

Herald and News

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Today's Roundup

HAPPY NEW YEAR!
Those words have headed this column in the New Year's edition of this paper for many years now. The simple greeting is meant to express, for this newspaper and for this writer, a feeling of good will for our thousands of readers and friends, and of appreciation for their kindness, indulgence and support.



EPLEY

Perhaps I rationalize, but I often get to thinking that one could not find anywhere a better place in which to work in the kind of a job I have than right here.
That is partially because of the grand country which surrounds us, where something new, and big, is always happening. Hale Scarborough and I were driving home from Merrill the other day, and we got to talking about these things. Hale hails from the South, and I asked him if, after a taste of the West and of the Klamath country, he would consider going back to Alabama to carve out his career. To his negative answer he added a remark about like this: "What I would do back there, and what the people around me would do, would be just the same thing people had been doing for generations."
There's still the thrill of new things and of pioneering out here. There are things like new land, new ideas for using the land, and new opportunities for work and business, that keep life full of interest and suspense. That's great country for newspaper work.

People
Satisfaction about the job I have and the place I work are the people that live in this country. I've been here for 16 years now, and I know a great many of them, from Lakeview and Adel and Plush, from Alturas and Canby and Bieber, from Gilchrist and Fort Klamath and Chiloquin, from Merrill, Malin and Tulelake, from Dorris and Keno, from Bly and Bonanza, from Henley and Olene and Poe valley, and here close at home.

The country is filled with good people, with whom our paper and the folks who work here have enjoyed a most pleasant relationship over the years.
We have found them a friendly people, aggressive but not quarrelsome, generally successful but not egotistical, frank and liking frankness. It is to these folks, in the home town and its environs, in the country and in the towns of the surrounding region, that this department extends that sincere greeting: **HAPPY NEW YEAR!**

Cruise
For a few days in this early January, the writer will go on a cruise on a US navy destroyer, through arrangements made by the public information office of the thirteenth naval district. For that reason, our pieces may appear on a bit and miss basis here for the next week or so.

It happens that I have never been out to sea before, except on a close-to-shore fishing jaunt once off Netarts bay. My well-wishers, among those fine folks to whom I paid tribute above, have done a great deal of talking to me about seasickness. Their customary method of sympathetic treatment is to tell me all about the symptoms and effects of this malady, in horrible detail, and to finish it off with: "Now, just don't think about it at all, and you won't get it."
Don't think about it! The only way I can keep from thinking about it now is to lose consciousness, and some of my "pals" tell me that is entirely within the realm of possibility.
Well, I'll be back before long, and will report in full—about the bit of navy activity I observe, about the Pacific, about the "can" that will carry me there, and about seasickness. I'll be seeing you.

Boyle's Column

Americans Are Still Down In The Dumps Over 1948

By HAL BOYLE
NEW YORK (AP)—Adam was convinced he was born in the most troubled period of the world's history.
Every man since then has had the same idea, and each generation is dolefully certain it has been afflicted with the greatest woes since the first shone upon the waters and outlined land.
The present world era of normal confusion offers no exception. We are sure we are misfortune's darling of the ages, and that no race was ever more flattered by disaster, actual or potential.
Many people met the advent of 1948 more with melancholy questionings than confident hope, as if they were resigned already to the fact that the newborn year would sandbag them with grief from its very cradle.

Advertising Roundup

By DELBERT ADDISON
The most important developments in Herald and News advertising in 1947 were maneuvering out from behind the eight ball as of last January, winding up with a gain in the year's business and being ready for a sound operation in 1948.
The year started with "Junior," the little tabloid sans advertising, January 6 through February, advertising was on a 50% basis. Additional newspaper, lack of which had caused this curtailment, was acquired in the spring. Advertising momentum was not recaptured until June, but by then volume had caught up with 1946.
Advertising set new records for The Herald and News the last half of the year, and final figures for the whole year will show an increase over 1946 of about 12%.

