

Herald and News

FRANK JENKINS Editor BILL JENKINS Managing Editor

Your Reading Habits

By DEB ADDISON
Readers' reactions to the things we print in newspapers are, of course, of unending interest to all of us connected with producing the sheets. By the time the paper is out most of us here are sick and tired of it and already are working on tomorrow's paper. (As is being done at this moment.) We have to look elsewhere, then, to really find out just what kind of a paper actually has been brought forth.

We have to ask questions... do research. Research, after all, is asking questions on a scientific basis. So the Hometown Daily Newspapers, western papers about the size of this one, have undertaken readership studies these past five years. The Herald and News was studied a year ago last spring. Twenty-four other papers now have been given a similar treatment, and we have a five-year summary of the findings.

Loren Hays, general manager of the Hometown group, was through here Wednesday. He showed a slide-film analysis, hitting the high spots of the findings, to members of our news and advertising staffs and a few interested advertisers. The general reaction was that he didn't tell us anything new.

In other words, the things we'd already found out, from the H & N readership study and general deducing over a period of time, were borne out by the reading habits of subscribers to the other 24 papers.

There are a few of the conclusions: The amount of interest in a news item depends on "what," not "where." That is, people are more interested in reading local happenings about people they know than in reading the "world-stirring" events that make the headlines. With few exceptions, the "lead" stories under the eight column headlines were not among the 10 best read news stories of the day. The exceptions came when matters of local, rather than national or international, interest were given the top spot.

(The same thing has been found true of advertisements. It's "what," not "where." Position in the paper has no bearing on the readership an ad receives. What the ad has to offer, along with size and general display treatment, has everything to do with the readership it gets.)

Editorial page reading bore out a premise that this paper has worked on for a number of years. Locally written columns get many times the readership of the nationally famous columnists. Local, signed columns (no matter how lousy) get more readership than anonymous editorials.

An interesting side-light (previously found true here through bitter experience) is that while crossword puzzles get a low readership, that reader interest is intense. The fur files when the puzzle is left out.

Local news pictures top everything else with the subscriber. That's an old story with this paper, but it's well to remember that local pictures in ads follow the same pattern.

All in all the summary was a good brush-up. It confirmed our previous findings.

SAD-IF-TRUE department: We are informed that the professions most represented in our mental institutions of the country, in the following order, are: the clergy, the medical profession, newspaper people. You don't have to be, but it helps! . . .

Veterinarian Joe Riker told Rotarians last week, in a side-splitting narration of his professional experiences, of wrestling a full grown black panther in a bathtub. Seems that chloroform went out and Joe snipped the tendons which operate kitty's claws, so its mistress could safely handle the ex-scratcher on leash. . . . The news department has taken the bit by the horns and named the north entrance Kilt Carson way. Will the highway boys follow suit? . . . It has been noticeably easier for pedestrians to march across street cross walks. We have to learn the hard way.

These Days

By GEORGE E. SOKOLSKY

MR. JUSTICE DOUGLAS of the United States supreme court is simultaneously a member of that bench and a candidate for the presidency of the United States. In 1948, Mr. Truman tried to get him to run for vice president, but Douglas shied away from that honor on the assumption that our Harry could not be elected.

Mr. Justice Douglas expresses his philosophy in his decisions. In the case of the Standard Oil company of California vs. the United States, the opinion of the court was written by Justice Felix Frankfurter, who, however we may quarrel with his political activities, is among our sounder jurists. If his conduct were as steady and as wise as his law, he would be among the really great men of our generation. In this particular case, Frankfurter said:

"... Congress . . . has not left at large for determination in each case the ultimate demands of the 'public interest,' as the English lawmakers, considering and finding inapplicable to their own situation our experience with the specific prohibition of trade practices legislatively determined to be undesirable, have recently chosen to do . . ."

This is sound law, Frankfurter, through the majority decision, maintains that the supreme court of the United States is not a legislative body and should not arrogate to itself such authority.

