

Herald and News

FRANK JENKINS Editor BILL JENKINS Managing Editor

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Your Correspondent

YOUR correspondent—a correspondent is one who sends in his stuff from afar, rather than pecking it out on the typewriter in the back room.

ADDISON What's wrong with newspapers from an advertising standpoint.

LET'S accentuate the positive, and put it: How could newspapers improve, from an advertising standpoint? How could newspapers improve their service to advertisers...

NEWSPAPER ad salesman first should get to know the advertiser (his client) better. That is, get a better understanding of the business, in order to help produce more effective advertising.

TO do this our salesman will have to spend more time with his client (and the advertiser) will have to give more time to our salesman.

At this point sales resistance returns, because that would mean higher advertising rates. Still advertising is a cost only in a relative sense.

And with all that worked out, the advertising manager gets a nice juicy raise... and I think we'd better sign off.

Static

There sure will be a hot time in the old town tonight. The day starts off with a rally parade down Main street by a horde of students from KU.

Then there is the battle of the season between the Pels and Medford's Black Tornadoes at Modoc field, starting time 8 p.m. I'm banking on those Pels to come through with an upset.

For you 3500 or so lucky fans who have tickets to the fray, all I can say is, some people get all the breaks.

For the rest of us, approximately 21,500 unfortunate among the who can't be Dave Underhill present I say, join me beside your radio at 9 p.m. LW's Sport-caster Floyd Wynne will give a blow-by-blow description of the second half of the game.

After the ball game there are a lot of activities scheduled. Down at the Willard hotel the local Knights of Columbus are holding one of their big events of the fall season, a harvest dance.

Pray give a thought to the poor night newspaper man who has to work at a time like this.

In amongst all this enjoyment, if you have time, you might listen to JI at 7 p.m. Charlie Stark, chamber of commerce manager, will interview Lawrence Slater, airport committee chairman.

These Days

THE welfare boys never mind who get their ideas, Karl Marx, John Maynard Keynes, Adolph Hitler, Benito Mussolini or Charles Debeaux. Everything is grist to their ideological confusions which keep them moving from thing to thing.

I had met Debeaux and liked him very much. He had millions of novel ideas, some of which paid off. His basic economic philosophy seems to have been adopted by Harry Truman and Leon Keyserling.

TO give is the current fiscal and political policy of the government of the United States. It is policy to give even if one does not want to take it.

WELL, Debeaux was caught, arrested, examined, and he committed suicide. But the peanut oil scheme is not dead. That is now blossoming forth as the British socialists' hope for Africa.

Now, nobody can begrudge the Europeans edible fats, whether from peanuts or otherwise; nor does one question the British idea of developing great wealth in Africa to offset their losses in Europe and Asia.

NOW, of course, this concept has a new twist, namely, the desire to relieve the British government of her responsibility for her colonial possessions, while guaranteeing ample profits therefrom.

This Point Four proposition, couched in the noble language of the welfare state, can cost the United States lots of money before we wake up to discover that all we get is—peanuts!

Judging from all the activity around the streets after last night's bonfire rally, hometown spirit should be at a fever pitch tonight.

Chuck Woodhouse who directs activities of the M&S society up at KU tells me that this type of narrating is entirely different than the ordinary conversational technique required for a radio microphone.

The work requires much patient rehearsal, and is essentially a matter of slower tempo and articulation of slower tempo and articulation.

Then tomorrow morning and afternoon, when you are recuperating from Friday night's round of activities, tune in your radio and listen to a couple of good football games.

LW will broadcast the Notre Dame-Tulane tussle starting at 11:45 a.m.

All told, it should be quite a week-end. So enjoy yourselves, folks.

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SIDE GLANCES



"Don't ask your father—he's been out of school for so long you can't expect him to know anything!"

BOYLE'S COLUMN

You May Be Sleeping All Your Hair Away, He Warns

NEW YORK (AP)—Are you sleeping your hair away? "Well, if you're getting bald, the chances are—says Angelo Mantello—that the way you sleep has a lot to do with it."

Mantello is a middle-aged barber from Wilson, Conn., who spent four decades listening to customers groan about their hair falling out.

