

Herald and News

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By DEB ADDISON
More year end dope:
Herald and News advertising volume in 1951 was the best ever—just barely. Local display advertising (about 65 percent of the total) ran more than 1950 but a little less than '48 and '49. National advertising (16 percent of the total) was better than '48 and '49 but not quite up to '50. Classified (18 percent of the total) hit an all-time high.

The paper printed an average of 16.4 pages per day, compared to 16 even in 1950 and '49, and 15.5 in '48.

How about 1952? Well, that's a question that all advertisers, all media, all business, and all others are asking. It brings to mind a story that Mitchell Tillotson, then manager of the First National here and now a big shot in the head office, used to tell.

He was asking one of our long-time, prominent potato growers how the market looked for the coming year.

"Well," said the spud grower, "that's something I never worry about. I just worry about growing 'em. I can't do anything about the market, but I can do something about the yield."

The ups and downs of business, largely beyond our control, have a lot to do with the volume at the end of the year. We can't do much about that, but we can do something about our individual yields on what business there is.

Moral: Keep advertising.

Every year and then someone runs us into a corner and starts making some pointed remarks about the ethics of advertising and advertising claims. That's all to the good. Criticism is good for any form of human endeavor that isn't perfect—and that isn't.

(Still, we don't get too hot up about it, in looking at it this way.)

NEW YORK (AP)— The Daniel Boone of today is the suburbanite. He inhabits America's last frontier—the suburbs. And it is the only frontier in our country's history that is increasing instead of dwindling.

Suburb is one of those vague populated places you get lost in when you drive out of a big city. They usually bear such quaint names as Quagmire Heights or Sunnyside-on-the-Bayshore.

The same man who is giving you the word about the rupture of ethics in newspaper advertising will, in selling you this idea or anything else, make word-of-mouth statements and claims that he wouldn't be caught dead putting on paper.

That's why there are written contracts and agreements (and printed cover slips) in the business of advertising. That flows from give and take bargaining and get the remaining nuggets of fact down on paper for safekeeping.

Now, just for the heck of it, instead of giving you a sales talk on why to advertise, here are some standard, well-worn alibis for your use month by month.

January: People are too busy now—Christmas bills they won't buy now.

February: All my best customers have some South; too early for Spring promotion.

March: Nobody can afford to buy right now—income tax time you know.

April: Too much rain for people to want to come down town.

May: Weather's too hot; people don't want to come down town.

June: It's a little early yet—a lot more early vacations this year.

July: In this heat, you can't drag people down town.

August: Too late for anything but clearances—no fall buying won't start 'til after Labor Day.

September: We're kind of in-between right now this warm weather isn't helping, either.

October: My customers seem to be waiting—guess there isn't enough money on to bring them down town to shop.

November: Too much going on—football, hunting—for people to find time to shop.

December: All except last minute shoppers have finished and they've made up their minds. Check with me early next year.

Follow that program and you'll wind up with a sure thing to advertise: one business for sale.

Manfully:
"My fresh air was like wine today out where I live." Frozen wine!

Bad weather shows him in, debt snows him under. He thought taxes would be low when he moved to the suburbs, but that was before the city council decided to pave the streets and build a new high school.

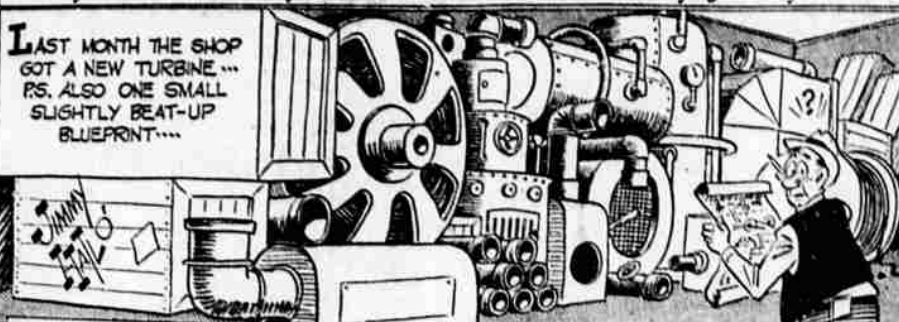
He got out of the city because the traffic drove him crazy, and finds that it is as hard to park a car in a suburb shopping district as it is in Times Square. He yearned for neighborliness, and the guy who moves in next door buys a dog to bite his children.