Douglas Dissent
MR. JUSTICE DOUGLAS begins his dissent not with a statement of law, but with obiter dicta on unrelated matter, issuing contestable slogans as though they were matters of fact:

"... As a result of the big business philosophy underlying (specified supreme court decisions) . . . big business has become bigger and bigger. Monopoly has flourished. Cartels have increased their hold on the nation. The trusts were strong. There is less and less place for the independent."

"The full force of the anti-trust laws has not been felt on our economy. It has been deflected. Niggardly interpretations have robbed those laws of much of their efficacy. There are exceptions . . . but when it comes to monopolies built in gentlemanly ways—by mergers, purchases of assets or control and the like—the teeth have largely been drawn from the act . . ."

This is a political speech, not a judicial opinion. It is a dissent from the American philosophy of life throughout its history. It is an assertion of social democracy which has been ruining Europe for nearly half a century and is reaching a climax in the British failure. He says further:

"The increased concentration of industrial power in the hands of a few has changed habits of thought. A new age has been introduced. It is more and more an age of 'monopoly competition.' Monopoly competition is a regime of friendly alliances, of quick and easy accommodation of prices even without the benefit of trade associations, of what Brandeis said was euphemistically called 'cooperation.' While this is not true in all fields, it has become alarmingly apparent in many."

"The lessons Brandeis taught on the curse of business have largely been forgotten in high places. Size is allowed to become a menace to existing and putative competitors . . ."

Is It True?
NONE of this is incontestable; in my opinion, none of it is true. Actually in a competitive system, such as we have, monopoly is impossible because new products, new services, new ideas drive out the static and the obsolete. For instance, I am writing this piece with a ball point pen that cost me \$5.00. The first one I ever bought cost me \$12.50. Last week I bought the same one as that which I now use for \$1.00. The reduction in price is due to competition. A new product is as great a competitor as another company making an identical article.

What worries Mr. Douglas is size. How big is too big? That depends upon the commodity. It takes business to produce one pound of steel or one automobile. But it does not take bigness to run a news-stand or a grocery store. In this particular case, Mr. Douglas objects to filling stations having exclusive supply contracts with particular companies. Such an objection is utterly impractical for if the customer is looking for a trade-name gas, he is not going to accept any old gas.

The law is clear—but Mr. Douglas wanted to say his piece. It is a campaign piece.

sider such a change, however, ought to give the new location a good long trial period before deciding on a new permanent residence.

Note: Dr. Jordan is unable to answer individual questions from readers. However, each day he will answer one of the most frequently asked questions in his column.

The Doctor Answers
QUESTION: What could cause an infection after childbirth? Is this a common occurrence?

ANSWER: Such infections are caused by germs. They are far less common than formerly due to the careful precautions taken by physicians at the time of childbirth.

CORRECTION
The Lawrence Steele, transient, picked up in Klamath Falls this week on a bad check charge, is not Lawrence Steele of Klamath Falls, son of Frank F. Steele, 3704 Cannon.

Hans Norland Auto Insurance, 627 Pine St.

SIDE GLANCES



"I never used to hear about getting sick, doctor, but three of my bridge club have had appendicitis operations!"

BOYLE'S COLUMN

Diamond Buyers May Get Ulcers But Diggers Don't

By HAL BOYLE

NEW YORK, Sept. 16 (AP)—Men who buy and sell diamonds may get ulcers—but the lads who dig them don't.

The gems are whacked out of the good earth of Africa by black-hired natives.

"Cancer is extremely rare among them, and ulcers are absolutely unknown," said Mrs. Gladys Babson Hannaford, who has made a career lecturing on diamonds.

Mrs. Hannaford returned recently from a trip through the glitter mines of the dark continent. She is one of the first women to inspect the coastal diamond fields north of the Orange river in Southwest Africa.

Rumors have spread around the world that these fields are so fabulous rich that a man can sleep ashore at night from a motor boat.

"Only three mines are now operating in the rich Kimberly fields," she said.

One mine has a compound in which dwell 1700 native boys, some of whom hike 300 miles for their jobs. They get from \$1 to \$2.50 a day, plus living quarters, and a bonus ranging up to \$300 for each diamond they find.

"They stay for an average of nine months," said Mrs. Hannaford. "By then many have saved enough so they can go back to their tribe in the forest and live for two years without working."

