

SIDE GLANCES



"How can I be sure I like it till I've had a chance to get it wrinkled and dirty?"

Advertising Roundup

By DELBERT ADDISON
IT asks, in the latest bulletin from the Bureau of Advertising (newspaper organization), "What do people do with their spare time? Do they read books or go to the movies or listen to the radio or read a newspaper?"



ADDISON

And then, obligingly, it gives the answer—taken from a nationwide survey by the Psychological Corp. and the Hopf Institute of Management. The findings:

Read newspaper yesterday 85%
Listened to radio yesterday 74%
Read magazine yesterday 40%
Read book yesterday 21%
Went to movies yesterday 12%

It looks like the latter groups could do more advertising to that 85%.

Lower Prices?

CONTRARY to news of lower prices that we've been reading hopefully (largely about commodities on which retail prices react immediately to market trends, such as butter and eggs) many articles arriving in stores here now are higher priced than last fall.

"Local Boy Makes Good"

POLLA GANONG, daughter of the Bill Ganongs, now is a copywriter for Batten, Barton, Durstine and Osborn in New York.

Recognized advertising agencies are not to be confused with the advertising service outfits which tour the country selling syndicated advertising "campaigns."

STATIC

By KELLY ROBERTS
Dane Clark, Mary Anderson and John Lund handle the leading roles in William Saroyan's "The Time of Your Life," presented by the Theatre Guild at 7 o'clock Sunday night over KFLW.

Oh, yes, here is a subject we have heard used. Galen Drake will speak Monday morning on the subject "When Is a Woman Growing Old?"

RADIO PROGRAMS

Table with columns for SATURDAY EVE., FEB. 15; SUNDAY P. M., FEB. 16; SUNDAY A. M., FEB. 15; SUNDAY P. M., FEB. 16. Lists radio programs and times for various stations like KFLW, KFJL, KFWB, etc.

Potato Advertising

WE see that Idaho potato growers this year will put it into the Idaho State Advertising Committee fund where they previously put it in '34. Without checking the figures, it comes to mind that this is 1c per hundred.

Gene Ingels, Herald and News advertising man who has been on the shelf with a chest infection since the holidays, is doing nicely and expects to be back on the job the first of March. (Thank goodness.)

The World Today

By J. M. ROBERTS JR.
Associated Press Foreign Affairs Analyst

WHEN Secretary Marshall reported to the senate foreign relations committee that the world "is in a very critical condition" he wasn't breaking what you would call a startling bit of news.

But although the secretary is a military man and therefore might be expected to think along military lines, there is no reason to believe he was talking about imminent war.

There is sufficient trouble without that, although it lurks constantly in the background for the future.

There are cases when a patient's condition becomes critical merely because a cure for his ills is not found or because he fails to respond to treatment. That is the world's state today.

Marshall possibly had China much on his mind, having just come from there. China is on the brink of economic and political collapse.

British Case

THE situation of Great Britain, internally torn politically, suffering grievous outward wounds and struggling economically, would be in itself sufficient grounds for the secretary's statement.

And there is, of course, the one continuing crisis which is superimposed on everything else—the difficulty of obtaining the co-operation of Soviet Russia for peace.

The best informed people have no idea that Russia intends to precipitate a war in the near future. They believe her intentions are just the opposite. But what Marshall will be trying to do in Moscow next month is to effect a peace for Europe which will go as far as possible toward eliminating the causes of European wars as well as to provide forceful prevention.

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Alaska Highway Commission Asked

WASHINGTON, Feb. 15 (AP)—Legislation to establish an Alaska international highway commission is proposed by Senator Murray (D-Mont.).

He introduced in the senate yesterday a bill calling for setting up of such a commission which would include two members of congress, a citizen of Alaska, and five citizens of the United States.

The commission would be empowered to work with a similar Canadian agency on plans for a highway to Alaska through Canada.

Salem, Feb. 15 (AP)—Oregon highways were in normal condition today except for a few sections of one-way traffic because of slides in western Oregon, the state highway commission said.

Boyle's Column

Tall Woman Proves To Be Heartbreaker Of 7th Grade

By HAL BOYLE
NEW YORK, Feb. 13 (AP)—I hate Valentine's Day.

I was in grammar school— young, happy, in the prime of life and doing well in arithmetic. I had conceived of a fellow traveler in the seventh grade a grand passion that made the Caesar-and-Cleopatra affair seem like a low-grade burlesque.