The suburbanite gamely sticks it out, however, until the mortgage is paid and the kids reared. Then he sells his house to a new frontiersman, and tells his wife: "Come on honey, let's move back to the city—and start living again."

There is no illiteracy in Iceland. More new books per capita are published there than in any other country in the world.

Quick freezing methods have now been worked out for 35 different fruits and 37 vegetables.

They'll Do It Every Time



By Jimmy Hatlo
LAST MONTH THE SHOP GOT A NEW TURBINE... RS. ALSO ONE SMALL SLIGHTLY BEAT-UP BLUEPRINT...
TODAY IN COMES A POT STOVE PLUS BLUEPRINTS, SAID BLUEPRINTS WEISHING MORE THAN SAID POT STOVE...
THANK AND A TIP OF THE HATLO HAT TO CLAYTON CARROLL, (ENGINEER) P.O. BOX 364, STAMFORD, CONN.

James Marlow

ABC'S

WASHINGTON (AP)— Those wonderful characters who are never at a loss for words in an election year, the political prophets, will now begin telling you positively the relative chances of General Eisenhower, Senator Taft and others for the Republican Presidential nomination.

They will speak with an air of infallibility, which may turn out to be more air than ability, as they demonstrated in 1948 when they had President Truman whipped before he had even taken office.

Now if the Taftites have enough pros in their basket by next July, when the senator will be nominated for their man, no matter how much popular clamor there is for Eisenhower, since it is the convention pros who pick the candidate and not the crowd yelling in the street.

But this may not always be true, which is a situation that flitters the prophets, because the pros in both camps are those who produce the raw materials, transport them, wrap them where and when you want them, keep them in stock to suit your convenience.

But today some defenders appear. They hint that the trouble may lie with your champagne appetite. They say that a wealthy country demands, and can pay for, the services and conveniences the middleman provides over and above the commodities themselves.

Middlemen are those who process the raw materials, transport them, wrap them where and when you want them, keep them in stock to suit your convenience.

In the jargon of the academic economist this spending of vast energies on conveying and advertising, on convenience and wrapping, is called "waste," since any energy is called "waste" which isn't essential to production or distribution of goods.

And, Galbraith adds, "a hungry man could never be persuaded that bread that is uniquely softened, sliced, wrapped, and enriched is worth more than a cheap er and larger but anonymous loaf that will fill his stomach."

The majority of Americans, however, have enough money to buy bread the way they want it, even if they grumble now and then at the price.

Jaycees Need Queen Crop

PONTIAC, Ill. (AP)— The Pontiac Junior Chamber of Commerce has voted to quit picking a queen for the annual summer Threshermen's reunion.

John Thompson, Jaycee president explained the decision: "The local talent has been exhausted and we are going to wait a couple of years for a new crop."

The reunion attracts thousands of visitors to Pontiac, a Northern Illinois community of 9,000 population.

Garlic Fouls Red Troops

WITH U.S. 2ND INFANTRY DIVISION, Korea (AP)— Sgt. Richard Anderson's patrol went looking for Reds and found a bunch of stinkers.

Anderson, from Milwaukee, was leading his patrol through Red held territory when he detected a strong change of God's law.

Hit the dirt, he ordered. A moment later a party of Reds opened fire. The ground-hugging doughboys escaped unhurt.

Worship Day

KLAMATH FALLS— There has been some advertising of a religious nature in your paper that I believe needs some explanation.

It was a charter member of the Klamath Falls Seventh Day Adventist Church directly but is an employee of the Oregon Conference of a hundred churches or more, which pool their funds and the ministers are responsible to that organization and receive their salaries from that organization.

The local body is in full accord with Pastor Anderson in his offer. It was a charter member of the incorporation which was adopted nearly 50 years ago and have often served as a representative delegate and have at times served on special committees at our biennial sessions of the conference and so can speak with authority.

Since there are 109 churches and over 80 schools besides the Portland Sanitarium, accredited delegates can speak with authority and the Oregon Conference has an annual income far exceeding one million dollars.

Elder Anderson's offer of \$100 reward for a text of scripture authorizing the sanctification of Sunday has not been accepted nor will it be for the reason that there is no such text in the Bible in either Catholic or Protestant versions. I know this from investigating them during 60 years of study.

