

Herald and News These Days

FRANK JENKINS Editor BILL JENKINS Managing Editor

Subscription Rates: By carrier \$1.00 per month \$11.00 per year \$10.00 per year by mail

Comes Now NN Week

By DEB ADDISON OCTOBER 1 to 8 is National Newspaper Week. It looks like the Fourth Estate fudged a little bit and got in an 8-day week; else it starts and stops at high noon on the days of beginning and ending—like the duck season.

It's self evident that the N.N. week was not drummed up by any members of the "working press." The plethora of National Weeks is something to behold from this vantage point.

In October we have, in addition to our own Week: National Employed the Physically Handicapped Week, National Wine Week, National Business Women's Week, Fire Prevention Week, National Cranberry Week, Oriental Rug Week, National Letter Writing Week, National Posture Week, Better Parenthood Week, National Honey Week, Girl Scout Week, National Radio Week, and National Flower Week.

That 8-day week deal, Oct. 1 to 8, tips off that printers didn't have anything to do with it. The printers, pressmen, engravers—the boys who work in what we call the "back shop"—have been whittling away at what the calendar sets up as a 7-day week (and the Bible cut down to a 6-day week) ever since they started paying union dues.

If the back shop helps us celebrate Oct. 1 to 8, they'll have to do it on overtime or sick leave. The work week here comes in a 5-day, 37 1/2-hour package.

WE have it established who DIDN'T arrange this N. N. week; who DID do it will have to go by the boards. The information, and all you're supposed to say on N. N. week, probably is right there in one of those piles on my desk, but it would take more than an 8-day week to give those vast piles of interesting information even a quick once over.

There are folders and bulletins and brochures from ANPA (American Newspaper Publishers Association); from the Bureau of Advertising, ANPA; from the Continuing Study of Newspaper Reading; from Hometime Daily Newspapers; from E&P (Editor and Publisher); from NAEA (Newspaper Advertising Executives Association); from ONPA (Oregon Newspaper Publishers Association); from PNNAEA (Pacific Northwest Newspaper Advertising Executives Association—I'm a director of that); from . . . but why go on?

And how can you do even part of an honest day's work, and still read all the things you're supposed to be an up-and-coming, well-informed newspaper man.

OF course you could whizz through part of it, enough to give an intelligent yes or no, if there was a simple business, like hoisting corn, it is not!

It's sort of a rat-race, as has been remarked by visitors to this office.

In the first place it starts with the gathering, writing, editing of what we think is news. But that's only the start. The news has to be disseminated, as the text books say. That, then, calls for a sales and distributive business. And, to have something tangible to distribute: you're running a manufacturing plant.

And that's not a plant where you tool up and start running off a 1949 model. You run off a model to custom pattern each and every day. Six days a week, that is, with a 5-day week crew.

That's fairly simple until you consider that the model you've gotten into production costs a lot more than the market will bear. The customer will pay \$1.25 a month for about 26 of these custom made models. That amounts to only 20 or 25 per cent of cost of running the factory.

So, all you can do is lease out some concessions. Advertising, we call it. That, again, is a day to day lease, and you manufacture the concession to the lessee's specifications.

THE DOCTOR SAYS Watch Those Headaches!

By EDWIN P. JORDAN, M.D. Perhaps more people suffer from headaches than any other common ailment. Although it is true that a headache can be a symptom of some serious disease, more often it is merely a minor, though unpleasant ailment which does not last long and from which recovery is complete.

A fairly common type of headache which has not been recognized for very long appears to arise from a relaxation of the blood vessels in or near the brain. In this type of headache the treatment consists of giving some fluid which causes the blood vessels to contract. Indeed, there have been reports of rapid relief from this kind of headache merely by injecting adrenalin into one of the veins.

Some favorable reports have been made on the injection into the veins of a substance called sodium nicotinate (not related to the nicotine in tobacco). The underlying cause of this type of headache is difficult to treat and the cause practically unknown, but increasing the fluid, giving special diets, and reducing the amount of salt taken into the body seem to bring about favorable results in some cases.

Preventing Migraine One of the most important kinds of headache is known as migraine. As a rule this type of headache is located on one side only. Before it starts the sufferer often has peculiar sensations. In migraine, drugs given just before an attack may stop the condition from full development.

