

# Herald and News

FRANK JENKINS Editor MALCOLM EPLEY Managing Editor

Subscription Rates: By carrier month \$1.00 By mail 3 months \$3.00 6 months \$5.00 1 year \$9.00

## Today's Roundup

By MALCOLM EPLEY

KLAMATH and Lake counties will present a united front at the interim committee hearing on highways to be held at the courthouse here Monday.

The courts and chambers of commerce of the two communities have reached accord on every essential with respect to highway financing, and the two counties are supporting each other on the major road programs that will be outlined to the committee.

For example, Klamath's brief puts in a plug for US 385, which is the north-south federal highway through Lake county, whereas Lake backs Klamath up in its statements on the importance of proper development of US 97—Klamath's north-south federal artery.

There are several roads which are of direct mutual interest, such as highway 66—Klamath-Lakeview highway—and the Willamette highway which carries traffic from both counties into the Willamette valley. These, of course, are given double treatment in the briefs.

This cooperation is consistent with a friendship that has existed for many years between Klamath and Lake counties. Their similar economic set-ups, the wide open spaces that give them similar road problems, and many other features in common, make it good sense for these communities to team up as they do on major issues.

It is something to be continued indefinitely.

### Wants All Views

THE interim committee hearing is open to all who have any suggestions or proposals to make on highways. Many organizations have indicated interest, such as the cities, suburban league, grange, farm bureau, and so on.

These organizations should make sure their representatives are on hand Monday morning. The committee, we are told, is anxious to hear all viewpoints, and it makes no difference if some of these offered opinions disagree. That is what the committee wants to hear.

Let's make this a representative presentation of opinion.

## Advertising Roundup

By DELBERT ADDISON

IT'S been a month and more since the Oregon Ad Club's experts visited Klamath and spent an afternoon giving rapid fire advice on how to make the best use of advertising. If there's a bit of advice that still sticks with us, it's that of spending more time on your advertising.

Each of these advertising men, who represented the various media, urged spending more time on preparation for copy. The aim, of course, get more for your money.

Spending more time doesn't mean gazing at the ceiling with a pencil in your teeth. (As most of us do when attempting to write something like this.) They meant that you should spend more time finding out facts of what your customers want and applying these facts to what you actually can offer. With this knowledge in mind you should be able to prepare advertising that will influence people the way you want.

Too Many Facts—That Aren't So  
THE people from the media (newspaper, radio, billboard, mimeographer or what not) should be able to help a lot on the actual preparation of copy. . . if you, the advertiser, have your facts worked out.

There are two types of advertisers who bring most of the ulcers and grey hairs in and on the carcasses of advertising people. Number one says: You're the expert. You write the ad. And he says that, before letting you in on what he's trying to accomplish, and on whom.

The other extreme is the know-it-all . . . who doesn't. The trouble with advertising has been that too

many people know too many facts about advertising that aren't so.

### Facts Learned From Analysis

IN the last few years newspapers have set about learning more facts about advertising, that ARE so, than they have in generations.

An example at hand: An analysis of the readership of 979 food ads in a booklet called, "More Power in Newspaper Ads, Part 2." It shows, for instance, that the fact that a reverse heading (white letters on a black background) gets more attention than a regular heading . . . is NOT so. The reverse headings were read by only about a third as many women!

It also shows (for the 979 ads studied, at least) that illustrations of animate subjects get attention in the following order: first, babies; then, personalities, animals, children, family or couple, women, and last (did you guess it?) men.

Take a look through this paper and see if you could improve on some of the ads. Wup, don't be too sure. There are plenty of other facts to be considered in preparing any ad.

This booklet, and quite a few others, are available for anyone who would like to learn more facts on the performance of newspaper advertising, which ARE so.

## These Days

By GEORGE E. SOKOLSKY

THE Wisconsin primary has certain national aspects which transcend Wisconsin and the candidates whose names were presented in that election. One confusing factor is the Wisconsin primary law which rejects the two-party system, so essential in the American form of government. The Wisconsin primary is really non-partisan because a democrat may vote in the republican primary and vice versa. This makes it possible for the opposition party to help destroy the stronger candidates in order to face a weaker man on election day.