"This habit, no doubt, explains the absence of ulcers. Only a confirmed worrywart could develop an ulcer on a two-year vacation."

The native boys are fond of Hollywood movies, particularly cartoon comedies and Western pictures.

"They have terrible swear words in their own language," said Mrs. Hannaford. "Whenever the villain appears, they curse him as long as he is on the screen."

61 Lakeview Persons List Blood Types

LAKEVIEW, Sept. 16 — As a community service, 61 men and women employees of White Pine Lumber company here recently had their blood typed and lists are being placed in the offices of each Lakeview medical doctor in case of emergency.

The lists will be used in case of emergencies calling for blood transfusions. This new service will eliminate the delay usually encountered in calling friends of the patient and having blood types made before the proper type of blood is found.

John Hanson, White Pine manager here, said the employees volunteered for the typing, and the work making the types was done without charge by three nurses through the Lakeview Medical service. The nurses were Mrs. Frieda Neas and Sadie O'Keefe, of Dr. W. P. Wilbur's office; and Mrs. Barbara Peterson, of Dr. P. G. Kilewer's office.

etogenarians in a discussion of modern day problems. They should know all about it.

This is the correction department, where I try to correct all the errors I made the day before. Number one: LW airs the Texas Christian-Kansas U game from 12:15 till 2 p. m. Number two: JI gives you the Washington-Utah fracas at 1:45 in the afternoon. To quote an authority, "To err is human, to forgive is divine."

Want 's don't cost—they pay!

I've always heard that life begins at forty. But there are a group of oldsters on Mutual's "Life at 60" broadcast who think otherwise. Eighty-year-old Randolph Clausie, one of the oldest living holders of the Congressional Medal of Honor, will be the guest panelist on this Saturday's show, 8 p. m., KPJL.

Clausie joins a group of four other

The World Today

By DEWITT MACKENZIE

AP Foreign Affairs Analyst

Greece's threat to invade communist Albania as a measure of self-defense, if guerrilla forces launch further attacks on Greek soil from Albania, has capitals on both sides of the Iron Curtain worried.

Washington, London and Moscow are particularly concerned, and it's reported that the Anglo-American brotherhood is likely to take steps to discourage any such military operation by their Greek ally. It wouldn't be surprising if Russia also advised Albania to go easy.

Why? Well, because the Greek invasion of Albania could very easily precipitate another world war. And perhaps the most significant, and hopeful, aspect of the current affair is that both sides in the cold war are anxious to avoid another general upheaval.

The Balkans through the centuries have been the whelping ground of armed conflicts. The situation at the moment is particularly delicate, not only on account of the Greek-Albanian row but because relations between Turkey and Bulgaria again are tense—or perhaps one should say more tense than usual. To this must be added the feud which has developed between Yugoslavia and Russia's Balkan satellites because of Dictator Tito's political revolt against Moscow.

Of course the fact that Greece's sponsors frown on any invasion of Albania is in no sense due to doubts as to the truth of the Athens charges. The Albanian operations have been carried on more or less openly and brazenly for a long time. It just isn't smart to retaliate in such fashion as to precipitate another global upheaval.

You wouldn't think such a little country as Albania could stir up so much trouble. It has an area of only 10,629 square miles and an estimated population of about a million.

But Albania lies between Yugoslavia and Greece and is a corridor into the Balkan peninsula. For this reason it has for hundreds of years been used as a gateway by invading armies. Moreover, because of her position Albania herself has been the object of much conquest and has been ruled by the Romans, the Byzantines, the Slavs, the Turks and by Mussolini, the would-be great conqueror.

Lake's State Grange Meet Next Friday

LAKEVIEW, Sept. 16 — The annual state grange conference for Lake county granges will be held on Friday, September 23, at West-side grange it was announced by F. S. Fisher, county deputy.

State Grange Master Morton Tomkins is expected to be here, as is the state lecturer, Bertha J. Beck. The afternoon meeting will be from 1:45 to 5 p. m., with recess to 6:30 when potluck dinner will be served by the grangers. The evening session will begin at 8 p. m. and will be conducted with the fourth degree.

