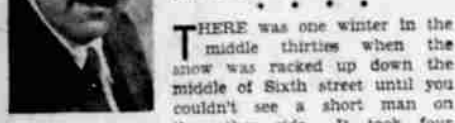


Herald and News
FRANK JENKINS
BILL JENKINS
Managing Editor
Subscription Rates:
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MEMBERS OF THE ASSOCIATED PRESS
The Associated Press is entitled exclusively to the use
of the name of all the local news printed in this newspaper
as well as all AP news.
Entered as second class matter at the post office of Klamath
Falls, Ore., on August 21, 1906, under act of Congress,
March 3, 1879.

I Know the Auto Dealer

By DEB ADDISON
THIS is "Know Your Automobile Dealer Week."
I know these fellows so well, and have known
them for so long, that they're entirely taken for
granted here. The week nearly
got by without my giving it
much thought. There's plenty
of food for thought, though. I
went through the depression on
Klamath auto dealers' ads. It
still a question of which it was
toughest on—the advertiser or
the ad man.



ADDISON

THERE was one winter in the
middle thirties when the
snow was raked up down the
middle of Sixth street until you
couldn't see a short man on
the other side. It took four
mechanics with snow shovels half
a day to get a used car out for demonstration.
Fortunately, perhaps, demonstrations didn't come
often so nobody was hurt, except the dealer who
owned the cars.
Mel Henry was used car man for the late Walter
Locke then. Locke had the Chevrolet agency, and
had just moved to John Ashley's present location.
He kept the old shop at 322 South Sixth for a used
car store, and there Mel held forth. The Henry
philosophy flowed as freely then as it does now, and
it only took me a couple of hours a day to get a ten
inch ad and a million dollars worth of advice. We
both had more time then.

I recall the 322 South Sixth as a being small
and bare, compared to the establishment there
now where Mel Henry holds forth as one of the
big wheels.
ONE thing I like about the auto dealers is that
they're a forthright lot. You can't always
agree with them, and they won't always agree with
you, but they'll haul off and tell you what they
think. Then you can rattle it out, agree to disagree,
and part friends.
That recalls one of my earliest business tiffs.
(There have been plenty since.) The paper printed
a long story about the NRA-Henry Ford imbroglio
one night with plenty of quotes from the NRA.
Elmer Balsiger and Vern Moore called on us the
next morning.
In case you don't know it, Elmer is a mild, warm-
hearted, open-minded, cooperative, public-spirited
citizen—that is, until he figures he's been done dirt,
bad. Then he's a bad customer to push too far.
Anyway, I was full of valor for the unsmirched
escutcheon of the Fourth Estate and didn't think
that advertisers should squawk when they got
trampled on. It would be an understatement to
say that public relations between Balsiger's and
The Herald and News were in a bad state.

Finally Vern Moore and one of our guys stepped
in and got things patched up. A person should
have known right then that Vern was destined
for great things in the world of affairs and the
management of men. Small wonder that he has
been picked as Exalted Ruler of the Elks, city-
county jail commission, county planning board, and
numerous other hot potatoes. Truly, Vern has
become noted for other things than shooting straight
at a buck.

I've always remembered one of Dick Miller's
words of wisdom. He was manager of the
Marshall Cornett company then. He said that
every organization should have one man who took
part in community affairs and one man who kept
his nose to the grindstone.
As everyone knows, Marshall Cornett spent prac-
tically all his time on community and public affairs.
You know who had his nose on the stone. The
line of duty is not so clearly defined at the Merry
Oide agency now, but City Councilman Darrell
Miller does all right.

THE auto dealers have their stinkers, too. How
many remember W. Mal Mahlum? I'll bet
Virgil Beckwith does. The aftermath of that seven
days wonder was too much for the innocent by-
stander, Virg. He's just now making a comeback in
Klamath, as sales manager for McCulloch Motors.
Least said about W. Mal Mahlum the best—except
that he lasted quick.

