

# Herald and News

FRANK JENKINS  
BILL JENKINS  
Managing Editor

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## More Jobs and People

By DEB ADDISON

A NEWSPAPER advertising department actually is a sales and service department, for advertisers. Continuing these National Newspaper Week blurbs, we'll give it a once-over, lightly.

I'm the advertising manager. (Writing this column is just an extra stint. I'm not an editor.) "Mac" McDonald is national advertising manager. He handles the ad orders that come from elsewhere than Klamath Falls, and coordinates these programs with local advertisers. . . . in the course of which he handles local food, drug, auto and appliance advertising. He keeps busy, as do the other three men who service 100 to 150 other local accounts.

Hubert Totton is classified manager. He handles the want-ad page with the help of three gal assistants. They're the ones you talk to on the phone. Incidentally, The Herald and News puts out more payroll dollars in the community than it takes in from all Klamath advertisers and all subscribers. It's outside money from "national" advertisers that makes up the difference.

You've probably heard the old story, at one time or another, that such-and-such large advertiser tells the paper what to do. It's true that about three-fourths of a paper's income is from advertising. About 60 per cent of this three-fourths comes from local retail advertising. (The rest: want-ads and national.) No one advertiser here accounts for 10 per cent of this 60 per cent of the three-fourths of our revenue.

That, to us at least, is ample reason in itself for keeping a clear standing with all our customers. You, as a subscriber, are a customer.

WELL, it's news and advertising that go into the paper. The mechanics of getting this material into print is strictly a manufacturing process.

Each character is each word in this paper: was molded in hot metal twice (we'll come to the "twice" part later). The molding, or casting of lines of type, is done almost entirely by machines. . . . Linotypes, Intertypes, Teletypesetters, Ludlows.

Each word in this paper was read by a proof-reader to correct mechanical mistakes. Once in a while we make another mistake in correcting a mistake. You've seen them.

Anyway, all these words are manufactured in metal in the space of two days on the largest ads to the space of minutes on the latest news story. All these metal castings are assembled into page form each day by the time some of you are finishing a late lunch hour.

These pages have to be completed progressively through the morning, because each one (and here comes that "twice" business) has to have a mold made of it and a cylindrical cast made, to go on the press. This process takes about a half hour for each page.

This has been a pretty rough generalization. (It's not even strictly true.) Not all the material is cast from hot metal. Most of the pictures, and some of the ads, are zinc engravings. An engraving is made by photographing an image on a sheet of zinc and etching away with acid the parts that are not to print.

AFTER making all this clear as mud, we'll mention some of the boys who keep this end of the business humming, and be on our way.

Herb Hemmingsen, is production manager. All he has to do is see that all the news is set, all the ads are made up, that all is assembled in page forms, that it's all done on time and correctly.

Gene Denton is head of the pressroom. His crew takes over as each page form is made up. They make the molds of each page (page mats), cast the cylinders for the press, and run that maze

## THE DOCTOR SAYS

### Check Child for Tapeworms

By EDWIN P. JORDAN, M. D.  
Intestinal flat worms or tapeworms must be considered one of the things to look for in children, especially when the child is not doing well and the cause of the trouble is not obvious.

All of the various kinds of tapeworms—the broad tapeworm, the dwarf, rat, beef, and the pork tapeworms—can invade human beings. Tapeworms are present all over the world, but they are more common in some countries than in others, particularly among peoples who have unfortunate eating habits.

When symptoms do appear they usually consist of a vague feeling of discomfort, disturbed digestion, and frequent diarrhea, loss of weight, sleeplessness and vague pains in the stomach. Sometimes anemia is present or other signs in the blood.

The diagnosis, of course, depends on finding parts of the tapeworm or its eggs in the feces. All tapeworms are made up of a head, characteristic for each variety, and segments attached to the head like links of a chain. At the tail end the segments contain eggs which are shed off.

Most infections of human beings come from swallowing the eggs of a tapeworm in food. When the kind of a tapeworm is identified by examination of the segments or eggs found in the feces, appropriate treatment can be begun. This consists of drugs which are called "anthelmintics." There are many of these, some of which have been used for centuries.