ADDISON

The increase was accomplished by having paper available, by having an adequate staff to handle the volume, and because business generally was good in Klamath Falls.
The Herald and News display advertising staff now includes Justin McDonald, (also national advertising manager), Gene Ingels, Jim Morrison and Hubert Totton. Totton joined the crew in the middle of the year. Classified is handled by Leah Dent, Bee Wells and Edith Pieruccini.
Advertisers generally provided increasingly better selections and quality of merchandise at prices which kept creeping up through the year. It looks like more of the same increases in 1948.

Circulation Up With Costs
ADVERTISING volume in 1947 was satisfactory but was increased and skyrocketing newspaper costs took a big bite out of profits. Again, 1948 looks better from this standpoint, as an eight cent per column inch increase in advertising rates has been announced for February first.
From the advertiser's standpoint, cost per inch will be up but the number of subscribers also is up enough that he still will be getting as much for his money. As a matter of fact, the cost per subscriber in 1948 will be just about even with 1947, and will be far less than it ever was prior to that. Few services sell for less than they did prewar!

Average net paid circulation, as given by the Audit Bureau of Circulations report, for the year 1946 was 12,100. The audit for 1947 won't be made for another month or two, but present paid subscribers number more than 13,000. It might be of interest that newspaper circulations nationally have more than doubled since 1920.
Increases in newspaper circulations and volume of advertising account for the continuing paper shortage.

All Business Is Local
National advertising the big newspaper achievement for the year is the fairly general acceptance of the premise that "all business is local." In short, "merchandise" doesn't become "business" until it moves off a local retailer's shelf. It follows that advertising is most productive if applied locally (on home town newspaper pages) to local consumers.

Special Herald And News Editions
The Herald and News is better than half proud of the three special editions it produced these past six months—the "Rodeo Pictorial," "School Days" and "Yule Tidings."
The news department is justly proud that its part was entirely original production. Not a line of "filler" went into the sections. The mechanical crews are proud of technically excellent printing. And the ad department is happy in knowing that not one advertiser was high pressured into running a "complimentary" ad.

The ad department has enjoyed a year of unprecedented cooperation from all members of the team. News room, photo, art (Jim Floyd), engraving, proof room, composing room, press crew, circulation department—all have been eager to try something new and better. This good spirit is herewith gratefully acknowledged!

SIDE GLANCES



"It was the funniest New Year's party ever—you should have seen the look on your boss's face when you pushed him into that fountain!"

These Days

By GEORGE E. SOKOLSKY
THE SONGS OF OUR CHILDREN
To cement friendship, it is not necessary to feed lies either to this or the next generation. Lies have a way of declaring themselves at the most unfortunate moments. For truth will out sooner or later. I once received a letter from a publisher of falsehood who justified himself on the grounds that he was at that time cementing friendship and that he has since withdrawn his publication—which circulated widely in the armed forces during the war—because the cement did not hold. I wondered whether the falsehoods did not hold.

The bulletin of the "Friends of the Public Schools" publishes, with ample protest, a hymn used in many public schools—to cement friendship. But the hymn (not the bulletin) teaches lies to our children. The author of the English text is given in the bulletin as Louis Untermyer, the anthologist, which came to me as a surprise, for I had not known that this craftsman in the field of poetry was also so able a linguist as to turn its doggerel into English doggerel. It is an achievement.

Here then is the hymn for you to judge whether you believe that it is suitable for your children, whether it does not teach them falsehoods of fact and implication:

1. "Republic forever, the land of the free,
Joined in love and in labor for all men to see;
Long live mighty Russia, the union supreme,
As the hope of the people, their work and their dream."
CHORUS:
"Long may she live, our motherland,
Long may her flag be over us;
Flag of the Soviets, our trust and our pride,
Ride through the storm victorious,
Lead us to visions glorious—
Flag of a people in friendship allied."

2. "Through terror and darkness the sun shines today,
For Lenin and Stalin have lighted the way;
We crushed the invader, we hurled back the foe,
And our armies in triumph will sing as they go."
CHORUS:
"In battle our armies have made themselves strong
Against every oppression, injustice and wrong,
In battle we, too, shall establish the way;
Of a new generation, the children of light."

