15.00; common-medium 11-13 lb. heifers \$8.00-11.50; medium-good beef steers \$8.50-12.50; canner-cutters late \$4.50-6.00; few fat dairy type to \$8.00; medium-good bulls \$2.00-3.00; odd head to \$5.50 late; medium-good grass calves \$10.00-12.50; good-choice vealers \$13.00-14.00.

SALABLE hogs for week 3225, generally steady with some and feeder pigs stronger; good-choice 180-240 lb. barrows and gilts \$12.75; 241-320 lb. \$14.00; 15-30; 140-170 lbs. \$13.50-14.50; good sows largely \$13.00; light sows to \$13.50; good-choice feeder pigs 50 lbs. up, \$13.00-50.

SALABLE sheep for week 3565; lambs weak to 30 cents lower, ewes and yearlings steady; good-choice spring lambs \$11.50-12.00; extreme early top \$12.50; horn kinds \$10.00-20; cull-common \$5.00-8.50; few down to \$3.00 and under; medium-good yearlings \$8.00-9.50; good-choice ewes \$2.00-2.50; common down to \$1.50.

Hans Norland writes FIRE and AUTO insurance, 118 North 7th. Phone 6066.

Telling The Editor

Letters printed here must not be more than 500 words, must be written on one side of the paper only, and must be signed. Contributions following these rules, are warmly welcomed.

KIDS CRITICIZED

KLAMATH FALLS (To the Editor)—The recent letter to "The Editor" from Mr. John Thomas needs emphatic approval and perhaps is worthy of your editorial comment.

This writer has had necessity of using bus transportation on trips to and from town and a lot of praise is due our local transportation facilities for the splendid service they are giving the public AND FOR the efforts they are employing to service the outlying community patrons.

And this "Arrogant Adolescence" constitutes one of their major problems.

The writer has been privileged, on coming home at the end of a long, hard day, to twice give up his seat to a standing mother with a baby in her arms, to gray haired, tired working women and also two times to tired, sick looking marines rather than see them stand in the crowded aisles.

In every case, one, two or more punks and twirps were sprawled and loling in seats with a cool indifference to standing passengers.

And after giving one of these mothers my seat, when I suggested to two of these high school youths that the lady standing ahead of me looked all in, the scornful, contemptuous chuckles which greeted the somewhat mild suggestion—well, give us compulsory military training for a lot of these kids and make me a corporal "just for one day" in their reception barracks.

Some of us oldsters never did know what a "second lodey's" purpose in life was but you could learn, even the hard way, to stand up, stay stood up and be STOOD UP by a newly created 2nd Lieutenant quicker than any other way.

To get back on the bus, in conversation with the drivers, it was learned that efforts have been made to get the school pupils to take the earlier buses. During the rush hours, they must pay full fares and perhaps the same parents who have failed to instill the principles of courtesy in these children are even giving aid to the burden of all the rest by furnishing the extra money for the full bus fares.

Sincerely yours, W. C. HURN, 2209 Madison.

Potatoes

CHICAGO, Sept. 23 (AP)—Potatoes, arrivals 117 on truck 203, total U. S. shipments 1180; supplies moderate, demand slow; firm for Idaho Russets market firm for U. S. No. 1 grade and unsettled for Idaho utility grades; northern stocks steady but best quality weak for off-condition stocks Idaho Russet Burbanks U. S. No. 1, \$3.51; Minnesota and North Dakota Triumphs, commercial unwashed, \$2.10-2.40; U. S. No. 1 washed \$2.42-2.83; Cobblers, commercial \$2.40; Chippewa U. S. No. 1, \$2.00; Wisconsin Bliss Triumphs commercial \$2.30-2.33; Chippewa commercial \$2.40-2.60.

SAN FRANCISCO, Sept. 23 (AP)—(WPA)—Potatoes: Six broken, 12 unbroken rare on track; arrivals, California 1, Idaho 4, five cars arrived by truck; market slightly weaker; Klamath Russets No. 1 size A, \$3.10.

SOUTHERN OREGON DOCTORS ACCUSED

PORTLAND, Sept. 23 (AP)—Three Oregon physicians, accused after federal agents investigated a sudden spurt in sales of narcotics in southern Oregon, today faced charges of supplying narcotic drugs.

A secret federal grand jury indictment, made public today, charged Dr. F. W. Walter Kresse and Dr. R. W. Clancy, Medford, with issuing narcotics prescriptions to persons who did not need them for medical use. Both men were ordered to appear for arraignment October 3.

William M. Langley, assistant U. S. district attorney, said that Dr. Oliver H. Clark, Myrtle Point, voluntarily appeared before the U. S. commissioner here for a hearing on similar charges, and was bound over to the grand jury.

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

KLAMATH LUTHERAN CHURCH

Cross and Crescent Streets S. M. Topness, Pastor SUNDAY SCHOOL 9:45 A. M. DIVINE WORSHIP 11:00 A. M. FIRESIDE HOUR 5:00 P. M. HOLY COMMUNION 8:00 P. M.

You Are Cordially Invited To Be With Us

The Apostolic Faith Church

228 No. 8th St. SUNDAY SERVICES Sunday School 9:30 A. M. Morning Devotion 11:00 A. M. Evangelistic Service 7:40 P. M.

WEEK-NIGHT MEETINGS

Wednesday and Friday 8:00 P. M. Short Musical Program Each Sunday Evening BIBLE MESSAGE NO COLLECTIONS

A Friendly Welcome Awaits You

A Week of Spiritual Mobilization and Dedication

First Christian Church Ninth and Pine Streets Sunday, September 24—Sunday, Oct. 1 Starting At 7:45 Promptly

PROGRAM

Monday Night will be Bible School Night. Installation of teachers, leaders. Tuesday Night will be Family Night. Motion pictures, honoring families. Wednesday Night will be Church Night. Portuek supper at 6:30, honoring of two special guests. Thursday Night will be Women's Night. Special music by women. Friday Night will be Youth Night. County-wide rally of youth.

Sunday, October 1, will be Rally Day. Motion pictures of Bible School. Homecoming of all members. Special speaker at Bible School.

A HEARTY WELCOME TO ALL FOLKS OF THIS AREA

SPEAKER — Melvin Traxler, Evangelist Hear THIS GREAT MAN OF GOD

A Gem of Thought From Idella's

Said a fond mother named Rapps, "My son's the most unhealthy of chaps; He seems to have lost a lot of weight. For in this letter he does state He lost twenty-four pounds shooting craps."

Prince Albert . . . . . 11c

AT IDELLA'S What a Gall!

Refrigeration Equipment Co.

Karl Urquhart 611 Klamath Phone 6455 For Commercial Refrigeration SALES and SERVICE

Weather

Table with columns for location, max, min, and precip. Includes Klamath Falls, Eugene, Sacramento, North Bend, Medford, Reno, San Francisco, Seattle.

If you want to sell it—phone The Herald and News "want ads" 3124

Jess Vickers and Don Burke

Announce The Purchase Of Weyerhaeuser Junction Market and Service From JACK GALLAGHER

We welcome Jack's old customers and invite new ones to try the convenience of this neighborhood business.

First Baptist Church

8th Street at Washington Special Speaker Sunday

HEAR Dr. L. C. Kelley of Prineville, Kentucky

Radio Service 8:30 A.M. Bible School 9:45 A.M. Morning Worship 11:00 A.M. Training Union 6:45 P.M. Evening Service 8:00 P.M.