Ralph McCulloch, of Acme Motor company, Mc-
Culloch-Beckwith and McCulloch Motor company in
prewar years is a successful Studebaker dealer in
San Francisco.
And that brings up a tip for clubs and whatnot
looking for luncheon and dinner speakers. You
can't go wrong on the present McCulloch. John,
an ex-FBI man, can entertain and inform you with
the best.

THERE was a time when Herb Hauger would
trade you real estate for advertising. Now he
pays a tax to Rotary club on each Buick sold to a
club member—three bucks on the three-holders and

four bucks on the four-holders. . . . Ed Dunham is
noted as the first Klamath auto dealer and the first
who made enough money to sell out and retire.
Others retired are Ed Ostendorf and Bob Odell. . . .
Martin Ramsay of the old Acme Motor company now
is a big potato and onion man, but few others have
forsaken the autos for anything else. . . . Of
course Leo Lombard runs a model dairy farm on the
side, but that's different. . . . Jim Douglas was
years before his time, when he advertised as J. E.
Douglas, The Heartless Price Cutter. . . . Lou Arens
is another who left autos. He's now an old-timer
with the state industrial accident commission. Lou
always called me "Ken" and does to this day. . . .
Notice to KADA President "Jack" Juckeland and
all the other old and new timers not mentioned
here, and others ruffled or libeled: I won't be in
the office for a few days.

These Days

By GEORGE E. SOKOLSKY
PAINFULLY, the truth of Yalta is being extracted
and the searcher for the facts has to look for
paragraphs and sentences which shed light upon
one of the most outrageous betrayals in human
history. We have to dig not only in American ma-
terial, but as much in British, German, French,
Japanese and Chinese material. The Nuremberg and
Tokyo trials help considerably.
At Yalta, there were three men of extraordinary power.
Roosevelt, Churchill and Stalin, settling the affairs
of the world, redrawing maps, disposing popula-
tions, changing the character of societies. Mean-
while millions were fighting and many were dying
—and nobody could know why, except these three
men. Their published statements during the war
are of little help, for they did not always tell
the truth.

EDWARD STETTINUS was at the conferences
and now he writes about it. He tells how these
big men—the Big Three, they came to be called
—sat talking of how to make the peace. Churchill
and Roosevelt felt that the smaller nations ought
to have something to say concerning it. Stalin dis-
agreed. According to Stettinius, Stalin said:
"Yugoslavia, Albania, and such small countries do
not deserve to be at this table. Do you want Albania
to have the same status as the United States? What
has Albania done in this war to merit such a
standing? We three have to decide how to keep the
peace of the world, and it will not be kept unless
we three decide to do it."
Churchill happily replied:
"The eagle should permit the small birds to
sing, and care not whether they sang."
Then this episode occurred:
"At one point in the dinner conversation Vishin-
sky, in a side remark to Bohlen, warned that Russia
would never agree to the right of the small powers
to judge an act of the great powers. When Bohlen
observed that the United States delegation at Yalta
had to keep in mind the concern of the American
people that the rights of the smaller nations be
protected, Vishinsky replied, 'The American people
should learn to obey their leaders.' Bohlen then
said that if Vishinsky would visit the United States
he would like to see him undertake to tell that
to the American people. Vishinsky replied that he
would be delighted to come to America and tell
this to the American people."

THIS episode, which Stettinius reports, explains
the entire conduct of Soviet Russia since the
war ended. They were fighting an imperialist war
for power and territory. They made no bones about
that. As nationalism, except Russian nationalism,
is abhorrent to a Marxist, the emotional complexes
which derive from nationalism, love of country,
pride in tradition, joy in a particular language or
faith in a religious grouping mean nothing to them.
It is curious that when Stalin was a small
man in the Russian hierarchy, he defended the
small nations, but that was a long time ago.
The communist manifesto, the bible of this move-
ment, written by Karl Marx and Friedrich Engels,
said:
"The working men have no country. We cannot
take from them what they have not got. . . ."
This was published in 1848; Roosevelt and Church-
ill should have been familiar with this guide to
Stalin's thinking. They should never have gone into
a conference with him without first briefing them-
selves on communism.

