

# Martha Shops and Shops

## Gift Shop

Cal-Ore is expected to open about February 1, or thereabouts. . . . And if I were you I'd watch the advertisements for the announcement of that re-opening. . . . I thought I'd hear by today, but evidently they aren't quite ready to state a definite date.

## Long's

**D**URING the last couple of days have you seen the adorable new pink hats for Spring in the window at Long's. . . . Well, there are more inside. . . . And white ones of the same type, too.

They're the first-of-the-season. . . . And the early hats are always the best made and feature the widest selection of styles. . . . A point that a friend of mine in San Francisco, who is a buyer for the hat department of one of the best stores there, illustrated to me long ago. . . . I've checked on that a number of years, and it has always been true!

In case you haven't seen Long's hats yet, I'll tell you a little about them. . . . They come with bead trim, flower trim, feather trim, etc. . . . Feature the new high crown in many cases. . . . And are exceptionally exclusive looking.

Long's has a lot of those little hats covered with flowers all over. . . . Or should I call them all-over flower hats? . . . Anyway, the flowers are pink, white, violet and blue. . . . And the hats are nicely cut.

If you haven't shopped Long's for hats yet, you're missing a beautiful selection. . . . Prices are from \$16.75 to \$25 on these. . . . And Long's is at 710 Main Street.



## Whytal's

**T**HE new spun rayon "casual" dresses at Whytal's are darling. . . . And so distinctive and flattering for a mere \$7.95 or \$9.95, that I looked the prices over several times before I was sure there wasn't some mistake.

They come in prints, most of them unusual and distinctive, and odd dollar-size polka dots. . . . In all the pastel shades. . . . Some of the dresses have buttons all the way down the front, some tailored collars, some square necklines, and some V-necks. . . . Those are the one-piece, and cost from \$7.95 to \$9.95.

But I fell, myself, for a 2-piece in a print that is worked out awfully cleverly in cutting, has extended-shoulder sleeves, and buttons up the back of the jacket. . . . And is \$7.95.

Things like that are so hard to explain, though. . . . Why don't you drop in at Whytal's and see them, yourself? . . . Ninth and Main Streets.

## Studio of Beauty

**H**AVE you ever noticed how much faster your hair dries under a beauty shop drier when you don't use wave-set? . . . It makes at least half an hour's difference in mine, and that is a great comfort.

The chief reason why a waving solution has to be used to set hair is the absence of curl. . . . Either natural or "permanent," so called. . . . So it pays, in time saved and frequency of hair-do appointments, to have a permanent wave as soon as you need one.

Fern Short and I looked up the date of Easter, the other day. . . . It's April First, this year, in case you don't know, yourself. . . . And she remarked that the last two weeks in March the Studio of Beauty, which she owns, will be swamped with permanent wave appointments.

She said she hates to see the shop swamped, and tries to see to it that no appointments are "worked in." . . . Because that's a sure way to skip on some customer. . . . But when a good customer just simply HAS to have an appointment on a certain day, every once in a while she gives in against her better judgment.

Fern said that lots of gals wait too long for a permanent, anyway. . . . They'd look much better and be more satisfied with the looks of their hair if they'd get a new one even a few weeks earlier. . . . And she said she hopes that a number who are planning on permanents "just before Easter" will make their appointments during February, at least five or six weeks before Easter.

I guess she's right when she says that the customers really get more personalized service when the shop isn't swamped with appointments.

Incidentally, The Studio of Beauty now gives two kinds of Rilling cold waves, in addition to the famous Rilling Kooler-wave. . . . And, of course, all the different kinds of machine and machineless permanents in the widely varying price ranges available.

And I'd suggest you call 7151 before long and make an appointment for one of them. . . . In February!

# MEN AND WOMEN IN SERVICE

## MOSES GRADUATED

**CORPUS CHRISTI, Texas.**—Owen Patrick Moses, son of Mr. and Mrs. George J. Moses, of 231 N. 9th, Klamath Falls, was graduated recently from the naval air training base at Corpus Christi, and was commissioned an ensign in the U. S. naval reserve.

## DUNN IN PARATROOPERS

**PFC Hugh S. Dunn, 22, son of Mrs. C. B. Hayes of 321 Broad,** is a member of the famous 504th parachute infantry which went into Holland in the early days of that campaign.

Dunn of a wounded and has been in a hospital in Paris, he has advised his mother. He hopes to return to Klamath Falls immediately upon his transfer to the United States.

Dunn sent his mother a paper published in Nijmegen, Netherlands, "The All American Paraglide," published for the benefit of American troops as a grateful gesture by the Hollanders. A picture of Nijmegen bridge, one of the main objectives of the Dutch invasion, stories of how the paratroopers dropped out of "the peaceful Sunday afternoon skies to liberate the key Nijmegen sector," descriptions of airborne landings by glider and parachute, were included in the four-page paper.

