

Herald and News

FRANK JENKINS

BILL JENKINS

Editor

Managing Editor

Entered as second class matter at the post office of Klamath Falls, Ore., on August 20, 1906, under act of congress, March 8, 1879.

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SUBSCRIPTION RATES
By Mail 6 months \$6.50 By Mail 1 year \$11.00

Billboard

By BILL JENKINS
Southern Pacific company has just come in for another national award. According to an announcement from Fred G. Tredway, general advertising manager for the railroad, the road has been awarded the "Socrates Award of the Year" for outstanding travel advertising in the United States and Canada.

The award is made by the editors of Transportation Ad-Views, a New York published magazine, who survey hundreds of papers in making their choice. SP came out on top of the heap because their ad copy was deemed of consistent high quality, showed a skillful change of pace method and conveyed best to the public the idea of a large yet friendly business.

The advertising agencies of Poole Cone and Belding and Laughlin, Wilson, Baxter and Pearson also came in for their share of the glory. All of you old Hart mountaineers will be familiar with one of the PCKB men, account executive for Oregon, who handles SP. He's Leith Abbot, for many years King of the Desert and still an ardent supporter of the group. (leith by the way, is currently in

the hospital in Portland recovering from a serious illness. All the best wishes of the group go to him with hopes for a speedy recovery.)

It is becoming increasingly difficult to keep all the various agencies in mind these days. The morning's mail brings in a new one on me—the Seeds For Democracy program. This one, sponsored by the committee for a free Asia, is urging Americans to invest ten cents in a vegetable seed packet to be sent to the Philippines where there is a scarcity of vegetable seeds. As an example the committee quotes this: "One packet will still produce the one to five hundred heads of lettuce. At an average cost of 10 cents per head (where?) that's about \$40 or \$50 worth of lettuce. Where else can you make such a profit. If you're interested you can contact the committee at 2 Pine Street, San Francisco 11."

Caught in the Rounds

By DEB ADDISON

Well, mates, there's no getting around it. The North Suburban boys are top dogs this year. Not only did Deschutes walk away with the potato championship of Oregon, but the Bend Lava Bear washed the Klamath Pelican's face in snow of Bruin field Monday—this after the KUBS team had been sent to Bend by this column for the express purpose of winning by three touchdowns to even up those three potato cups that moved north.

Time was when the South (6th St.) Suburban district took the play away from Klamath Falls, Linkville, and all, with its big residential boom and the Miracle Mile. Time was also when the Henley Hornets were winning all football games and had the "A" teams afraid to play 'em.

Times have changed though, and you all can eat crow and thank goodness that we annexed Bend as

the North Suburban district.

The North Suburban community also takes the cake as the most beautiful in the state. The reason why is very simple. The people there have let the pine and juniper trees grow and no one has developed a mania for chopping down poplar trees.

In case you want to get your section in the running again, now is the time to transplant pine or juniper seedlings. You can transplant a tree up to three feet tall. You can, and it will grow, if you do it (1) in the fall, (2) when the ground and atmosphere is wet, (3) before it freezes up.

Better hurry!

The Old Trapper, in contradiction to your present outlook, says it is going to be a fairly mild winter. The muskrats are not yet prime.

Telling the Editor

KIND REBUKE

KLAMATH FALLS, (To The Editor)—We wish to thank you for your past cooperation in printing items about our Camp Fire activities.

However we wish to call your attention to the item about our group on page 11 of the November 1 issue, which was given a Girl Scout headline. May we respectfully point out to you and your staff that Camp Fire is a separate organization entirely from the Girl Scouts? We have separate national organizations, and local officers, and our programs are entirely different. The Girl Scout executive in Klamath Falls is Miss Ella Redkey, and our Camp Fire executive is Mrs. Lawrence French.

Our program is based somewhat on early American Indian lore, and our ceremonial robes are copied from those of the American Indians. We give awards as honors and there are worn with the robes. Each robe tells a different story of

achievements in Camp Fire. Our service costumes are white blouses, navy blue skirts, and to this our Blue Birds (junior Camp Fire girls) add red suspenders, and the older girls add a red tie.

Our group was organized when we were third grade Blue Birds, and we have completed five years in Camp Fire, starting our sixth. We are now eighth graders at Fremont. We love Camp Fire very much, and wish the public could understand it is a wonderful program for girls all by itself.

Sincerely yours,

Mrs. Orville Herman, leader.

Carol Larson, Sue Derby, Carol Herman, Twila Greene, Pat Phillips, Judy Pleser, Paula Clark, Barrie Donnelly, Betty Barrett and Bonnie Fiedler.

(Editor's Note: We are, of course, aware of the difference between the Camp Fire Girls and the Girl Scouts. We apologize to both organizations for our error.)

Bruce Biossat

The post of national party chairman demands certain special, practical talents and background. Hence it is not surprising that Pres. Truman bestowed the Democratic Party generalship on a man well grounded in the hurly-burly of organization politics.