1. There can be no question but that General MacArthur would have been a stronger candidate on election day than any other the republicans have to present. But it is now doubtful whether he is a candidate at all. In fact, his reputation by the voters in the so-called republican primary in Wisconsin would indicate that Eisenhower was correct in reading the public mind: This is not a year for a military man. Henry Wallace appraised that situation accurately, namely, that the people do not want war. Wallace goes too far in the sense that he misreads a resistance to war as an approval of Soviet Russia.

The fact that General MacArthur did so badly in Wisconsin is evidence that in 1948 no general would have much of a chance, for although the democratic vote in the republican primaries cannot be discounted altogether, it must not be given such weight as to distort a final judgment.

### La Follette Out

2. The Wisconsin primary finally eliminates the La Follette, who have been seeking to return to the republican party leadership in this campaign. Phil La Follette was one of the MacArthur managers. Were MacArthur a factor in the republican convention, Phil and Bob La Follette would be factors as well. The so-called Wisconsin progressives would have been absorbed in the republican organization. They still remain on the outside—possibly now as a political cadaver.

Instead, a new man for the rest of the country, Thomas E. Coleman, former state chairman of the republican party in Wisconsin, looms increasingly large. He managed Senator Joseph R. McCarthy's campaign two years ago and elected him; and now he has put over Harold Stassen in the Wisconsin primary. Coleman is a manufacturer of machine tools in Madison, Wis. He will be an effective aid to Harold Stassen in the convention.

3. Up to now, republican politicians have been discounting Stassen. He has had considerable outside-the-party support, particularly in Wall Street and among former new dealers, but they assumed that it would not amount to much in delegates. The general feeling has been that he was really running for vice president and that he might end up as a member of the cabinet. In recent months, it has generally been assumed in the republican party that Stassen was a stalking horse for Senator Arthur Vandenberg and that out of his activities would eventuate a Vandenberg-Stassen ticket.

### Truman Is Not Dead

THE effect of Stassen's unanticipated victory in Wisconsin will be a union of all other forces to eliminate him. After all, he can never get the 97 votes in New York state. Those delegates will not only be solidly for Dewey but will be under his command. Not one doubtful delegate has been chosen in New York state and no republican will

## SIDE GLANCES



"I kind of regret I didn't go in for politics. Judge—I know everything that a man running for president shouldn't say!"

## MIDLAND EMPIRE NEWS

### New Pine Creek

Well over 200 persons enjoyed the big juvenile grange smoker put on last Friday night at the grange hall. All of the matches scheduled were not put on due to illness of some of the participants but the eight that were staged were real bouts and the boys all did exceptionally well both from the standpoint of good boxing and from the important angle of good, clean sportsmanship.

Around 6:30 was taken in from the gate receipts which money will go to the building up of a juvenile grange fund to meet their needed expenses. Serving on the grange smoker committee were Raymond Fisher, Al Carter, Lee Perry, Garland Cundiff and Bill Allen, who, at the behest of the juvenile grangers, were responsible for the staging and success of the event.

Raymond Fisher was the announcer and introduced the referee, Marcus Parlin; the judges, Garland Cundiff and Al Carter; timekeeper, Bill Allen; and Dr. Strubey, the physician.

The curtain-raiser was the feather-weight match between Richard Lawson, 60 pounds, and Richard Cooper, 54 pounds, who went two rounds for an exciting draw. Then came George Carleton, 86 pounds, and John Smith, 84 pounds, both of Willow Ranch, who also stood each other for a draw. The next match was between Robert Paris, 120 pounds, and Howard Wells, 118 pounds, and although the boys injured off the able Lukanisam for a draw. The last bout was between Keiton Vincent, 155 pounds, and Kenneth Butler, 175 pounds, who mixed it up nicely with Vincent taking the decision over Butler.