3. "No law of this land has transferred to the schools, to municipal if the world does spin in its usual ordered chaos, we never had it so easy before—and the chances were never brighter for a longer-happier existence.
Perhaps all we need for 1948 is fewer resolutions and more resolution. In Edgar Lee Masters' "Spoon River Anthology," Lucinda Matlock, a pioneer mother, gives this advice from her grave to her easily-dishonored descendants:
"Degenerate sons and daughters,
"Life is too strong for you—
"It takes life to love life."

Ask Lynn Roycroft
about Standard Insurance
GOLDEN YEARS' PLAN

ABC's
Big Thursday Shows
are now heard on
DIAL **KFLW** 1450

6:30—"Hits of 1947"
7:00—"Ellery Queen"
7:30—"The Clock"
8:30—"Candid Mike"
9:00—"It Happened in 1947"
10:30—"Freddy Martin"

KFLW - ABC
American Broadcasting Company

STANDARD Insurance Company
Lynn Roycroft
412 Main St.
Klamath Falls, Ore.

Fruit Growers Protest Hike

WENATCHEE, Jan. 1 (AP)—Speedy relief from the new freight rate increase, described as "the straw that breaks the back of our fruit industry," was being sought by leaders of the apple industry today.
At a conference of growers representatives yesterday, Frank W. Taylor, secretary of the northwest horticultural council, said he would leave for Washington today to see what relief can be obtained.
William J. Mulliken Jr. was named by another group of growers to seek relief in the nation's capital.
The increase jumps the rate on apples to the east and southeast from \$1.83 a hundred pound to approximately \$1.96. Taylor said the boost brings the rate to almost a dollar a box and means freight cost of 19 million dollars to North Central Washington alone.

Six Arabs Killed Today

JERUSALEM, Jan. 1 (AP)—Police said six Arabs and two Jews were killed today in a Jewish reprisal raid on the Arab village of Balad Bah Sikeh, raising to 500 the deaths in communal strife since the United Nations decided 34 days ago to partition Palestine.

The Jews, using machineguns and grenades, also struck at another Arab village, Hattusa. At least 30 persons were wounded.
The attacks, believed instigated by Haganah, the Jewish underground defense force, were reported as revenge for the killing of 41 Jews at the Consolidated refinery plant at Haifa after the Jews had thrown a bomb into a group of Arabs lined up before the plant's employment office.

The exiled mufti of Jerusalem, Haj Amin el Hussein, told reporters in Cairo he was "satisfied with Arab resistance" to the UN decision. He had just conferred with the premier of Egypt.
Sporadic shooting occurred in the streets of Haifa during the morning and some 20 Jews and Arabs were reported wounded slightly.

Arabs in Jerusalem attacked Jewish buses three times, but no casualties were reported.

Tariff Cut In Effect

WASHINGTON, Jan. 1 (AP)—Tariff reductions on hundreds of products went into effect today in the United States and eight other countries in accordance with a general international agreement reached at Geneva.

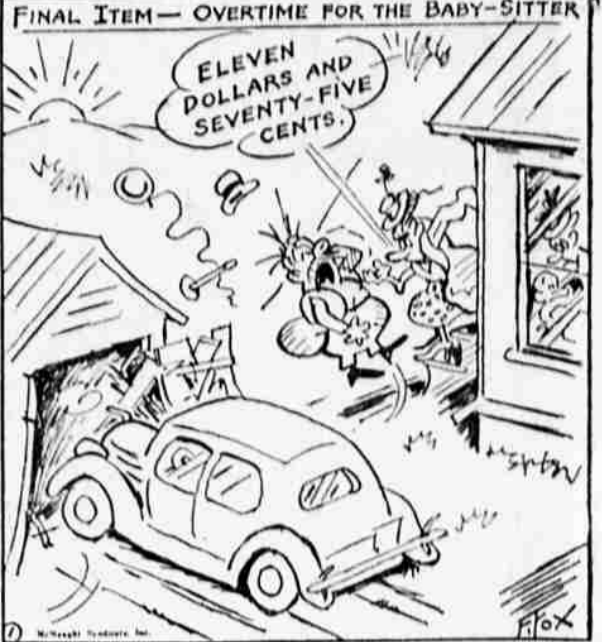
Scotch whiskey from Britain, sugar and tobacco from Cuba and wines from France were included in the import duty cut made by the United States in return for concessions on American exports.