Frank McKinney, the Indianapolis banker who got the job, is a veteran associate of the Frank McHale Democratic machine in Indiana. He needs no schooling in the hard slugging that marks a major campaign. He knows the aggressive techniques of party fund-raising.

To those who looked for the President to select a man unswayed by the grime of political combat, McKinney's appointment may be a disappointment. Yet a chairman who would fit this requirement of spotless public attitude, of aloofness, from the rough and tumble, would hardly fit the bill.

McKinney's inaugural remarks show, however, that the administration is not unaware of the unsavory atmosphere clinging to the Democratic national headquarters as a result of the Boyle regime. The opponents of purity were given recognition.

The new chairman went out of his way to assure that henceforth his office would be free of any taint of influence-peddling, favor-dispensing, and the like. He announced he would waive the \$35,000 salary the post normally carries with it.

Certainly these gestures are welcome to a nation which wants the moral tone of government and politics elevated. But they must necessarily be taken with an attitude of reserve. For they may prove nothing more than fancy window-dressing for an untidy situation.

Too much has already been un-

earthed in many quarters of the administration for the public to accept at face values any professions of good moral intent—however genuine. Had Mr. Truman and his top officials themselves moved swiftly and courageously to cast out past offenders, skepticism would not now be so widespread. As it is, only the proof of improved performance is likely to impress the earnest citizen.

Mr. Truman, in acknowledging McKinney's accession to the chairmanship, did little to dispel the skepticism. He chose to take no note of the moral issue conceded by McKinney. Instead he heaped abuse upon the Republican party as the alleged sole proprietor of the "loathsome technique" of political smear, slander and vilification.

Nobody who prizes the American system would condone for an instant the excesses of politics. But students of U.S. history—recent times included—tend to distribute responsibility for such excesses more impartially than does the President.

He was no help, either, in his rather arrogant insistence that only the Democratic party is "right" on the issues. His concept of a Democratic mortgage on righteousness seems to reduce hypocrisy his reference to the "two-party system," since he manifestly is convinced the opposition is never deserving of victory.

McKinney's arrival on the national scene may truly signal the start of a better day for public morality. But the prospect would be far more heartening if his boss showed a disposition to admit error, to see some virtue in the "other side," to attack

They'll Do It Every Time

Registered U. S. Patent Office

By Jimmy Hatlo



James Marlow

WASHINGTON, (AP)—The chilling wind which blew across the Atlantic this past week was the news the British are in a financial jam again and expect to ask us for more help.

Shattered by the war, they were in bad shape when the shooting stopped. The U.S. gave them a loan of \$3,750,000,000 (\$B). That was in 1946.

And, starting in 1948, the U.S. added about \$3,000,000,000 (\$B) in help through the Marshall plan. With this help the British began to get on their feet.

CONFIDENCE
By the beginning of 1951 they were in the black and so confident of clear sailing that they said they didn't need any more Marshall plan aid. But by the fall of 1951 they were in trouble again.

In this country those who disliked the British socialist government probably blamed it for the downturn in Britain's fortunes, thinking that if only Winston Churchill were running the show he would by some special magic lift his country into prosperity again.

Churchill is in power now and almost his first act was to tell the British people, who have been on rationing since the war, that living would have to become even more austere.

His government announced a cut in imports which will mean less food and other things for his people. The reason to cut down on spending. More than 60 percent of Britain's food has to be imported.

And it will be Churchill, or some of his men, who'll have to ask this country for help once more, probably when he comes to this country in January with his staff to visit Pres. Truman.

But it was neither the socialists nor Churchill who put Britain into the red again. It was the tide of events, starting with the Korean war in mid-1950 when Britain was just regaining its feet.

With the start of the Korean war this country and its allies including Britain, began to rearm. Britain plans to spend \$13,000,000,000 on her rearmament program in three years.

This dislocated the British economy. It put the British in the position of spending more than they earn. In short, they are living beyond their means now.

This is a brief explanation of why the British are not producers. They have to import raw materials, including food, which are then put through the British factories.

The finished products are then sold abroad to make money for the British. With the money they can buy more, make more, sell more. That was the way it was going until rearmament started.

NO SALES
Now big chunks of the raw materials brought in are put through the factories and come out as weapons which don't have a resale value.

The chilling part about the news

Fair Officials, Dates Set

SALEM, (AP)—Dates and officials for next year's state fair were announced by the fair board yesterday.

The fair will open August 30—the Saturday before Labor Day—and close September 6. Leo G. Spisbart will again be manager at a \$6000 yearly salary.

Dick Richards, who this year was assistant manager, will be asked to take over the stock and county exhibits next year at \$450 a month for six months.

TAX BATTLE

PORTLAND, (AP)—The Reynolds Metals Co. filed suit Tuesday in an effort to halt Sheriff Terry Schunk from collecting \$192.14 in personal property taxes. Multnomah county says that much is due on the firm's Troutdale plant. But the company says the federal government owned the plant January 1, 1950—the date when property is assessed for taxation.