This small-fry queen had everything. Her hair was like a maple tree in autumn. Her nose had the grandeur of a profile of an old Greek coin. Her eyes were those of a kitten. Her voice was soft water dripping on old moss. And when she wore bloomers playing basketball I saw with a sigh of happiness there were no knobs on her knees. Knobs—why there wasn't a freckle. What a woman!

There was only one thing wrong with this romance. It was strictly a one-way courtship. She was three inches taller than I. To me it was no towering difference. At that period I liked them tall and stately. I didn't mind if I took her to a movie matinee and the street car conductor made me pay an adult fare for her while letting stumpy me ride for half fare. What is money to a man in love?

But this discrepancy in altitude galled her. She lacked that high disdain of crowd opinion that marks true greatness. It annoyed her when the rude ruffians in the class jeered at us as we walked home together.

"Whatcha doing, Boyle, training to be a flagpole sitter?" "Why don'tcha get a stepladder and try to kiss her?" Or that ghastly rhyme they invented, chanted in time with our stomp:

"Sweetie awful high "O-o-h my, o-o-h my, ain't your sweetie awful high!" I didn't care what they yelled. I was drunk with puppy love.

But my overgrown Juliet couldn't stand the laughs. She gave me the heave-ho, and switched to the tallest guy in school. He sat in the next row. O agony of Cyranos! I had to pass their love notes back and forth. Mine she never answered.

I tried to grow taller by walking on tiptoe. I hung by my arms from the gym bars so long my hands still stretch to my knees. I gained a half-inch. I tried to read up on something I'd heard of called adolescence. But the librarian wouldn't let me get at the books on the top shelf. She just told me I'd start to grow when my voice changed. And me—still singing alo!

Finally I decided I'd have to buy her love back—the oldest delusion since Eden. I peddled the Kansas City Star on street corners for a month until I had piled up \$3.50 over the cost of living. I plunked it all down for a big cedar box full of chocolates tied with a huge red satin bow.

When I slapped my present down on the classroom table on Valentine's Day it was the biggest event in the history of the seventh grade. I'll bet they're still talking about it. It was so large the teacher had to set it beside the crepe-wrapped cardboard box into which the other pupils were dropping their crumb-busy nickel valentines to each other.

When the awed teacher handed out my valentine a hush fell on my classmates as if they were in a cathedral. For once they knew what real love meant.

I kept my eyes on the floor, hoping only my chest wouldn't burst and spill my heart on the

Farmers Talk Weed Control

Improved methods of weed control, establishment of a grange field day at the Klamath experiment station and other farm subjects were given first consideration at the February meeting of grange agricultural committees and masters at the county agent's office yesterday afternoon.

An annual field day at the experiment station for all grange members to study the work of the station will be a project for 1947, sponsored by the granges.

Clifford Smith, assistant state county agent leader of the OSC extension service, discussed programs now being carried out by grange agriculture committees in other counties, saying that other granges are making use of the Agricultural Outlook, news bulletin, in dealing with problems such as marketing, support programs, equipment, overproduction and pest control, now facing farm producers.

The meeting Friday was attended by representatives of the Pomona grange and eight suburban granges.

Americans To Quit China Soon

PEIPING, Feb. 15 (AP)—Nearly 1500 Americans connected with the now-defunct executive (truce) headquarters here will head for home in early March, leaving a group of 200 to clean up affairs and return to the United States in April.

Most of the American military and civilian personnel and their dependents will leave aboard the navy hospital ship Benevolence from Tsingtao on March 1 and the transport Brewster from Taku, near Tientsin, March 7. Others will sail on the General Weigel March 4.

Lightning travels at a speed of about 20,000 miles a second.

CHIROPODIST - FOOT SPECIALIST
Dr. Kenneth S. Garvin
Foot Surgery - and - Orthopedics
MCATEE CLINIC
122 S. 7th St. Phone 3171

PLASTIC ARTIFICIAL EYES PLASTIC CONTACT LENSES

Harry T. Smith, Portland, Oregon, Technician, will be in Grants Pass, Oregon, Tuesday, Feb. 18, 1947 at Drs. Scheets and Smith

Athland, Oregon, Wednesday, Feb. 19, 1947 at Dr. Blanch Rice

Medford, Oregon, Thursday, Feb. 20, 1947 at 204 Medford Building

Mother Of President Breaks Hip

GRANDVIEW, Mo., Feb. 15 (AP)—President Truman flew today to the bedside of his 94-year-old mother, Mrs. Martha E. Truman, who fractured a hip in a fall at her home Thursday night.