The choice of the proper anthelmintic to use is difficult and the first treatment is not always successful. Fortunately, the success of the treatment can be checked by finding the head of the parasite. Cure is not complete until the head has been separated from the intestinal wall to which it is attached, and eliminated.

The Doctor Answers  
QUESTION: Is it wise to tell children when they reach a certain

age if they have an aunt or uncle who is in a mental institution?

ANSWER: The answer to this depends on the circumstances and the age of the children. Except in some diseases the family tendency or inheritance of mental conditions is not at all clear cut so that in most cases an aunt or an uncle with a mental condition would not constitute any reason for avoiding marriage.

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of rollers, wheels, gears and ink fountains that the miles of paper feed through.

Ernie Hedlund is head of the engraving department. Engraving is all very simple—until you start to explain it to someone else. Or start to explain the camera, screens, etchers, routers and the rest of the gear in the engraving room. That red powder he uses is dragons' blood.

## These Days

By GEORGE E. SOKOLSKY

THIS is not a monolithic country in which only one philosophy of life is permissible. In fact, every variety of human thought is freely preached and advocated. Nevertheless, a man is to be assessed by his neighbors on the basis of what he says that he believes. He should be taken at his word, and Paul Robeson's word is unmistakable.

I quote from a report of the house committee on unamerican activities:

"Soviet Russia today, August 1948, page 13, published an article on Paul Robeson and how he feels about the Soviet Union. Paul Robeson stated that, 'the Soviet Union is the only country I've ever been in. I'm here I've felt completely at ease. I've lived in England and America and I've almost circled the globe—but for myself, wife, and son, the Soviet Union is our future home. For a while, however, I wouldn't feel right going there to live. By singing his praises wherever I go, I think I can be of the most value to it. It's too easy to go to the Soviet Union, breathe free air, and live happily ever afterward.'"

CONCERNING his relationship to the communist party, he said: ". . . In answer to the question as to whether he was a communist, he replied 'I characterize myself as an anti-fascist.' However, he said he wasn't a member though he would choose it over the republicans, explaining that 'in my association with communists throughout the world, I have found them to be the first people to die, the first to sacrifice, and the first to understand fascism.'"

Fascism not being an organized party or movement today, Robeson's answer would be regarded by those who have studied the jargon of the communist movement to be that he is pro-communist. He clarified this position in the "Daily Worker" on April 21, 1947, when he said:

"There are only two groups in the world today—fascists and anti-fascists. The communists belong to the anti-fascist group and I label myself an anti-fascist. The communist party is a legal one like the republican or democratic party and I could belong to either. I could just as well think of joining the communist party as any other."

FEW pro-communists in the United States have so consistently joined front movements, particularly those which have been declared subversive by various agencies of the government of the United States. Front movements are bodies organized by the communist party to include fellow-travelers, innocent do-gooders, and just plain joiners around a hard core of communist management. The fact that Robeson appears in nearly all of them would indicate to the student of the problem that he is a regular part of the communist apparatus, available for any service that may be required of him.

Also, it is usual for what are known as opportunists to run away when the going gets to be unpleasant. In fact, some of the most unconscionable of them are now negotiating with Tito to organize in the United States an anti-Stalinist group. Such persons are correctly assessed by the communist as "rats," because they desert sinking or apparently sinking ships. They are not among those who, having discovered their errors, repent, make public confession of error, and fight their former associates. Rather they are sneaks who with magnetic skill seek out the popular and shun the unpopular causes.

PAUL ROBESON is not that kind of person. He has consistently for nearly 20 years stood by the communist party and Soviet Russia and has not only never deserted their causes, but he has followed every twist and turn of the party line. It is justifiable from the long and complete record to say that Paul Robeson's pro-communism is consistent, constant, and fixed.

The strength of Paul Robeson within the communist group is evident from the fact that at the second Peekskill concert, they appeared as a disciplined force, with a militarily organized body-guard. They have not risked an exposure of their private army for anyone else. Naturally that was provided for one who said (June 19, 1949):

"Yes, I love this Soviet people more than any other nation, because of their suffering and sacrifices for us, the Negro people, the progressive people, the people of the future in this world."

come from swallowing the eggs of a tapeworm in food. When the kind of a tapeworm is identified by examination of the segments or eggs found in the feces, appropriate treatment can be begun. This consists of drugs which are called "anthelmintics." There are many of these, some of which have been used for centuries.