Weakness and corruption in his party ranks with the full courage his high office demands.

Housework Easy Without Nagging Backache

Nagging backache, loss of pep and energy, headache and dizziness may be due to slow-down of kidney function. Doctors say good kidney function is very important to good health. When your everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages. Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 million kidney tubes and filters flush out waste. Get Doan's Pills today!

Hal Boyle

NEW YORK, (AP)—To get ahead in show business today you have to develop the art of squelching hecklers gracefully.

For hecklers hang out in the swank night clubs as well as the rafters of Madison Square Garden. "They fall into two broad types—people who try to get into the act deliberately, and those who unconsciously slow up the show," said Margaret Phelan, a red-haired Texas lass who has become one of America's top supper club singers.

WILD DESIRE
Sometimes performers have a wild desire to go to work on the

hecklers with a baseball bat. Many do keep a stock collection of cutting deep freeze remarks handy to chill noisy showoffs. The oldest standby: "Why don't you just turn yourself into a hoop and roll away?"

But Maggie prefers generally to rely on a pretty smile and a friendly rebuke that leaves no sting.

"You don't want to make them mad," she said. "You just want to make them aware they are disturbing others—and holding up the show. The audience doesn't like it either, if an entertainer embarrasses a heckler too much, unless he is completely out of hand."

Surprisingly, Miss Phelan says there are just about as many women hecklers as men.

"But it is much harder to handle a woman heckler," she said, "because she often is doing it deliberately."

Here are seven types of deliberate and unconscious night club hecklers she has catalogued.

1. The lost soul—"He wanders from chair to chair, table to table, all through the performance."

2. The fellows with determined looks who keep walking in and out of the spotlight holding their hands to their foreheads like Indian scouts—"they are looking for the men's room."

3. The silverware droppers, ice-in-the-glass tinklers, and the swizzle-stick-against-the-glass rhythm keepers—"whether they are dropping a fork or trying to keep time, they are always a half beat off."

4. The frustrated Carusos—"they want to make a duet of your solo. Thank heaven, there aren't many of these."

5. The would-be Milton Berles—

they make loud wisecracks, probably hoping a television producer in the audience will hear them and hire them. But I never heard of anybody getting a job that way."

6. The lady conversationalists—"they are trying to talk above the music because they want to be the life of the party. But if they'd wait until the show was over, they'd have more to talk about—when they will need some conversation."

ROMEOS

7. The elderly kittenish romances—"usually you can quiet them with a wink. I'm afraid to do it by kissing them on their bald heads, there's so much heart trouble around these days."

Recognize your type? Maggie has found the least heckling in San Francisco and New York, the most in England and Texas.

"But the English and Texans are good-natured about it, and I like happy hecklers. If you kid back and get the best of them, they like that better than the rest of the show."

Flu Confines Sen. Bridges

GRAND RAPIDS, Mich., (AP)—An attack of inter-tidal influenza has New Hampshire Sen. Styles Bridges in a Grand Rapids hospital.

Dr. Felix S. Alfento said the senator had a serious case that would keep him in bed for several days.

An attendant at Blodgett Memorial hospital listed Bridges' condition as "good," but said no further information was available.

Record Broken And Shattered

NEW YORK, (AP)—The Hotel Seymour hadn't had a robbery in 20 years until Saturday.

Then a couple of gunmen appeared and made off with \$1905. Last night two men forced five hotel employees into an elevator and fled with \$994.

Windmills in the U.S. are used almost entirely for pumping water for rural use.

'Dead' Woman Recovering

SAN FRANCISCO, (AP)—Flabbergasted physicians today predicted the complete recovery of Theresa Butler, 60-year-old widow pronounced dead and sent to the morgue six days ago.

Mrs. Butler abruptly came out of a five-day coma yesterday, talked coherently and recognized her daughter and Dr. J. C. Geiger, city-county public health director.

"From all medical information now possible, Mrs. Butler will probably fully recover," Geiger said after consulting with attending physicians and the daughter, Betty Butler.

Last Thursday, a doctor pronounced Mrs. Butler dead, presumably from an overdose of sleeping pills. But at the morgue a startled attendant heard a gasp and saw her jaw twitch. She was rushed to a hospital.

Until yesterday doctors had feared Mrs. Butler's brain would be damaged from being without oxygen while she appeared to be lifeless. That would have left her just "a living vegetable," they said.

When pronounced dead, she had no perceptible reflexes, blood pressure, breathing or heartbeat—basic symptoms of death.

"Apparently," Dr. Geiger said, "we are going to have to alter our opinions of what are the criteria of death."

AIRLINES MERGER

LEWISTON, Idaho, (AP)—Plans for possible merger of Empire Airlines and West Coast Air Lines were disclosed here Monday night by Thomas E. Robinson, chairman of the board of Empire.

Try the New Corona Portable Typewriter at Pioneer Office Supply Co. 629 Main.

face "Broken Out"

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