Some want to debate or scatter tracks but why debate on Bible grounds when they cannot produce one text and have no other authority.

The issue is just this: The Catholic Church made the change in the early ages, taking the day dedicated to sun worship and still called Sunday, instead of the Sabbath, claiming they had authority

er and larger but anonymous loaf that will fill his stomach." The majority of Americans, however, have enough money to buy bread the way they want it, even if they grumble now and then at the price.

Public Lands Studied As Possible Tax Source

A land economics committee preparing a report for the 1952 agricultural conference to be staged at Oregon State college is studying publicly-owned lands as a source of tax revenue.

The committee is considering a recommendation that all federal revenue producing property pay into local tax collection system an amount equal to the tax assessed if the property were in private ownership, according to C. A. Tom of Rufus, land economics committee chairman.

A special "task force" headed by Elmer McClure, state grange master, has also been set up to study forest taxation problems.

Proponents of the tax on federal-owned, income-producing land point out that almost 53 per cent of Oregon's land area is owned and managed by various agencies of the federal government.

Where little remains with the federal government, Indian lands do not make any return to local units. However, the federal government does supply services such as roads and schools.

Milk-Vending Talk, Elections Highlight

Talk of such possibilities as "milk-vending" machines similar to pop and juice dispensers, as well as bulk milk haulers highlighted the annual meeting of the Klamath County Dairywomen's Association held Saturday in the Winema hotel.

During sessions, Lawrence Geraghty, Merrill, was elected president of the organization replacing Wilbur Reiling, Poe Valley.

George Reiling was elected vice president of the group, with J. D. Vertrees re-elected to his secretary's spot.

Ray Hobson, who is leading the L. L. Lombard "Redeem" Guernsey farm, was appointed to represent the group at the annual Oregon Dairywomen's Association state convention in Gearhart next week.

A proposal to bring in bulk milk trucks for inspection by members of the local milk shed was okayed, and arrangements are being made with several outfits in the tank business.

Other dairymen and distributors said there were possibilities of such a machine here. However, they pointed out that concentrated populations would allow greater sales from such machines. And servicing costs for the machines themselves were discussed from the negative view.

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Newberry's Sale

Shoe Bags 98¢
Have 12 Pockets!

Men's Boxer SHORTS 2 For \$1
42x36 Beddy White 39¢
Pillow Cases 49¢
Size before hemming
Assorted Types
Enamelware Your Choice

Japanese Ship Output High

TOKYO (AP)— Foreign orders for Japanese-built tankers have reached a post-war peak, shipping circles said Wednesday.

Orders since last fall to early this month total 300,000 tons, Japanese speed in building ships was credited with the increase.

FANCY PATTERNED men's hose

REGULARLY 39¢ pair

Size 22" x 44" loop rugs REGULARLY \$2.39

Sturdy knit sock hose in 4 pr. soft spun cotton yarn. One pair of this low price. Assorted colors. Sizes 10 1/2 to 13.

Bright scatter rugs to use everywhere. Thick, soft textured pile. Latex non-slip back. Assorted colors.

Slippers 77¢
Fancy Trimmed LADIES' RAYON panties REGULARLY 59¢

3-Pc. BOWL SET Reg. 59¢ 37¢

J. J. NEWBERRY CO.

GOOD USED APPLIANCES AT BARGAIN PRICES

- * ELECTRIC RANGES Several Good Models As Low As \$49.50
- * GAS RANGES Wedgewood Gas Range With Griddle \$69.50 \$79.
- * Used Refrigerators Gas Apartment Size Model \$49.50

All in good condition — Some late models at specially low prices

BUY NOW BEFORE??

VERN OWENS' CASCADE HOME FURNISHINGS

124 No. 4th Phone 8365

ATTENTION LOGGERS, Tractor Owners!

We have been appointed EXCLUSIVE DISTRIBUTORS FOR INDUSTRIAL PARTS FOR "CATERPILLAR" TRACTORS

Track Rolls
Track Guards
Drive Sprockets
Idlers, etc.

for Klamath, Lake, Deschutes counties in Oregon, and Shasta, Trinity, Modoc, Lassen, Plumas and Tehama counties in California.

Photo shows a 1-piece Track Roll for D7 or D8 "Caterpillar" Tractors.

CASCADE INDUSTRIAL SUPPLY INCORPORATED

515 MARKET Ph. 3711