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## SIDE GLANCES



"Don't let those cokes fool you—if we date 'em they'll order banana splits!"

## BOYLE'S COLUMN

### Captain Touched at Midnight By Bar-Visiting War Veteran

(Boyle—Captain Touched—224)

NEW YORK. (AP)—It was after midnight when the fellow came in. He moved up to the bar with a loping stagger.

"Gith me a beer," he said.

The bartender, who had measured his walk, said:

"Just ran out, bud, better try the next bar."

The newcomer said:

"Buth lithen

And the bartender said sharply:

"You heard me! Beat it! We can't serve anybody who's had too much."



Hal Boyle

First the man started to object. Then he looked down the bar and saw a gentleman in a military uniform wearing the uniform of an army captain.

"Exthum me, thir—" he started to say. Then he saw the captain's bored look of distaste.

Explanation

He reached for a pencil and scrawled on a pad:

"I was lieutenant in infantry. Shot through mouth—can't talk. Hit in rear end—that's why wiggle. Sorry. Not drunk. Only want drink one beer. Appreciate help straightened out."

## Static

By DAVE UNDERHILL

I knew there was something I forgot last night.

I forgot to remind you folks—if such was necessary—of the World Series broadcast starting on JI today at 9:45 in the a.m.

Monday night, when Tuesday's static column is written, was its usual busy self.

Started out the evening by zooming up to Barkley Springs with photographer Wes Guderian in search of an automobile accident.

Was late getting to the city council meeting, and received a glaring glance from Mayor Thompson for my tardiness.

Hope the above explanation will explain my social error, your honor.

Rushed back to the office after council meeting to write up the evening's doings before starting to work on static.

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## The World Today

By DEWITT MACKENZIE  
AP Foreign Affairs Analyst

Russia shows signs of being about to create a new, communist-dominated German state out of her Eastern zone of occupation, with Berlin as its capital.

This will be calculated to offset the German republic recently established at Bonn by the three Western zones under guidance of American, British and France.

When these two Germanys are functioning there will ensue a tug-of-war between Russia and the three democracies to achieve a united Germany — communist if the Soviet wins and democratic if the Western trio are successful. The future history of continental Europe will be heavily influenced by the outcome of this struggle, for ultimately Germany may well resume her old position as the keystone of central Europe.

That is, she will resume it if she is reunited. And on that score there can be small doubt unless events take a wholly unforeseen turn. It isn't the nature of the Germans to be separated. By hook or by crook the two divisions will unite to re-establish the fatherland as soon as they see an opening.

Naturally Moscow's hope is to draw Western Germany into the Soviet Eastern zone, thereby consolidating the reich into a communist state which would be a satellite of Russia. By the same token the three Western allies are aiming to attract Eastern Germany into the Bonn government, if and when the Russian military grip is relaxed.

Economically the Soviet and the Western zones not only complement each other but are essential to each other. The West has the greater portion of the industries, while the East is rich agriculturally.

The West, of course, is much larger, having an area of some 95,000 square miles and a population of about 45,000,000. The Soviet zone contains 46,000 square miles and has a population of 17,000,000.

However, the Eastern zone has a former proud capital of the reich, one of the world's great cities and hub of European transportation. The fact that Berlin is now divided into four zones which are occupied by Russia, Britain, France and America won't preclude the projected Eastern German government from claiming it as the capital.

Ideologically the advantage in the battle for unity will lie with the three Western zones.

WASHINGTON, Oct. 5 (AP)—Some relief for Northwestern apple growers is predicted by Rep. Sanborn (R-Idaho).

He told a reporter today traffic representatives of western railroads are to meet in Chicago October 11 to consider the possibility of emergency freight rate reductions on western shipments. He had asked the Union Pacific, which serves Idaho to consider such a move.

Sanborn said the 1949 apple crop is 130,000,000 bushels. This, he said, compares with 88,000,000 last year and a 10-year average of 110,000,000 bushels.

Indian Arrested On Liquor Count

State police arrested Philip Hurtado, 27, Beatty, near Bonanza on yesterday afternoon, charging the Indian laborer with illegal possession of liquor.