ANOTHER point that Stettinius brings to the
surface in this book, "Roosevelt and the Rus-
sians," needs mentioning. It is generally suggested
that the United States is responsible for the veto
in the United Nations. Stettinius tells it differently:
"After the dinner had adjourned and Stalin and
the president had left, I discussed the voting ques-
tion in the security council with Churchill and
Eden. The prime minister insisted that he was in-
clined to accept the Russian suggestion of unanimi-
ty at all times, because he felt that everything
depended on maintenance of the unity of the three
powers. Without that, he added, the world would
be doomed to inevitable catastrophe, and therefore
anything that preserved that unity would have his
vote."

BUT today we know that we face catastrophe.
Churchill, as Roosevelt, could not see beyond
his nose. Both improvised concerning immediate
situations. They had no philosophy of action; Stalin's
course was clear to him. Therefore he was their
master.

EDWARD STETTINUS JR., died the week this
book is published.

on the problem of clearing the
metropolitan area atmosphere.
Smoke plus early winter fog has
created smog conditions for several
weeks, slowing morning and evening
traffic in the city.
It Pays to Use the Want-Ads!

RADIO PROGRAMS
FRIDAY EVE., NOV. 4
KFLW-1450 kc., PST
6:00 Today's Sport Page
6:15 Home Town News
6:25 World News Summary
6:30 Toss Time ABC
6:40 Elmer Davis ABC
6:45
6:55 Champion Roll Call ABC
7:00 Piano Playhouse ABC
7:15
7:25 Name the Record
7:45 Bedtime Stories
7:55 The Fat Man ABC
8:00 This is Your FBI ABC
8:00 Orle and Harriet ABC
8:15
8:30 ABC Dance Bands ABC
8:30 Orchestra-Reporter ABC
8:45 Joe Hunt, Sports ABC
8:50 Beverly Hills Orch. ABC
9:00 News Summary
9:15 Sign Off
9:30
9:45
SATURDAY A. M., NOV. 5
6:15 Corn in the Horn
6:45 Farm Fare
7:00 News, Rld., Edition
7:15 Charlie's Rendezvous
7:30 Martin Agronsky ABC
7:45 Top of the Morn'g ABC
8:00 Shoppers Special ABC
8:15
8:30 Personality Time
8:45 Meet the Band
9:15 Errands of Mercy
9:30 American Sports ABC
9:40 Al Home with Music ABC
9:45
9:55 Campus Music ABC
10:45 Mich. St.-Notre Dame ABC
10:55
11:05
11:30
KFLW Feature
KFIJ Feature
SATURDAY P. M., NOV. 5
KFLW-1450 kc., PST
12:00 Today's Sport Page
12:15
12:30
12:45
1:00
1:15
1:30
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11:45
12:00
KFLW Feature
KFIJ Feature
KFIJ-1240 kc.,
Quix Show
Quix Show
Weather
Sports Roundup
Ruf Henry MBS
Sammy Kaye
So the Story Goes
Close Aid MBS
Circus
Singsight, Arden MBS
KUBS vs. Redding
Glenn Hardy MBS
KUBS vs. Redding
9:30 ABC Dance Bands ABC
10:00 Orchestra-Reporter ABC
10:15 Joe Hunt, Sports ABC
10:20 Beverly Hills Orch. ABC
10:30 News Summary
10:45 Sign Off
11:00
11:15
11:30
11:45
12:00
Musical Revue
Musical Revue
Frank Hemingway MBS
Breakfast Gang MBS
News
Dont Horry
Favorites of Yesterday
Morning Matinee
Haven of Rest MBS
Fashion Flash
Kiddie Show
Hi Ho Fun Show
News MBS
4-H Club
Newberry Col. Choir MBS
Salon Favorites
Polly Sparks
Chad Gled on Parade MBS
Airforce Hour MBS
Meet the Press
Mutual Newscast
6:00 Today's Sport Page
6:15 Home Town News
6:25 World News Summary
6:30 Ray Whitaker Tris ABC
6:45 Bert Andrews ABC
6:55
7:00 Hollywood Byline ABC
7:15 Wayne with Winners
7:45 Bedtime Stories
8:00 The Lone Ranger ABC
8:15
8:30 Superstar ABC
8:45 Casbeck Greg. Hood ABC
9:15
9:30 The Navy Hour ABC
9:45 Ira Niles, Sports ABC
10:30 Clarence Hotel Or. ABC
11:00 News Summary
11:05 Sign Off
KFLW Feature
KFIJ Feature
KFIJ-1240 kc.,
Name Bands
News Headline
Your Dance Tunes
Market Livestock
Was on the Farm MBS
Bands for Bands MBS
Ore. vs. Wash. MBS
Dance MBS
Lombards Land USA MBS
News MBS
Voice of Army
Rum Morgan Treas. MBS
Monica Whalen MBS
John Wolahan Orch. MBS
Carmen Cavallaro MBS
Sign Off
Quick As A Flash MBS
Quiz Show
Quiz Show
Weather
Klamath Temple
Salute Women's Clubs MBS
Dance MBS
Lombards Land USA MBS
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Sign Off