Fisher, on behalf of the juvenile grange, thanked everyone present for the splendid support and all others who contributed to the success of the first smoker to be thus sponsored by the Grange and it had been held in New Pine Creek.

risk a rebellion against Dewey, because he remains governor and controls the party machine. Similarly, Robert A. Taft will have the bulk of the Ohio delegation, Stassen will undoubtedly have a few Ohio delegates, particularly in the northern part of the state, but he has engendered such ill-will in that state that those opposed to him will fight him to the bitter end.

No republican will be nominated who is opposed by New York and Ohio, not even in a third party year. As a matter of fact, whereas Dewey, Vandenberg and Stassen used to be friends, republicans in New York state feel that their candidate has been mistreated by both Stassen and Vandenberg. Should either be nominated, they might sit on their hands—which would increase both the Truman and Wallace proportions.

That is how it stands and, translated into simple terms, it means that Harry Truman is not a dead duck yet.

## The World Today

By DEWITT MACKENZIE  
AP Foreign Affairs Analyst

Generalissimo Chiang Kai-shek, for 21 years the strong man of China, yesterday placed before the public the most important element needed to pull his country through the terrible crisis which besets it.

That element is faith. "Despite foreign criticism of our inflation and military defeats," he told the national assembly at Nanking, "I have faith."

Words not backed by sin, certainly are of course, like the thumping on an empty barrel, but we have no reason, so far as I can see, to doubt that Chiang means exactly what he says. On what does he base this faith?

Still Solvent  
Well, for one thing, despite the mad inflation which blankets China, the generalissimo declared that she is solvent. He asserted that the country has enough gold, silver, other assets and U. S. dollar credits to recall all of the Chinese currency afloat. He added that now with the \$463,000,000 in aid from America, "the prospects of economic life are brighter than ever."

Then of the military situation Chiang, while admitting serious mistakes, disclosed that his armies are changing their strategy. They no longer will try to defend all positions but will concentrate for decisive blows, "big eat little," as he put it.

Chiang asserted that government strength was growing in Northern China and he guaranteed to annihilate all Chinese communists below the Yellow River in Central China within six months. Not only that, but he would defend Manchuria as well.

Those are brave words, and we hope the generalissimo is a good prophet. One doesn't challenge his forecast, for he knows his country and its people, but I think we must fall back on the old adage that the proof of the pudding is in the eating. We must see what effect the fresh American help will have, and how the new military strategy of "big eat little" fares.

What Be Healer  
Defeat of the communists won't solve the problem. There is no hope whatever of uniting communism with any other political creed. In some way or other the communism must be eradicated or it surely will strangle the government—a basic truth not only for China but as regards all other countries.

What then will the end be? Chiang asserts that "in 30 years or 40 years the reds will conquer China." But suppose the generalissimo does defeat them and can't show them out to the national political life?

Time alone can answer these questions, but I think we must consider the possibility that China will be divided and that the communists will create states of their own to be Manchuria, for instance. There is no assurance now that the Chinese national forces can reconquer and hold that area. It might become a communist state.

## Tornado Carries Card 80 Miles

DECATUR, Ill., April 10 (AP)—A tornado has spread the word around that Dorothy Plegg is a straight "A" pupil in Postersburg, Ill.

Her report card was found today sticking in a hedge on a farm at Beardside, near Decatur. The girl's parents said it must have been carried 80 miles by the tornado which destroyed the Postersburg school building on March 20.

The Plegg home escaped damage although the storm hit several others nearby.

with her small son, Monte Jackson. Monte had a tough time for a while having to go through a period of incubation but he seems to be well and gaining fine now.

The Happy Hour club met at the home of Ruby Partin on Tuesday with seven members and two children present. Fannie Fisher opened her secret pal birthday gift.

After the business meeting, the hostess read a list of synonyms pertaining to trees. Each person was to name the correct tree connected with the synonym. Mary Millsap won high prize and Annie Wade, low. Delicious refreshments of fruit jello and whipped cream, cake and cookies and coffee were served. The meeting adjourned to meet with Lillian Reid, April 20.

# The Gallup Poll Civil Rights Bill Hurts Truman In South

By GEORGE GALLUP  
Director, American Institute of Public Opinion

PRINCETON, N. J., April 10—President Truman's avowal of an omnibus civil rights program has adversely affected his popularity among rank and file of Southern voters.