## OPENS GATES

**WITH THE FIFTH ARMY, ITALY.**—Fifteen minutes of skillful maneuvering by a corporal with a bulldozer opened the gate to Livergnano, bulwark of a stubborn German defense on highway No. 65, south of Bologna in northern Italy, recently.

The short operation under cover of darkness was a successful climax to planning and coordination between the division combat engineers, infantry and artillery. It succeeded where two previous attempts to fill the crater had failed. It cleared the way for the capture of Livergnano, lying in a saddle—a narrow bottleneck between hills and escarpments.

Lt. Colonel William C. Holley of Klamath Falls, Ore., engineer battalion commander, arranged and carried out his plan. Besides the artillery, he obtained security of foot troops north of the crater. When reconnaissance was complete and the dozer was ready, Holley called for the artillery fire.

Col. Archie Childers slipped the dozer into gear and dug the dirt from the side of the hill, pushing it into the hole. Artillery pounded the area in front, blasts echoing through the hills. The job was over in 15 minutes, and tanks and light supporting weapons rolled over the patched-up road.

## RICE REPORTS

**BIG SPRING, Texas.**—2nd Lt. Gale F. Rice has just reported for duty at the Big Spring bombardier school of the AAF training command to begin his bombardier training. It was announced by Col. Ralph C. Rockwood, commanding officer of the school.

Lt. Rice is the son of Mr. and Mrs. J. B. Rice, Chillicothe. He received his degree from Oregon State college. He is taking this course as a student officer and, upon completion, will receive the wings of a rated bombardier.

## Mr. Machinist,

**put your calipers on this job**

See if it doesn't measure up to something better than most jobs. We mean this Machinist's job with Southern Pacific. . . . in our shops or roundhouses. Here, you work on locomotives. . . . with good equipment. . . . and with men who can fit 'em smooth and close. This is rail-roading on the ground floor. . . . keeping 'em rolling for the enormous war load which S. P. will be carrying for a long time. Good wages—regular R. R. standard. Good work appreciated. Good working conditions. R. R. pass privileges. Fine pension plan. Medical and hospital services. A good job for a good machinist—no railroad experience required. Many other good jobs open.

See or write Trainmaster, S. P. Station, Klamath Falls, or your nearest S. P. Agent

## ALCORN GUNS ON FORT

**AN EIGHTH AIR FORCE BOMBER STATION, England.**—S/S William L. Alcorn, of Klamath Falls, ball turret gunner on the B-17 Flying Fortress "Starduster" of the 95th bombardment group, an eighth air force component, is here seen togged out in flying clothes as he prepares to join his crew in another heavy bombing attack on vital nazi targets in Germany, or in support of advances by allied ground forces on the continent.

Sgt. Alcorn, already holder of the Air Medal with one Oak Leaf Cluster, is a member of the Fortress group commanded by Col. Jack E. Shuck of Casper, Wyo., and Monroe, Conn., which led the first American bombing attack on targets in Berlin. The 95th was singly cited by the president for its outstanding bombing of railroad marshalling yards at Munster, Germany, in October, 1943, and as a unit of the distinguished third bombardment division, the group also shared in a presidential citation given the entire division for its historic England-Africa shuttle bombing of an important Messerschmitt fighter plane plant at Regensburg, Germany, in August, 1943.

Sgt. Alcorn is the son of Mrs. Helen E. Hoffman of route 3, Klamath Falls.

**LESLIE PROMOTED**  
**CAMP ROBERTS, Calif.**—Promotion of Thomas L. Leslie, 135 Sheldon, to corporal, has been announced at this infantry replacement training center.

Cpl. Leslie is assigned to company D, 78th battalion, where he is serving as squad leader and instructor.

## MITCHELL WRITES

Mrs. Elmer Waldrip of Tulelake has received a New Year's greeting in a form letter sent her by her son, Gene Mitchell, EM 3/c, US navy. In the letter Mitchell tells of action in the South Pacific on Christmas "while you were laying the presents out around the Christmas tree." In describing the bombardment of an island and the destruction of Japanese ships, Mitchell said "we spent Christmas of 1944 firing these guns so we could be together as soon as possible for a big Christmas at home."

## SONS IN SERVICE

Mr. and Mrs. J. J. Pex, 2036 Vine, have two sons in service. Pvt. Richard W. Pex is in the quartermasters corps of the



United States army, and at last report was somewhere in Belgium. Radio Technician 3/c Jack J. Pex' home port is at present on the east coast. Both boys were graduated from the Klamath Falls city schools and from Klamath Union high school.