Other countries putting into effect now the pact made at the international trade conference in October are Australia, Canada and the Belgium-Netherlands-Luxembourg customs union.
At the time the pact was announced the National Association of Alcoholic Beverage Importers said one result would be a 30-cent drop in the retail price of fifths of imported whiskey. The association said the saving would be passed on to consumers quickly.

Need For Cheap Car Stressed

Powell Crosley Jr., president of Crosley Motors, Inc., said that meeting the transportation needs of the lower income groups is vitally necessary during 1948 and the years ahead.
Stating that "many American families have found themselves priced out of the automobile market," Crosley said in a year-end statement that "there is more than ever today a definite place in our economy for smaller, economical cars, priced at less than \$1000."

TOONERVILLE FOLKS



Truck Ban Moderated

NEW YORK, Jan. 1 (AP)—New York City's ban on non-essential trucking—imposed by Mayor William O'Dwyer to speed snow removal operations—will be lifted tomorrow but the embargo against private automobiles will continue until further notice.

Modification of the order, in effect since Tuesday, was announced yesterday by O'Dwyer after he had conferred with his emergency snow committee directing the still-sluggish task of digging out from under last Friday's record 25.8-inch snowfall.

With almost 40 per cent of the city's 5719 miles of streets already opened, the mayor predicted yesterday that by late tomorrow every thoroughfare in all of New York's five boroughs would be cleared for traffic.
Commercial transportation, with the exception of scattered bus routes, was nearly back to normal and commuters were experiencing only occasional delays in traveling to and from work.

Single Bid In On Generators At Dam

COULEE DAM, Wash., Jan. 1 (AP)—A bid of \$2,370,000 for construction of three 165,000-horsepower turbines to drive new generators at Grand Coulee was received from the Newport News Shipbuilding and Drydock company of Newport News, Va., the bureau of reclamation said today.

It was the only bid received.
Twenty times as powerful as the largest railroad locomotive, each turbine will weigh about 1,500,000 pounds.
The Woodward Governor company of Rockford, Ill., submitted the only bid \$123,150, for delegate governing equipment to control the speed of the turbines.

Portlander Named To German Court

WASHINGTON, Jan. 1 (AP)—Robert F. Maguire, Portland attorney, was named late yesterday by President Truman as one of nine judges to serve on military tribunals set up in Germany by the war department to try accused war criminals.

How To Relieve Bronchitis

RADIO SERVICE
ALL MAKES AND MODELS
Radio Tubes
Port. Batteries

PELICAN RADIO STORE
Dial 6222
119 So. 5th Klamath Falls

Cremulson relieves promptly because it goes right to the seat of the trouble to help loosen and expel mucus from the throat, chest and lungs. It soothes and relaxes inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Cremulson with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREMULSON
or Coughs, Chest Colds, Bronchitis

HY-LO OIL BURNING SALAMANDERS

THE Modern Heater for BUILDING CONSTRUCTION MANUFACTURING PLANTS OUTDOOR CONSTRUCTION GRAIN WAREHOUSES POTATO CELLARS JOB OFFICES FOUNDRIES • GARAGES • SHOPS