Whether this growing dissatisfaction for the leader of the South's traditional party could possibly be translated into a swing of party adherents in the party's strongest geographical section.

The American Institute of Public Opinion conducted a survey among a cross-section of the Southern white voting population. The poll found that 68 per cent had heard or read about the presidential program for civil rights, and that of those familiar with the program 82 per cent were opposed to its adoption by congress.

In order to test the effect that

## Snow Survey Trip Ended

HOOD RIVER, April 10 (AP)—The snow-covered Cascade range, already hosed this week by a lone skier, now has been conquered by men's machines.

The mechanized snow survey party of seven men and two snow tractors (one-rated) arrived here yesterday after a 22-day journey, the length of the Cascades.

The trip started at Ashland, Ore., where the group who is in charge of snow surveys in Oregon, estimated the party traveled 573 miles. It was undertaken to determine whether the tractors could be adopted for snow survey work, now carried out by men on skis.

Heavy snows and mechanical trouble delayed the party a week beyond their expected arrival time. The day previous a skier, Jack Meisner, 28, Cascade Summit, Ore., completed a journey from Mt. Hood to Crater Lake.

## New Auto Tag Plan Slated

ROSEBURG, April 10 (AP)—The state may establish an office to issue automobile licenses in every county seat in Oregon.

Secretary of State Earl T. Newby disclosed this yesterday in a speech at a luncheon meeting of the Roseburg chamber of commerce.

He said the plan would prove a "saving to Oregon and quite a saving to the citizens."

Newby also said he hoped the legislative interim committee on highways would develop an improvement program for state roads, making use of an annual \$26,000,000 in gasoline tax revenues.

"Our highway system offers more and contributes more to our overall economy than any other one thing," he said.

The Pauli Bynum, Roseburg booster group, initiated Newby into their organization.

## Education Confab Ends Discussions

SPOKANE, April 10 (AP)—The 46th annual inland empire education association conference was on record today in favor of channeling federal aid to education through the state departments of education.

Other resolutions passed by the conference before it closed yesterday included a recommendation that every public school teach the principles of the UNESCO organization, and a second urging the international exchange of teachers to further world understanding.

It pays to Use the Want-Ads!  
CHAT-N-NIBBLE  
1355 Esplanade  
Fried Chicken -- 75c  
No Nicks No Backs  
Call in Your Order--9151

This opposition to the program has had on the average Southerner's attitude toward President Truman, field reporters for the institute asked this question:

"Do you approve or disapprove of the way President Truman is handling his job as president?"

This question has been asked a number of times during the period Mr. Truman has occupied the White House. The following table compares the attitudes of voters in the thirteen Southern states covered in today's survey with the answers given by a similar cross-section in the same states last October:

Southern Voters Only	
	Oct. 1947 Today
Approve	59% 35%
Disapprove	18 57
No opinion	23 8

The entire cross-section was asked what they like best and what they liked least about the Truman administration. Foreign policy led the list of the things best liked, although no part of the program was mentioned by a large proportion of voters. The civil rights was named by four out of ten Southern voters as the least-liked administration policy. The answers follow:

Best liked:	
Foreign policy—anti-Russian attitude, Marshall plan	14%
Generally favorable answers—"doing the best he can under circumstances"	14%
Domestic program—pro-labor anti-inflation, stopped strikes, etc.	11%
The president's personal traits—honesty, sincerity, etc.	10%
Military defense program	5%
Generally unfavorable comments—"neating the end," etc.	7%
Nothing	15%
Miscellaneous	3%
Don't know	22%

Least liked:  
Civil rights program, handling of negro problems, etc. 41%  
Foreign policy, Marshall plan, etc. 10%  
Wavering policy, "doesn't do right things" 13%  
Domestic policies, taxes, labor, etc. 7%  
Poor advisers 6%  
Nothing 4%  
Miscellaneous 15%  
Don't know 15%

President Truman issued his civil rights program on February 2, recommending to congress that it pass an anti-lynch law, take action against poll taxes, adopt a federal fair employment practices act, and take other steps recommended earlier by his commission on civil rights.