He was convicted in justice court on the charge and committed to the county jail for 90 days, in lieu of \$104.50 fine and costs.

To Buy or Sell—Use the Want-Ads!

Radio-land's favorite domestic comedy program comes back to the airwaves under a new sponsor.

H. J. Heinz company, makers of the famous "57 Varieties" and one of the nation's leading advertisers, is returning to network radio after an absence of nearly four years.

Heinz will sponsor "The Adventures of Ozzie and Harriet," starting Friday, October 14, from 9:00 to 9:30 p.m., P.S.T. over the full network of the American Broadcasting company.

"The Adventures of Ozzie and Harriet" will feature the activities of both Ozzie Nelson and Harriet Hilliard, who in private life are Mr. and Mrs. Nelson, and their two children, David, 12, and nine-year-old Rickey.

Both Ozzie and Harriet have been in show business since childhood, but it was only during the past season that their two sons began active participation in the program.

The story is based on the Nelson's own life in their California home, a New England style house which provides an ideal setting for the daily activities of an average, American family.

BUTTERPAT CHAMPS

PULLMAN, Oct. 5 (AP)—Cattle herds in California and the three Pacific Northwest states were the best butterfat at producers during 1948, Washington State college officials said today.

Why EVER PAY MORE? Why

ST. JOSEPH'S ASPIRIN ACCEPT LESS?

WORLD'S LARGEST SELLER AT 10¢

## THE GALLUP POLL

### Poll Votes Have General 'Ike' Moving Nearer GOP Camp

By GEORGE GALLUP  
PRINCETON, N. J., Oct. 5—General Dwight D. Eisenhower gets top honors as 1949's man of mystery in politics.

Although he has been in the public eye for more than seven years and widely talked about as a presidential candidate for more than two, a substantial number of voters still can't decide whether he is a republican or a democrat.

Those who do express an opinion about his political leanings tend to think that his heart is with the republican party. But one voter in every five regards him as a democrat.

Any way a majority of voters think that if he were to run for president as a republican in 1952, he could win.

To find out how the average voter sizes up the general at present, interviewers for the American Institute of Public Opinion put this question to a balanced cross-section of voters in all 48 states:

"Do you regard General Eisenhower as a republican or a democrat?"

This same question was put to voters in a survey just a little over two years ago, in August, 1947. The trend, as shown in the table below, indicates that voters are tending more and more to classify Eisenhower as republican-minded.

TODAY	Rep. Eisenhower as a republican	26%
Regard him as a democrat	36%	
Can't decide	42%	

AUG., 1947	Rep. Eisenhower as a republican	22%
Regard him as a democrat	30%	
Can't decide	58%	

Republicans Claim Him

Voters who are themselves republicans claim the general as one of their own, while among voters who are democrats opinion is rather closely divided. Here is the party vote:

Party	Rep. Eisenhower as a republican	29%
Democrat	31%	
Can't decide	41%	

Could He Win?

If the general were to run against President Truman in 1952, could he win?

Obviously any answer to this question would be pure guesswork. No one can possibly foresee at this time what the factors will be in the 1952 presidential race. But here is

No Matter Where You Live . . . You Can Enjoy Tank Gas Service

LP GAS  
THE MODERN FUEL  
Propane Tanks for Rent  
NO NEED TO BUY  
UTILITY SERVICE  
California Pacific Utilities Company  
1011 Main Phone 7415

Tested and Approved by Irma Harding  
Ok'd by International Harvester's Home Economist for best results!

Frozen Food Cartons! Bags! Wraps! Papers!

Can You Beat KFLW's Floyd Wynne in Predicting This Week's Games?

NO ONE DID IT LAST WEEK!

Your Friendly MOBIL Distributor and Klamath Basin Dealers Offer Big Prizes If You Can Beat Wynne!

So, Don't Miss "WYNNE with the WINNERS"

7:30 P.M., Tues., Thurs. Sat.!

KFLW-ABC

AMERICAN BROADCASTING COMPANY

NOW IN PROGRESS—OUR GREATEST SALE of BEDROOM SUITES Every set in stock reduced—over 60 suites to choose from! LUCAS FURNITURE 195 E. Main