Any severe or frequently recurring headache should not be ignored. When possible the cause should be identified. After this is done the symptoms should be relieved if possible by simple pain-killing drugs like aspirin. The further management of headaches depends on knowing what caused them and taking appropriate steps to attack the source of the difficulty whenever possible.

The Doctor Answers QUESTION: What can be done about bow legs for a woman 33 years old? ANSWER: There is nothing much that can be done at that age. It is probably the result of rickets in childhood.

Plot His Death The Higher Ups were plotting Christ's death when He Himself came in among them to say—You are of your father, the Devil and he was a murderer from the beginning—See John 8:44, BIBLE. Because these Higher Ups hated Christ, they were plotting His murder. And just so, if you hate your brother, God names you a murderer, for—Who so hates his brother, God so yearned to have you for himself that he put all your hate and murder on Christ who died for you. Right now, right where you are, take your stand before God and Christ died for all your sins. At that God gives you new birth into eternal life. And look utterly to Christ to power you in the new life and to be your Victory—I can do all things through Christ who strengthens me.—THE APOSTLE PAUL.

Dear Taylor. Portland 1, Ore. (This space paid for by a Portland lumber manufacturer.)

By GEORGE E. SOKOLSKY

ISAAC DEUTSCHER'S biography "Stalin" comes importantly at a moment when Stalin is probably the most significant person on this earth. He not only is despot over 600,000,000 human beings, but he has thoroughly organized agencies in every country consisting of men and women who obey his will and adore him as though he were a god.

Two important biographies of Stalin have here-tofore appeared, Souvarine's and Trotsky's, and neither may be regarded as objective, if objectivity is possible in this field. Certainly, the Deutscher book, brilliantly written, is not objective. Deutscher, while he obviously abhors Stalin, would save the reputation of Stalin's government. This becomes clear in the selection of his material, in the omissions and in the consistency of certain types of errors. It is impossible to divorce Stalin from his government, because he is the government.

NEVERTHELESS, this is an important and valuable book and will be read with advantage by those who are interested in the freak personality that Stalin undoubtedly is. For this man by birth, figure, training and intellectual endowments is unfitted for the task in which he has succeeded so magnificently and yet so damnably. Trotsky's biography is tougher reading than Deutscher's, who possesses a pliant pen.

I made the point that selection and omission were inevitable because this is not and could not be a definitive work, first, because much of the basic material cannot yet be available and, secondly, because the author had to bring his manuscript down to a single volume.

What I find difficult to understand is the consistency in the type of error of fact, and I find that other students of the Russian revolution have discovered the same phenomenon, one of them having compiled a list of such errors which forms a pattern that is puzzling.

FOR instance, Deutscher questions the legitimacy of the provisional government which in 1917 took over after the revolution and which Lenin and Trotsky overthrew. He says: "The constitutional title-deeds of the (provisional) government were dubious; it was formed on the initiative of a few members of the last duma, the discredited quasi-parliament which had, moreover, been disbanded by the tsar."

In the first place, no revolutionary government can be legitimate, as that would be a contradiction in terms. The last legitimate government of Russia was that of Czar Nicholas II who abdicated to his brother. Then came the provisional government which could have had no "constitutional title-deeds," as it seized power. Certainly the bolshevik government of Lenin and Trotsky was illegitimate because it too seized power. I was there at the time and witnessed their brutal reign of terror. Certainly Stalin's despotism has no "constitutional title-deeds."

HISTORICALLY, of what importance is all this? And that has puzzled me because I cannot understand why Deutscher raises the issue. Similarly when he describes Lenin's trip from Switzerland across Germany to Russia in a sealed car, he says that this was arranged "by French Swedish and German socialists." This is quite untrue. The deal was made by Parvus, a German secret agent, Count Brockdorff-Rantzau, later German ambassador to Russia, Erberger, chief of German military propaganda, and Count Maltzan, associated with the German general staff. This is so amply documented that it is surprising that Deutscher omits it, unless he seeks to save the reputation of the birth of Stalin's government.