Not only grange officers but grange members, and especially the new members, are expected to be present. Fisher said. He said these conferences are instructive and all grangers should attend.

Lakeview Getting 25 New Homes

LAKEVIEW, Sept. 16 — Construction of the 25 new homes in the Fairfield addition is expected to be completed in about two weeks. It was announced this week by W. P. Wright of Ashland, real estate broker who is here to handle sales of the new home units.

Seven of the homes have been sold, Wright said, and he is handling his sales work from the model home, the first of the group to be completed. Construction of the homes is by Oregon Homes of Medford.

Lakeview To Entertain Flying Farmers

LAKEVIEW, Sept. 16—Three local organizations will be joint hosts at a breakfast for the Oregon Flying Farmers at the Lakeview airport on Sunday, September 25. The breakfast of hotcakes and waffles will be served from 10 to 11:30 a. m.

Hosts will be the Lake County chamber of commerce, the Lake County Aeronautics association and the Lake county flight of the civil air patrol. Flying farmers are expected from all parts of the state, with this visit planned as their major flight of the year.

ASTHMA

FAST RELIEF. When each minute seems like an eternity, when you're out of breath, when you're coughing, when you're wheezing, when you're gasping, when you're struggling, when you're fighting, when you're dying, when you're...
WALGREEN DRUG STORE

THE GALLUP POLL

Best Thing About Being An American Is Freedom

By GEORGE GALLUP

PRINCETON, N. J., Sept. 16—What's the best thing about being an American citizen?

Since the war a number of young Americans—GIs and others—have voluntarily surrendered their American citizenship to become citizens of the world and work for peace. Recently a 22-year-old ex-GI from Long Island, N.Y., announced that he wanted to give up being an American citizen and go to Germany to live.

In order to determine how the average American voter views his own citizenship—how he evaluates the meaning of it—the American Institute of Public Opinion had field interviews in all states put this survey question to a cross-section of adults:

"If a person who is not a citizen of the United States were to ask you what's the ONE BEST THING about being an American citizen, what would you say to him?"

Economic advantages, the chance to make a living in a land of plenty, just laws—all these were mentioned by comparatively few.

THE ONE BIG THING, the voters said, is freedom.

Some specified freedom of religion, freedom of the press, and freedom of speech. Others singled out freedom to vote; still others freedom to do what I please.

Many just said the one word "Freedom!"

Here is a summary of results: Freedom in general 41% Freedom of speech, press, thought 15 Unrestricted, can do as I please 10 Freedom of religion 7 Right to vote 7 Land of plenty, can make good living 14 Free enterprise, free economic system 1 Justice, fair laws 1 Others 3

The table adds to more than 100 per cent because some mentioned more than one best thing about American citizenship.

In general, there is little difference in the rank order of the reasons given as far as the formal education of voters goes. It is interesting to note in today's survey, however, that older people place the reason that the U. S. is a "land of plenty" lower to the top than do younger people.

This same evaluation also occurs in the case of manual workers, while business and professional people, white-collar workers and farmers follow the national pattern.

Colorful Comments
Typical of the comments obtained on the best thing about being an American citizen were the following:

"It's about the only country in the world where nearly everybody can get a square deal," said a 78-year-old retired civil engineer in Compton, Calif.

"There ain't nobody tellin' me what to do," answered the 29-year-old wife of a railroad worker in Kenton, Ohio.

"One foot of America is worth more to me than the rest of the world," replied a 45-year-old steam-pipe fitter in Barrow, Fla.

"Freedom to worship our Lord in solitude and peace," said a 46-year-old Manhattan colored saleslady.

But it was a Willow, Calif., rooming house operator who probably summed it up most aptly when he answered: "The freedom to come and go, to do and say as you darn please."

Headline reads: "Boy, 6, Stuck an Hour in Ice Cream Freezer." There's a kid who's never satisfied. We have plenty of satisfied customers at INMAN MOTOR CO., 424 South 6th St. That's because we still say "the customer is always right" and follow through with expert repairs and services at lower prices. Drop in and get acquainted. Phone 7778.