## STATIC

By JOY BIGGS

"O sad some power the giftie gie us  
To see ourselves as others see us!"  
—Robert Burns.

Writing Static is like handling a fireball—if you don't drop it abruptly you keep fumbling until it seems you can't let go.

Here I've been sharply critical of lengthy Static columns—but count the recent inches under my by-line!

Don Neal left for Lodi, Friday, to be gone Saturday and Sunday cover in the Klamath Falls Gems special baseball team training camp. He'll tell all about it when he gets back on the air Monday.

LW will cover the national retriever trials at Cove Point this weekend, with results of the eliminations and finals as soon as they are available. There will be no on-the-ground radio coverage as telephone lines don't reach the location.

Did you hear the hog-calling contest Friday noon?

DIES  
SHERMAN, Tex., April 10 (AP)—Federal Judge R. L. Williams, 79, former governor of Oklahoma, died here at 6 a. m. today.

Fewer than 1000 Seminole Indians live in the Everglades of Florida.

DEMOCRATS OR REPUBLICANS  
REGISTER TODAY  
Before April 20th  
If you wish to vote for Your Favorite For SHERIFF  
H. T. (Mike) Williams  
Paid Advt. by Williams

## RADIO PROGRAMS

### SATURDAY EVE., APRIL 10

**KFLW-1450 kc.**  
6:00 Sports Lineup\*  
6:05  
6:15 Homeless News\*  
6:25 World News Summary\*  
6:30 Saturday Night Date\*  
6:35 Varieties Report\*  
6:40 Music Exchange ABC  
6:50 Ross Dolan, Detective ABC  
6:55 The Lone Ranger ABC  
7:00 Challenge of Yulken ABC  
7:05 Gangbusters ABC  
7:10  
7:15  
7:20 Joe Reichman, Orch. ABC  
7:25  
7:30 Stardust Melodies\*  
7:35  
7:40  
7:45  
7:50  
7:55  
8:00  
8:05  
8:10  
8:15  
8:20  
8:25  
8:30  
8:35  
8:40  
8:45  
8:50  
8:55  
9:00

### MONDAY A. M., APRIL 12

**KFLW-1450 kc.**  
6:15 Corn in the Morn\*  
6:20  
6:25 Farm Facts\*  
6:30 News, Breakfast Edition\*  
6:35 Bob Willis Show\*  
6:40 James Abbe ABC  
6:45 Zeke Mann ABC  
6:50 The Breakfast Club ABC  
6:55  
7:00  
7:05  
7:10  
7:15  
7:20  
7:25  
7:30  
7:35  
7:40  
7:45  
7:50  
7:55  
8:00  
8:05  
8:10  
8:15  
8:20  
8:25  
8:30  
8:35  
8:40  
8:45  
8:50  
8:55  
9:00  
9:05  
9:10  
9:15  
9:20  
9:25  
9:30  
9:35  
9:40  
9:45  
9:50  
9:55  
10:00  
10:05  
10:10  
10:15  
10:20  
10:25  
10:30  
10:35  
10:40  
10:45  
10:50  
10:55  
11:00  
11:05  
11:10  
11:15  
11:20  
11:25  
11:30  
11:35  
11:40  
11:45  
11:50  
11:55  
12:00