In a word, certain events which occurred in 1917, either immediately before or during the period when I worked in Russia as a newspaper editor in the city of Petrograd, do not come out precisely as I witnessed them or heard about them from some who were most active in them. Also in places, Deutscher conflicts with Angelica Balabanoff, who played an important part in the party activities of those days, she being the first secretary of the Third International.

A PART from such consistent errors, the Deutscher book is the best yet on Stalin and will serve the purposes of those who want to know about the man rather than the background of events that raised him to the throne of Ivan the Terrible in whose image he rules.

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SIDE GLANCES



"Seventeen and he's talking about getting married—isn't that boy ever going to grow up?"

Young Businessmen Your Newspaper Carriers Tomorrow's Business Heads

By FRANK TRIPP There is one quality that is demanded of all newspaperboys. It goes far to explain why so many successful men sold newspapers when they were boys; conversely, why so many newspaperboys become successful men.

It is stick-to-itiveness. A boy cannot distribute newspapers if he works only when he likes or if he is lazy, undependable or dishonest. No other boy jobs so involve responsibility and regularity of habits.

Your newspaperboy cannot do today's work tomorrow or when it stops raining. He cannot put it off, let it accumulate or leave his post uncovered. He must train and maintain a substitute.

Selling newspapers comes nearer to requiring all of the elements of adult responsibility than does any other kind of work done by boys. It requires business ability to teach and develops it.

There is a "greatfather" of all newspaperboys. It is the International Circulation Managers Association. These men are proud of their half million boys, whose aggregate earnings exceed a half million dollars a day. They and their assistants are trained specialists to whom any father may safely entrust guidance of his boy's working hours.

The Circulation Managers have designated October 8th as Newspaper Boy Day; a day to emphasize the importance of their boys, their usefulness in our economy, the advantages and opportunities which they enjoy and the safeguards set up to protect them.

They hope the public will learn the difference between a carrier boy and a newsboy; learn the meaning of the terms. The term "newsboy" (one word) applies to all boys who sell papers. The other terms do not.

A carrier boy, also properly called a paper boy, delivers papers to homes or to regular customers in neighborhoods familiar to him, often to his own neighbors.

A newsboy sells papers on the streets to whoever will buy them. He is more of a free lance, sometimes unknown to the newspaper Circulation departments but more contact with carrier boys than with newsboys, but they are equally concerned for the welfare of both.

One of the achievements of which newspaper boys are most proud is the disappearance of the ragged newsboy urchin of mauldin song and stories of the past. If any could be found today it would be in the slums of the biggest cities, where anything may be found.

They were the neglected children of people who would as soon they pick pockets as sell newspapers. They never were a product of the newspaper industry; any more that child bootleggers were a product of the shoe industry.

Today's carrier boys are screened, investigated and their school work is closely watched. Every precaution is taken for their health, safety and morals. Much effort is given to make them successful, painstaking little business men.

These worthwhile activities of circulation men leave no springboard for misguided people who would "save" boys from their favorite and most dependable means to earn money, buy clothes, get a bicycle or found a fund for their education.

The newspaper earnings of boys have saved countless families from financial disaster and have been the foundation of many successful careers.

Responsibility Wherever there is a progressive newspaper, from hamlet to metropolis, carrier boys now are under watchful eyes of responsible experts who regularly contact them and when necessary contact their parents; men who plan and supervise wholesome happy events for them; who sometimes are more interested in them and influence their future more than do their own fathers and mothers.

You can do something for your newspaperboy, whether he comes to your house or serves you on the street. You can make him proud of his profitable part-time occupation; you can show him that you appreciate the service he gives you. You can thank him for his courtesy and promptness; or you can—and should—jack him up if he lacks these virtues.

Whatever you do, don't cheat him or make him wait for his money. For he is trying to be a good business man. He has a lot of accounts to keep and collect. He has to pay for his papers promptly and he hasn't the capital to finance your reading—or the heart to serve you well if you treat him shabbily.

Why not plan to say a cheery word to your newspaperboy this coming Saturday—National Newspaper Boy Day?

The World Today

By DEWITT MACKENZIE AP Foreign Affairs Analyst

Small straws show which way the wind blows. One of the encouraging signs of our harassed times is the great number of people of both sexes and all ages whom one sees grouped about the news printers on a pleasant afternoon. Maybe my imagination is working overtime, but that's the way it strikes me.