Let's Talk Things Over

I heard of a man the other day who a few years ago decided to go into business on his own. He was quite a clever mechanic and a hard worker. He worked all hours, and pretty soon had a nice garage business. Then he began to add to his staff until it took fifteen people to run the now sizeable organization. He was making up to \$10,000 a year. He'd built a nice home. His kids were in a good school. But he still had to keep on working hard. It was a one-man business, you see. His personality, his ability, his character, kept it going.

Then, one day, the end came following an accident. After his death the business collapsed. The driving energy was gone. The good-will of the business died with him. His family had to dispose of the business for a song.

And yet, with a Sun Life business insurance policy, this man's business could have been transferred to the entire employees, at a price which he, the owner, would have determined before his death. If you own a one-man business, I'd really like to talk things over with you sometime. It's important—to your family.

Let's talk things over—today!

PAUL A. LEE

Sun Life Assurance Company of Canada

731 Main Phone 7777

RADIO PROGRAMS

FRIDAY EVE.	SEPT. 16	SEPT. 17
KFLW-1450 kc. PST	KFLW-1450 kc. PST	KFLW-1450 kc. PST
6:00 Today's Sport Page*	Gabriel Heaster MRS	KFLW-1450 kc. PST
6:15 Home Town News*	Quia Shum*	12:00 Noon Edition News*
6:30 World News Summary*		12:15 Phil. Ten. Christ-Kan. ARC
6:45 The Sheriff ABC	Around Town*	
6:55	Weekend Roundup*	
7:00	Bill Henry MRS	
7:15	Meet the Press MRS	
7:30	Circle Kid MRS	
7:45 Bedtime Stories*		
8:00 The Val Man ABC	Straight Arrow MRS	
8:15 This Is Your FRI ABC	Yodeling Traveler MRS	
8:30 Football KFLW-Grant*	Glenn Hardy MRS	
8:45	Sammy Kaye Showweek*	
9:00	Affaire Peter Salem MRS	
9:15	5-min. Final MRS	
9:30	Solten, Lewis Jr. MRS	
9:45	Johnson Family*	
10:00	Reed Morgan, Orch. MRS	
10:15	Today in Sports*	
10:30 News Summary*		
10:45 Sign Off	American Forum of Air*	
11:00	News*	
11:15	Mutual Newsweek*	
SATURDAY A. M. SEPT. 17		SATURDAY EVE. SEPT. 17
6:15 Cyn in the Nip*		6:00 Today's Sport Page*
6:30		Weather Report*
6:45 Farm Fare*	Musical Revellie*	6:15 Home Town News*
7:00 News, Refrt. Edition*	Musical Revellie*	6:35 World News Summary*
7:15 Charlie Roundup*	Frank Hemminger MRS	6:50 Dave Coleman
7:30 Martin Agronaky ABC	Breakfast Gang MRS	6:55 Les Gardiner, Band*
7:45 Top of the Morning*	News*	7:00
8:00 Get Together ABC	Best Boys*	7:05 The Eye ABC
8:15	Morning Matinee*	7:30 Clement Hotel Of. ABC
8:30	Personality Time*	7:50 The Lone Ranger ABC
8:45		8:00 Treasury, Old Show ABC
9:00 Meet the Band*	Fashion Flash*	9:00 Time for Music ABC
9:15	Favorites of Yesterday*	9:15 Temptation MRS
9:30 Old, New, Borrowed ABC	Hi-Lo Fun Show*	9:30 Refine & His Band ABC
9:45 Jay Stewart ABC	Glenn Hardy MRS*	10:00 News ABC
10:00	4-H Club*	10:05 Agromusic Clnp*
10:15 The American Farmer ABC	Kiwana Choir MRS	10:30
10:30 Treasury Show ABC	Polly Sparks*	10:45 Clement Hotel MRS
10:45 Fascinating Rhythm ABC	Bob Poole's Paradise MRS	11:00 News Summary*
11:05 This Rhythmic Age*	Rocky Request*	11:05 Sign Off
* KFLW Feature		* KFLW Feature
	* KFLW Feature	* KFLW Feature