The president brought with him his own White House physician, Brig. Gen. Wallace H. Graham, who will make an examination of Mrs. Truman's injury—the third hip fracture she has suffered in seven years.

Miss Mary Jane Truman, the president's sister, said today her mother spent a restful night and awoke in good spirits. She said Mrs. Truman chatted with her a few minutes, then dropped off to sleep again.

The president flew in a C-54 transport plane piloted by Lt. Col. Henry T. (Hank) Myers. The plane, similar to the famous Sacred Cow which is laid up for routine repairs, landed at the Grandview airport, only a few minutes drive from the home of Mrs. Truman, at noon, central standard time. A waiting motor car immediately whisked the president to his mother's bedside.

The flight of the chief executive was not disclosed publicly until his plane landed here. A group of Washington newspapermen, assigned to cover the president's activities, flew in by an earlier plane.

Merrill VFW Name Officers

MERRILL—Newly-elected officers of the Lost River auxiliary, Veterans of Foreign Wars, were installed February 7, with the state department president, Mrs. Ora Winders, Portland, and the department president, Mrs. LeBerge, Klamath Falls, present.

The two officers were assisted in the installation by members of the Pellon post auxiliary and of the Malin auxiliary.

Inducted into office were Mrs. Myrtle Chabrun, president; Mrs. Eeva Adams, secretary; Mrs. Mildred Poe, treasurer; Mrs. Fannie Phillips, patriotic instructor; Mrs. Margaret Loper, Mrs. Aletta Whiteman and Mrs. Elizabeth Duncan, trustees.

Color bearers are Georgina Gentry, Billie Gresham, Barbara McKoen and Doris Winebarger; the guard is Elverta Shuck and the historian is Doris Winebarger.

Visitors were present from Tulelake, Malin and Klamath Falls.

Firemen To Sponsor Dance

MERRILL, Feb. 15 —The Merrill volunteer fire department will be host at the 40th annual Fireman's ball, Saturday night, February 22, traditional date for the big affair that is annually one of the best attended dances of the year.

Homer Fields is chairman and Bob Barry and George Hobbs are assisting.

The dance will be held in the Community hall with Pappy Gordon's orchestra. Supper will be served by the auxiliary of the fire department.

Bob Walker continues as fire chief following the annual election held the last of January. Bob Dragoo is president. John O'Neill is vice president, and Jim Merrill is secretary. The department has 28 members.

The department will purchase a new siren and other needed equipment with funds from the dance.

Dancing will be from 10 until 2.

Pilgrim Holiness Church

Wentland at Division Services:
Sunday School 9:45 A.M.
Worship 11:00 A.M.
Evangelistic 7:30 P.M.
Prayer Meeting Wednesday 7:30 P.M.
Rev. SHERMAN MOORE, Minister
2325 Eberlein Phone 3453

THE FIRST BAPTIST CHURCH

North 8th and Washington Sts.
IS THE MISSIONARY BAPTIST CHURCH
1—It Was Founded By Pioneer Missionary Baptists.
2—It Was Scripturally Organized.
3—It Is Composed of a Valid Membership.
4—It Believes in the Doctrines Common to Missionary Baptists.
5—It Contends "For The Faith Once For All Delivered To The Saints."

Attend "THE CHURCH WITH A MESSAGE"
CECIL C. BROWN, Pastor
9:45 a. m.—Sunday School For All Ages — Nursery With Trained Nurse In Charge.
11:00 a. m.—Morning Worship.
6:15 p. m.—Training Union For All Groups.
7:30 p. m.—Evening Worship.
Training Union Conference Feb. 17 and 18—7 to 9:30 p. m.—with Lakewood and Stewart-Lennox Churches.

In The Day's News

(Continued From Page One)

upon what we PRODUCE. What isn't produced can't be divided. If we are going to have the abundance we all want, we will have to WORK for it. It can't be done with mirrors.

The sooner we all—realize that, the better. We've wasted too much time already fooling around with mirror tricks and wand waving.

British Shut-Down To Last Another Week

LONDON, Feb. 15 (AP)—Industrialists in Britain's manufacturing regions gloomily decided today their plants could not resume operations for at least another week although workers toiling through the week-end were replenishing coal bunkers at the nation's power plants.