### MONDAY P. M., APRIL 12

**KFLW-1450 kc.**  
12:00 News\*  
12:15 County Agent Speaks  
12:30 Paul Whiteman Club ABC  
12:45  
12:50  
12:55  
1:00  
1:05  
1:10  
1:15  
1:20  
1:25  
1:30  
1:35  
1:40  
1:45  
1:50  
1:55  
2:00  
2:05  
2:10  
2:15  
2:20  
2:25  
2:30  
2:35  
2:40  
2:45  
2:50  
2:55  
3:00  
3:05  
3:10  
3:15  
3:20  
3:25  
3:30  
3:35  
3:40  
3:45  
3:50  
3:55  
4:00  
4:05  
4:10  
4:15  
4:20  
4:25  
4:30  
4:35  
4:40  
4:45  
4:50  
4:55  
5:00  
5:05  
5:10  
5:15  
5:20  
5:25  
5:30  
5:35  
5:40  
5:45  
5:50  
5:55  
6:00  
6:05  
6:10  
6:15  
6:20  
6:25  
6:30  
6:35  
6:40  
6:45  
6:50  
6:55  
7:00  
7:05  
7:10  
7:15  
7:20  
7:25  
7:30  
7:35  
7:40  
7:45  
7:50  
7:55  
8:00  
8:05  
8:10  
8:15  
8:20  
8:25  
8:30  
8:35  
8:40  
8:45  
8:50  
8:55  
9:00  
9:05  
9:10  
9:15  
9:20  
9:25  
9:30  
9:35  
9:40  
9:45  
9:50  
9:55  
10:00  
10:05  
10:10  
10:15  
10:20  
10:25  
10:30  
10:35  
10:40  
10:45  
10:50  
10:55  
11:00  
11:05  
11:10  
11:15  
11:20  
11:25  
11:30  
11:35  
11:40  
11:45  
11:50  
11:55  
12:00

### MONDAY EVE., APRIL 12

**KFLW-1450 kc.**  
6:00 Sports Lineup\*  
6:05 Home Town News\*  
6:10 World News Summary\*  
6:15 Mr. President ABC  
6:20  
6:25  
6:30  
6:35  
6:40  
6:45  
6:50  
6:55  
7:00  
7:05  
7:10  
7:15  
7:20  
7:25  
7:30  
7:35  
7:40  
7:45  
7:50  
7:55  
8:00  
8:05  
8:10  
8:15  
8:20  
8:25  
8:30  
8:35  
8:40  
8:45  
8:50  
8:55  
9:00  
9:05  
9:10  
9:15  
9:20  
9:25  
9:30  
9:35  
9:40  
9:45  
9:50  
9:55  
10:00  
10:05  
10:10  
10:15  
10:20  
10:25  
10:30  
10:35  
10:40  
10:45  
10:50  
10:55  
11:00  
11:05  
11:10  
11:15  
11:20  
11:25  
11:30  
11:35  
11:40  
11:45  
11:50  
11:55  
12:00

### SUNDAY A. M., APRIL 11

**KFLW-1450 kc.**  
6:00 The Southern States ABC  
6:05  
6:10  
6:15  
6:20  
6:25  
6:30  
6:35  
6:40  
6:45  
6:50  
6:55  
7:00  
7:05  
7:10  
7:15  
7:20  
7:25  
7:30  
7:35  
7:40  
7:45  
7:50  
7:55  
8:00  
8:05  
8:10  
8:15  
8:20  
8:25  
8:30  
8:35  
8:40  
8:45  
8:50  
8:55  
9:00  
9:05  
9:10  
9:15  
9:20  
9:25  
9:30  
9:35  
9:40  
9:45  
9:50  
9:55  
10:00  
10:05  
10:10  
10:15  
10:20  
10:25  
10:30  
10:35  
10:40  
10:45  
10:50  
10:55  
11:00  
11:05  
11:10  
11:15  
11:20  
11:25  
11:30  
11:35  
11:40  
11:45  
11:50  
11:55  
12:00

### SUNDAY P. M., APRIL 11

**KFLW-1450 kc.**  
12:00 Lassic ABC  
12:15 Sam Pettigini ABC  
12:30 Sunday Serenade ABC  
12:45  
12:50  
12:55  
1:00  
1:05  
1:10  
1:15  
1:20  
1:25  
1:30  
1:35  
1:40  
1:45  
1:50  
1:55  
2:00  
2:05  
2:10  
2:15  
2:20  
2:25  
2:30  
2:35  
2:40  
2:45  
2:50  
2:55  
3:00  
3:05  
3:10  
3:15  
3:20  
3:25  
3:30  
3:35  
3:40  
3:45  
3:50  
3:55  
4:00  
4:05  
4:10  
4:15  
4:20  
4:25  
4:30  
4:35  
4:40  
4:45  
4:50  
4:55  
5:00  
5:05  
5:10  
5:15  
5:20  
5:25  
5:30  
5:3