IMMEDIATE DELIVERY

Loggers & Contractors
MACHINERY CO.
732 South Sixth Phone 6222

THURSDAY EVE., JAN. 1		FRIDAY P. M., JAN. 2	
KFLW—1450 kc.	KFJL—1240 kc.	KFLW—1450 kc.	KFJL—1240 kc.
6:00 Sports Lineup*	Gabriel Heatter MBS	6:00 Sports Lineup*	Micha Herr Orchestra*
6:15 Home Town News*	4:15 Show	6:15 Home Town News*	Klamath Theatre Quiz*
6:25 World News Summary*	6:30 The Sheriff ABC	6:25 World News Summary*	6:30 The Sheriff ABC
6:30 Hits of 1947 ABC	6:45	6:30 Hits of 1947 ABC	6:45
6:45	6:50	6:45	6:50
7:00 Ellery Queen ABC	7:00 Ellery Queen ABC	7:00 Ellery Queen ABC	7:00 Ellery Queen ABC
7:30 The Clock ABC	7:30 The Clock ABC	7:30 The Clock ABC	7:30 The Clock ABC
8:00 Memorial Music*	8:00 Memorial Music*	8:00 Memorial Music*	8:00 Memorial Music*
8:15 Malcolm Epley*	8:15 Malcolm Epley*	8:15 Malcolm Epley*	8:15 Malcolm Epley*
8:30 Candid Microphone ABC	8:30 Candid Microphone ABC	8:30 Candid Microphone ABC	8:30 Candid Microphone ABC
8:45	8:45	8:45	8:45
9:00 It Happened in 1947 ABC	9:00 It Happened in 1947 ABC	9:00 It Happened in 1947 ABC	9:00 It Happened in 1947 ABC
9:15	9:15	9:15	9:15
9:30	9:30	9:30	9:30
10:00 Stardust Melodies*	10:00 Stardust Melodies*	10:00 Stardust Melodies*	10:00 Stardust Melodies*
10:15	10:15	10:15	10:15
10:30 Freddy Martin Orch. ABC	10:30 Freddy Martin Orch. ABC	10:30 Freddy Martin Orch. ABC	10:30 Freddy Martin Orch. ABC
11:00 News Summary*	11:00 News Summary*	11:00 News Summary*	11:00 News Summary*
11:15	11:15	11:15	11:15
11:30	11:30	11:30	11:30
11:45	11:45	11:45	11:45
FRIDAY A. M., JAN. 2		FRIDAY EVE., JAN. 2	
6:15 G. M. Serrano*	6:15 G. M. Serrano*	6:00 Sports Lineup*	6:00 Sports Lineup*
6:30	6:30	6:15 Home Town News*	6:15 Home Town News*
6:45 Farm Fare*	6:45 Farm Fare*	6:25 World News Summary*	6:25 World News Summary*
7:00 News, Breakfast Edition*	7:00 News, Breakfast Edition*	6:30 The Sheriff ABC	6:30 The Sheriff ABC
7:15 Rogers Soundup*	7:15 Rogers Soundup*	6:45	6:45
7:30 James Abbe ABC	7:30 James Abbe ABC	6:50	6:50
7:45 Zeke Manners ABC	7:45 Zeke Manners ABC	7:00 Giffette Fibbis ABC	7:00 Giffette Fibbis ABC
8:00 Breakfast Club ABC	8:00 Breakfast Club ABC	7:15	7:15
8:15	8:15	7:30	7:30
8:30	8:30	7:45	7:45
8:45	8:45	8:00 The Fat Man ABC	8:00 The Fat Man ABC
9:00 Welcomes Travelers ABC	9:00 Welcomes Travelers ABC	8:30 This Is Your FBI ABC	8:30 This Is Your FBI ABC
9:15	9:15	8:45	8:45
9:30 Skat in Hollywood ABC	9:30 Skat in Hollywood ABC	9:00	9:00
10:00 Gaiety Drake ABC	10:00 Gaiety Drake ABC	9:30 Famous Jury Trials ABC	9:30 Famous Jury Trials ABC
10:15 Studio of Manhattan*	10:15 Studio of Manhattan*	9:45	9:45
10:30 My True Story ABC	10:30 My True Story ABC	10:00 Stardust Melodies*	10:00 Stardust Melodies*
10:45	10:45	10:15	10:15
10:55 Miniature Concerts*	10:55 Miniature Concerts*	10:30 Freddy Martin Orch. ABC	10:30 Freddy Martin Orch. ABC
11:00 Step and Shop*	11:00 Step and Shop*	11:00 News Summary*	11:00 News Summary*
11:15 Richard Luberly*	11:15 Richard Luberly*	11:15	11:15
11:30 The Listening Post ABC	11:30 The Listening Post ABC	11:30	11:30
11:45 Ethel and Albert ABC	11:45 Ethel and Albert ABC	11:45	11:45
* KFLW Features	* KFJL Features		