Prime Minister Attlee, however, declared he was confident Britain would overcome her gravest fuel crisis.

"Do not be in any doubt," he told a workers' meeting at Manchester, in the heart of the great northwest textile manufacturing region. "I am confident that despite the serious problems we have to overcome, we shall bring the economic and social life of this country to a new level of prosperity."

A decision to continue the shutdown of all but essential industries in Lancashire, Cheshire, Cumberland and North Wales was taken by the northwest regional board for industry at a meeting in Manchester.

Hotel Rates To Jump

NEW YORK, Feb. 15 (AP)—Hotel patrons will have to pay from 3 to 15 per cent more for most transient rooms, depending on the city and hotel in which they stop, when OPA ceilings are lifted Saturday.

A cross-country check of scores of hotel operators disclosed that hotels generally plan no across-the-board price increases that could be fitted into an area-wide or nation-wide pattern, but will base room rate changes on their own individual situations. Some reported there would be no increases at all.

With the rush for rooms tapering off and operating costs increasing, Leonard Hicks, American Hotel association president, said hotels are adjusting their prices "with utmost restraint" in order to retain a high rate of occupancy.

RENT UNITS OUT
WASHINGTON, Feb. 15 (AP)—The National Association of Real Estate Boards estimated today property owners are holding 88,550 dwelling places off the market rather than submit to rent controls.

CARD OF THANKS
We wish to extend our most sincere thanks and appreciation to our many friends for their kind expressions of sympathy and the beautiful floral tributes tendered us during our recent bereavement in the death of our beloved father, Olin E. Hunt.

Eunice Hunt
Don Hunt and Family
Ceal Hunt and Family
Beulah Reid and Family
Hazel Galbraith and Family
Ada Morris and Family
Mary Hanson and Family

John H. Houston

REPRESENTING THE
EQUITABLE LIFE
Assurance Society
New York
111 N. 10th Phone 3221

Annuities?

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Training Union Conference Feb. 17 and 18—7 to 9:30 p. m.—with Lakewood and Stewart-Lennox Churches.

House Blocks Liquor Move

SALEM, Feb. 15 (AP)—The house alcoholic control committee turned thumbs down today on a bill to permit each precinct to have prohibition.

The bill's sponsor, Rep. Joseph E. Harvey, Portland, told the committee that its action is "another step to bring on prohibition."

Harvey said, "40 per cent of the people in this state are dry and another 20 per cent are on the fence."

The bill, which now goes to the house with an adverse committee report, would extend local option to precincts. Counties and cities now have local option privileges.

The committee also turned down another Harvey bill to limit the number of beer licenses to each 1000 population in any city.

TNT Explosion Kills Eighteen

MANILA, Feb. 15 (AP)—A Manila Daily Bulletin correspondent reported 18 persons were killed, many missing and several injured today when a pile of TNT exploded at the U. S. 13th airforce ammunition depot at Barrio Rosario, town of Bauan, in the province of Batangas.

The correspondent said the blast wrecked many houses. Detonations were heard for 30 miles.

Most of the casualties were civilian drivers and laborers transporting boxes of TNT from the depot to the seaport. The injured were taken to the U. S. army hospital at Batangas.

Yugos Claim 1921 Plebiscite Void

LONDON, Feb. 15 (AP)—Yugoslavia told the foreign ministers' deputation today that history had "rendered void" the 1921 plebiscite by which Austria-Slovenes voted against joining the Yugoslav state.

Pressing Yugoslavia's claim to a large part of Austria's province of Carinthia, Dr. Jozef Tisla declared "the Carinthian Slovenes have learned from experience that their national life within the framework of Austria is impossible."

Dr. Karl Gruber, Austrian foreign minister, responded that in Austria's view the plebiscite settled the question, British sources reported.

100th Anniversary Planned In Astoria

ASTORIA, Feb. 15 (AP)—The 100th anniversary of the commissioning in Astoria of the first post office west of the Rocky mountains will be celebrated here March 9.

The Oregon Historical society and the post office have made special plans for the observance of the event. Mrs. Euna Pearl Burke, postmaster, has requested the postmaster general's office to issue a special commemorative stamp.

In the event a stamp is not issued, the local post office will use a special cancellation device on the anniversary. Stamp collectors and national historical societies have been notified, Mrs. Burke said.

All flatfish have eyes that migrate from one side of the head to the other.