"If an improper sleeping position is the cause of baldness, why aren't more women bald? They use pillows."

"Well, since women started cutting their hair shorter, more of it does fall out," he said. "But one reason they don't get as bald as men is that they wear their hair longer, and that helps keep the scalp moist."

For a few pennies per word you can advertise to thousands—through a Want-Ad! Phone 8111.

THE DOCTOR SAYS

Stiff Arteries Tough to Treat

By EDWIN P. JORDAN, M. D. The arteries which carry blood from the heart to all parts of the body gradually become less elastic with increasing years.

The increased hardness of the arteries, or arteriosclerosis, which lessens the flow of blood is likely to be so gradual that there is no way of detecting it until it has become quite advanced.

Deposits of calcium in the walls of the blood vessels is the principal thing responsible for hardening of the arteries. Why calcium should be deposited in the arteries, why it should be deposited faster in some arteries than in others, and why it should come earlier in some people than in others, no one yet knows.

The symptoms from arteriosclerosis depend on what arteries are affected and to what degree they are injured by the thickening and the deposit of calcium.

The treatment of hardening of the arteries depends on which blood vessels are involved and how seriously they are affected.

There is no diet which will prevent hardening of the arteries or any which will dissolve out the calcium deposits already formed.

The Doctor Answers QUESTION: Will beer cause people to become fat? ANSWER: Beer contains a good many calories which are turned into fat by the human body.

Therefore, the drinking of beer added to the ordinary diet will produce fatness.

EVERYBODY IS ASKING FOR IT... Everybody, a drinking it, drinking it, drinking it. Drinking what? Bohemian Club Beer, of course.

EVERY FRIDAY at 9:00 P. M. KFLW DIAL 1450

MEET THE NELSONS Radio's happiest family in a bright half-hour of situation comedy!

The World Today

By DEWITT MACKENZIE AP Foreign Affairs Analyst

The fortunes of the Chinese Nationalists continue to ebb. The great southern seaport of Canton—until recently emergency capital of the harassed Nationalist government—has been abandoned.

The national-ists once more have moved their government to the ancient city of Chungking, which perches on the towering crags beside the upper Yangtze like an eagle on its aerial.

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On that basis the communists have a weary way to march before they even get a glimpse of success. What they see now is a mirage—fascinating but intangible.

Victory means not only the smashing of the enemy military strength but the establishment of a government which really can govern. That means a government which has the cooperation of China's 500 million people.

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THE GALLUP POLL

Unemployment, High Cost Of Living Biggest Worries

PRINCETON, N.J.—Keeping out of war is the number one problem facing the nation today, in the opinion of voters questioned in a 48-state survey by the American Institute of Public Opinion.

Unemployment was named next in importance by voters, and the high cost of living third.

Other problems, mentioned by fewer than 5 per cent each, included need for more religion, civil rights, making United Nations work, juvenile delinquency, drinking, and public health.

The survey was completed just before President Truman's announcement that Russia possesses the atom bomb. Undoubtedly the number one issue—preventing war—would be given an even higher degree of importance in the public mind if the survey were repeated now.

Although voters in both parties agree in placing war prevention at the top of the list, there are differences of opinion between them as to the importance of some of the other problems.

Chinese communists have undertaken a radical program for China. If their current theory splinters against China's practical problems, their regime will go down, many western observers predict.

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Advertisement for Bohemian Club Beer, featuring a bottle of beer and the text 'EVERYBODY IS ASKING FOR IT...'



By GLEN B. INMAN

Navy doctors claim to have found a cure for the common cold. Grounds? There is no truth to the rumor that the Kleenex company is flying its flag at half mast.

Fort Worth police investigating a neighbor's complaint found a 78-year-old father spanking his 18-year-old son. Yep, you gotta keep those kids under control.

Understandably yours RUTH JONES, Rt. 3, Box 273, Klamath Falls, Ore.

Please Mail Details of INDIVIDUAL PLANS Klamath Medical Service Bureau 405 Pine St.

Name Address

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Table with radio program listings for Friday, Oct. 14 and Saturday, Oct. 15.

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