"And what," demands the lady from Texas, "do you find encouraging in reading about that?" They're reading about Russia having the atomic bomb. I suppose—or about Marshal Tito and his troubles with the Kremlin—or about the Cold War.

Well, madam, I reckon they're reading about those things. You have to dig through such news in order to get to anything else these days. But here it is big interest of the moment probably is centered in the baseball championship battles. And that's the way it should be.

Health Interest Interest in the lighter things of life doesn't mean there is no interest in the serious problems. Even the haughtiest plays checkers when he's off duty.

There are no people on earth more deeply interested in world affairs than Americans, or who are better informed. I've traveled about our country a good deal, discussing foreign affairs, and can testify that even our very young folk of high school age are very well informed.

Our country has undergone a wonderful development in this respect during the past generation. No American aren't selecting weighty matters for baseball. They are just maintaining their mental diet by balancing their mental diet. One-food diets aren't healthful.

Fed Up It probably is true that the average American is fed up with the news with the constant barrage of news about the Cold War. We've been bombarded with it day and night ever since the end of the world conflict, and it certainly frays the nerves.

Sure, we're fed up with all this bickering and the consequent drain on our resources. But we're not going to let ourselves develop a track minds over it. It's no good sitting at home biting our fingernails and brooding.

Mass Amused The famous folk by this hour have amused the mass, had their herring or bacon and eggs, traded the rich gossip of the inner fraternity of entertainment, and gulped sleep—or the sleeping pill that leads to sleep.

Broadway and its side streets belong to the stranger and the garbage man, banging into ringing cans the uncleanest streak fragments that fatten New Jersey hogs.

The sound is a chime of prosperity. It rings the hidden pigeons awake. When they hide at night, it is hard to know. But somehow they always awake to a feast of plenty these days.

That I never did quite catch the whole plot. It's a shame that the space between rows of seats isn't made just twice as large. Then there wouldn't be all this business of standing and sitting whenever someone wanted to make a move.

Of course, Sunday is always a bad day to go to a movie. Usually it's the only day that mother gets out of the house, and if there are any kids to look after, they are usually dragged along too.

Wouldn't it be a good idea if theatres provided a glassed off section for mothers with their small children. They could furnish ear phones for the mothers and then the little darlings could howl to their hearts delight.

I love babies, and little children, but not when they cause a commotion during the most dramatic part of a show.

This system has been tried and proven successful in several churches. So why not in theatres also?

To Buy, Sell or Trade—it pays to read the Want Ads!

Dr. R. Theodore Lindley OPTOMETRIST Suite 510, Med.-Dental Bldg. Phone 4/15

WOOD'S DRUG STORE The Rexall Store Medical-Dental Building Phone 6712 Klamath Falls

Shell Oil Products—Shell Oil Products

When in Bly—Stop at the BLY AUTO SERVICE

The sportsman's headquarters in Bly * Discount on Ammunition * Hunting and Fishing Licenses * Sporting Goods * Tires and Batteries * Anti-Freeze

OFFICE SPACE FOR RENT City center . . . Main street frontage. Inquire Drew's Manstore

YOU CAN COMPLETE HIGH SCHOOL Now—At Home—Low Payments—All Books Furnished—No Classes DIPLOMA AWARDED

If You Are 16 or Over Write for Free Booklet AMERICAN SCHOOL Dept. KLA-10-3, 1440 Broadway, Oakland 12, Calif.

Name _____ Age _____ Street Address _____ City _____ State _____

WHY WE SAY



A British soldier is nicknamed a Tommy because the British service book issued in 1815 used Thomas Atkins as a specimen name.

BOYLE'S COLUMN 'Every Blue-Gold Down Is Trumpet to Fresh Adventure'

By HAL BOYLE NEW YORK (AP)—The nice thing about the sun is that it only comes up once a day.

Here along Broadway, where people grind their drama under foot on the street of failure, few folk are interested in the color of the sun unless it has been tentatively approved by the federal communications commission.

The dawn may come up out of Jamaica like a China across the bay—but it has to have a commercial appeal, a sort of sponsored madness.

Actually the day erupts in a blue and gold surprise. It is like a reluctant flower with a burst of kind.

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