SIDE GLANCES

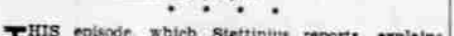


"But we had to have a car to take him home from the hospital—and I figure on saving enough for the first few payments by washing his diapers myself!"

Boyle's Column

Young Minister Is Lord's Advance Agent on the Air

By HAL BOYLE
NEW YORK (AP)—The Rev. Ever-
ett C. Parker would be a press
agent for Chicago livestock shows.
Now he's an advance agent for the
lord—via radio. He sparkplugs re-
ligious publicity over the airwaves.
"This means something," he said.
"That's why I'm doing it. The other
thing"—his former work as a press
agent—"only meant money."
At 36 this en-
ergetic minister is director of the
Protestant radio c o m m i s s i o n .
This organization of the na-
tion's leading Protestant
church groups is spending \$172-
000 this year for 800 religious
radio programs to be heard over
some 1000 sta-
tions.
The programs are organized by
Rev. Parker and a staff of three.
How he decided to embark on this
unusual career is quite a story.
"I had no particular religious
background—and in college I lost
any religion I had left," he said.
He sold doughnuts from door-to-
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cafeteria, then started a publica-
tion firm. Then he became program
director of a Hammond, Ind., radio
station.
Introduction
One day the owner asked him to
go out and find a commercial sponsor
for a Lenten program.
"How can anybody sell a religious
program?" Parker demanded.
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owner.
Parker finally got a utilities com-
pany to act as sponsor. With his
flair for drama, Parker made the

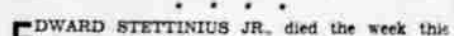


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The best writers in radio write
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of their usual price. But he insists
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"We paid Ingrid Bergman \$32 for
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commercial show she'd probably
get \$5000."
No money is paid for station time.
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programs as a public service.
The minister himself could earn a
top salary in the field of educational

Static

By DAVE UNDERHILL
He steps on the scales and bells
ring. He walks down the street and
walls shake. He tracks down a
thug, and knees shake.
Who is he? Well, listeners, it's
the "Fat Man," known in civilian
life as J. Scott Smart.
On the radio
he waddles un-
der the "nom
de plume" of
Brad Runyan.
Tonight, at 8
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Harry Warner will be game-side
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The Merrill-Malin contest should
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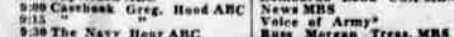
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2 drops of Penetro Nose Drops
in each nostril open up cold-
clogged nose fast. You breathe
easier quickly this 2-drop way.