## HANSON REPORTS

**KEESLER FIELD, Biloxi, Miss.**—Pvt. Walter Hanson Jr., son of Walter Hanson, 4135 Afton drive, Klamath Falls, has reported to Keesler field to take the army air forces training command examinations to determine his qualifications as a pre-aviation cadet.

## CASTEL GETS DFCC

**NINTH AIR FORCE HEADQUARTERS, France.**—On August 23, 1944, First Lieutenant Alfred B. Castel, Jr., Ft. Klamath, Ore., dive-bombed his P-38 Lightning fighter-bomber to destroy a pon-



toon bridge used by the Germans escaping the Falaise pocket in France, and then swooped low in five successive low-level strafing attacks to knock out more than 20 enemy vehicles.

For his "outstanding achievement," Lt. Castel received the Distinguished Flying Cross. Brigadier General Victor H. Strahm, deputy commander of the ninth air force, pins the medal on the fighter-bomber pilot. The ceremony took place immediately prior to the lieutenant's departure on combat leave to the states.

Lt. Castel—then a second lieutenant—was out on an armed reconnaissance mission when he spotted the German motor columns escaping across the Seine river. "Displaying outstanding courage and exceptional flying skill," the citation read, "Lt. Castel dove through violent enemy barrages to destroy the bridge and cut off the enemy from retreat."

Although the primary objective had been accomplished, Lt.

Thursday, Jan. 25, 1945

HERALD AND NEWS—ELEVEN

Castel remained in the area to strafe the enemy motor traffic, despite withering ground fire. The citation credited him with "keen devotion to duty and aggressiveness."

Lt. Castel is the son of Mr. and Mrs. Alfred B. Castel, Ft. Klamath, and his wife, Wanda, lives at Klamath Falls. He is a veteran of 186 combat hours and 80 missions. In addition to the DFCC, he wears the Air Medal with nine Oak Leaf clusters, and the coveted Silver Star, which he earned on August 25 when he shot down three Messerschmidt 109s over Compiègne, France. He scored his victories without benefit of gun sights.

Lt. Castel is now in Fort Klamath visiting with his wife and parents.

## EDWARDS IN INDIES

**PFC Ralph Edwards, who is serving with the U. S. army engineers as an automotive mechanic somewhere in the East Indies,** writes that he is more than busy and not able to answer all of his most welcome letters from friends in Klamath Falls.

Edwards claims that mail is what all the fighting men long for when they are overseas. He especially wants to say hello to his friends at the Weyerhaeuser Timber company,

**WORK PANTS  
BLACK JEANS  
OREGON WOOLEN STORE  
Main and 8th**

and states that he will be able to tell them some interesting stories when he returns. Edwards is the husband of Mrs. Ann Edwards of 312 N. 11th, who will leave soon for a visit at her home in Little Rock, Ark.

## BERSETH INSTRUCTS

**Sgt. Carney Berseth, son of Olaf Berseth of Grants Pass, and Mrs. P. M. Martinson, 803 Mitchell,** is an instructor in field artillery at Fort Sill, Okla.

Berseth has been in the army for about three years, and was recently home on a 10-day furlough. Before entering the service, he was employed in a mill at White Horse, Calif.

The Big Inch oil line from Texas to the east coast is powered by more than 100,000 horsepower in electric motors.

## LOCAL WOMEN GET THOUSANDS OF EXTRA RED POINTS

Every day, precious red points are being paid to housewives who turn in used fats to their butcher. Because this country is faced with a possible fat shortage, these used kitchen fats are even more urgently needed to make medicines, synthetic rubber, gunpowder, soaps, paints and a hundred other essentials on the battlefield and home front.

Every woman can help towards final victory by saving every drop of used fats each time she cooks. Even a spoonful is worth salvaging. Won't you keep saving until final victory over both Germany and Japan?

# WEALTH OF THE WEST



★ SPEED THE VICTORY—BUY WAR BONDS!

## Transportation

First the Covered Wagon and the Pony Express. Then the Golden Spike of the first transcontinental railroads, the billowing sails of full rigged schooners, and the churning of stern-wheelers in bays and rivers. . . . Now what was once the "Far West" is linked to remote corners of the world by the miracle of modern transportation. Hard-surfaced highways, fleet trucks, and superb motor coach systems cover the nation and make next door neighbors of city and farm. Stream-lined railway transportation dwarfs a continent and giant air transports circle the world with the speed of the sun. Today these marvels of transportation, many of them western-produced, are the arteries of the nation's war effort. When peace returns they will put the markets of the world at the very door step of our glorious West.

**SICKS' BREWING COMPANY  
SALEM, OREGON**

**In Demand**

Proud to be among the famous Oregon Trade-Marks La Sicks' Select Beer.

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