Penetro Nose Drops

AMERICAN BROADCASTING COMPANY

The World Today

By DEWITT MACKENZIE
AP Foreign Affairs Analyst



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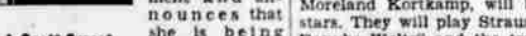


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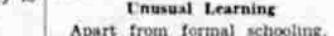


"But we had to have a car to take him home from the hospital—and I figure on saving enough for the first few payments by washing his diapers myself!"

Boyle's Column

Young Minister Is Lord's Advance Agent on the Air

By HAL BOYLE
NEW YORK (AP)—The Rev. Ever-
ett C. Parker would be a press
agent for Chicago livestock shows.
Now he's an advance agent for the
lord—via radio. He sparkplugs re-
ligious publicity over the airwaves.
"This means something," he said.
"That's why I'm doing it. The other
thing"—his former work as a press
agent—"only meant money."
At 36 this en-
ergetic minister is director of the
Protestant radio c o m m i s s i o n .
This organization of the na-
tion's leading Protestant
church groups is spending \$172-
000 this year for 800 religious
radio programs to be heard over
some 1000 sta-
tions.
The programs are organized by
Rev. Parker and a staff of three.
How he decided to embark on this
unusual career is quite a story.
"I had no particular religious
background—and in college I lost
any religion I had left," he said.
He sold doughnuts from door-to-
door, worked as a chef in a Chicago
cafeteria, then started a publica-
tion firm. Then he became program
director of a Hammond, Ind., radio
station.
Introduction
One day the owner asked him to
go out and find a commercial sponsor
for a Lenten program.
"How can anybody sell a religious
program?" Parker demanded.
"Well, try it anyway," said the
owner.
Parker finally got a utilities com-
pany to act as sponsor. With his
flair for drama, Parker made the



Hal Boyle

The Rev. Parker has been a trail-
blazer in creating religious pro-
grams that avoid dull sermonizing
but carry a real spiritual impact
because they deal with problems
close to the hearts of listeners. One
of his innovations is a TV puppet
show that tells Bible tales for chil-
dren.
The best writers in radio write
the programs for him at a fraction
of their usual price. But he insists
on paying them, also insists on pay-
ing actors on the programs their
union minimum.
"We paid Ingrid Bergman \$32 for
one show," Parker smiled. "On a
commercial show she'd probably
get \$5000."
No money is paid for station time.
Most stations are glad to air the
programs as a public service.
The minister himself could earn a
top salary in the field of educational

Static

By DAVE UNDERHILL
He steps on the scales and bells
ring. He walks down the street and
walls shake. He tracks down a
thug, and knees shake.
Who is he? Well, listeners, it's
the "Fat Man," known in civilian
life as J. Scott Smart.
On the radio
he waddles un-
der the "nom
de plume" of
Brad Runyan.
Tonight, at 8
p.m. over
KFLW, when a
wealthy matron
walks into
Brad's apart-
ment and an-
nounces that
she is being
shadowed, the
corpulent criminologist immediately
figures out the reason for it.
It seems the woman is married
to a man whose income runs into
seven figures and is known to pos-
sess more than the usual share of
jealous temperament.
So listen in to find out how the
"Fat Man" untangles a very tangled
case. . . .
At 8:30 two very interesting pro-
grams should draw your attention.
If you are a football follower, tune
in JI for a running account of the
Pelican-Redding game. Play-by-
play will come to JI by telephone
and be sent your way. A Redding
sportscaster will do the honors.
If you are a mystery fan, tune
in LW for "This is Your FBI." A
music composer gets into trouble
and things are rather unharmonious
till the federal boys come to his
rescue. . . .
Scores of the OTI-Vanport game
will be given during breaks of the
Oregon-Washington game.



J. Scott Smart

Drop everything tomorrow morn-
ing at 10:45 and stay glued to
your crystal set.
For the battle of
the Giants, Notre Dame and
Michigan State, will be aired at
that time over
LW.
The Fighting
Irish face their
most formidable
opposition of the
season in the
Spartans, and
"Hysterical!"

Static

Harry Warner will be game-side
to let you in on the doings.

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