

# Herald and News

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## CAUGHT In the ROUNDS

By DEB ADDISON

On the Decline and Fall of Enthusiasm:  
We read in that stellar publication, Ad-Advance, "news from the Ore. Advertising Club," about the decline and fall of enthusiasm and how to make it rise again.  
It's a story about merchandising and advertising, but you can apply it to anything else, from a spud farmers' project to a PTA don't. (Or, for that matter—to a Fund Drive.)  
Read on, and see if it doesn't fit your own Headache.

The story is by Gloria Gelfand. (Could you pick a more suitable name for a gal who is eastern promotion director for White Stag, the Portland sportswear people?)  
It's a report of her talk to the Oregon Ad Club. We'll quote just one part.  
She traced the decline and fall of enthusiasm in selling a new line of garments. With the designer immediately following creation, it (the enthusiasm) is 100 per cent.  
By the time it is shown to the sales manager who has other distracting thoughts, it's down to 90 per cent. The salesman get it at the 75 per cent level a month later.  
Still later, the store buyers receive the story, when the level has dropped to 60 per cent. By the time the buyer studies it along with other lines of merchandise,

## James Marlow

WASHINGTON (AP) — It's no wonder if President Truman looked tired when he addressed the nation on TV this week. The steel dispute is just one more crisis in his seven White House years.  
His critics may argue that many of his crises could have been avoided if he had anticipated them and acted sooner, although criticism always has the benefit of hindsight.  
But the fact remains that since 1945, at home and abroad, he's been a man with a hose, running around, trying to put out three-alarm fires, even within his own official family.  
He acted in the steel dispute, sealing the mills, just a few days after Defense Mobilizer Charles E. Wilson quit. This was followed by his firing of Attorney General J. Howard McGrath who had found it necessary to sack Newfound Morris.  
Before that the President had to move in, over McGrath's head and bounce an assistant attorney general, T. Latner Caudle, in the midst of the scandals that were popping up all over Washington.  
And before Caudle there was the most sensational firing of all — Gen. Douglas MacArthur — which had been preceded by the dismissal of Secretary of Defense Louis Johnson.  
In an official family crisis between Henry Wallace, secretary of

## Truce Parley Ends Quickly

MUNSAN, Korea (AP) — Truce negotiators set a new record for brevity Friday, disposing of their day's work in 90 seconds.  
It was the sixth successive day like that, leading an Allied spokesman to suggest Communists may be waiting for instructions from higher up. The spokesman, Lt. Col. Howard S. Levie, added:  
"It's going to be a hot summer and a cold winter if they're going to try to outwit us."  
Each day this week a negotiating subcommittee has gone through the formality of meeting, saying a few words and adjourning. Six sessions have taken a total of 10 minutes.  
Both proposals would give the Ing followed the usual pattern. Chinese Maj. Gen. Hsieh Fang delivered a 60 word oration. Maj. Gen. William K. Harrison replied with two words and it was all over.  
The substance of Hsieh's 60 words was that the Reds have the correct way to settle the troubles, and if the U.N. Command didn't have any new ideas let's recess until Saturday. Harrison agreed to the recess.

READY FOR FISHING  
GRAVELBOURG, Sask. (AP) — The thief who raided a hardware store here should be all ready for the summer's fishing. Missing were two fishing rods and reels, 400 fish hooks and a volume entitled "How to Fish."

## Painful cramps of "Monthly Periods" stopped or amazingly relieved

in 3 out of 4 cases in doctors' own tests!  
• Women and girls who suffer from those functionally-caused cramps, backaches and headaches of menstruation — who feel upset and irritable on certain "particular days" — may often be suffering quite unnecessarily!  
Such is the conclusion from tests by doctors in which Lydia Pinkham's Vegetable Compound gave complete or striking relief from such distress in 3 out of 4 of the cases tested!  
Test Medical evidence shows Lydia Pinkham's thoroughly modern in action. It's a remarkably gaining effect on the uterus — without the use of pain-killing drugs!  
The effectiveness of Pinkham's needs no proof to the millions of women and girls who have benefited. But how about you? Do you know what it may do for you? Take Lydia Pinkham's through the month. See if you don't get the same relief from the use of "hot flashes" and other functional distress of "change of life" — which often cause menstrual pain!

## They'll Do It Every Time

By Jimmy Hatlo



## Bruce Blossat

Back in 1939 a unique experiment began. It was an effort to initiate among the 48 states themselves a constitutional amendment to limit the federal income tax. The U. S. Constitution provides for two methods of amendment. In one, Congress approves an amendment and then submits it to ratification by 36—three-fourths—of the states. This is the standard approach.  
In the other, 32 states, or two-thirds, may in effect petition Congress to act on a proposal which they have already endorsed. Congress then must call a constitutional convention to act on the amendment.  
At this point the Constitution is vague. It does not say that the convention must draft and approve the amendment advanced by the petitioning states. It is silent on that. But, perhaps guided by legal decisions, some people interpret the convention as being "charged" with the duty of following the states' wishes.  
SLOW PACE  
In any event, if the convention does approve such an amendment, it then has to be re-submitted to the states and must be ratified by 36, in the same manner as amendments drafted originally by Congress.  
Patient and plodding attempts to use this rare method have over a 13-year period produced a total of only 16 states with effective resolutions for a limit of 25 per cent on federal income taxes. Altogether, 25 states adopted such resolutions, but seven later changed their minds and in two cases the measures were vetoed by governors.  
Although the proposal may be considered by six or seven additional states this year, supporters of the tax limit are no longer optimistic the plan will work.  
Consequently, resort is being had to the more standard method of amendment. A House subcommittee is soon scheduled to begin hearings on the plan. But it is given no chance of approval at this session.  
In fact, its long-range chances are very poor. Organized labor is solidly against the proposal as a "millionaire's bill." The present administration is dead set in opposition. There is no assurance that even a new Republican administration which might be voted in next fall would favor the measure.  
DISAPPROVAL  
Senator Taft, a top GOP presidential prospect and the most influential Republican in the Senate, disapproves the plan, and many would follow his lead. Taft makes it clear he deplores present heavy rates of taxation on incomes, but he believes the methods and sources of federal tax revenues are matters which should be left to the discretion of Congress.  
The proposed 25 per cent limit would take the issue out of congressional hands if approved. If Congress in some future emergency then required new sources of revenue to finance a war, for example, income levies could not be raised without adoption of another constitutional amendment nullifying the earlier one. Modern war being what it is, the delay involved in the constitutional process could be disastrous, even if the machinery were vastly speeded up to fit the occasion.  
It seems evident that the weight of opposition to the tax-limit is decisive at this moment and is unlikely to decrease in the foreseeable future. It looks very much as if the 13-year labors of the plan's backers are going to prove in vain.

## Dr. E. P. Jordan

"When you next write on backache," writes I. F. B. "I wish to suggest that you emphasize the insidious nature of the disorder. In my case the discomfort developed slowly over a number of years.  
"The victim in such a case develops tremendous tolerance of the discomfort, but not without cost. It affects the entire nervous system and personality, and is a constant drain on the physical and mental reserves, restricting social activities, etc.  
"In my case it was a major factor in causing the loss of a very good position. I wound up with no employment, and after surgery and convalescence there followed a period of disablement, during which I lost my home and furniture. All this at a time when I was least able to cope with the situation."  
This letter illustrates what a terrible problem backache can be, and even when it does not develop along such disastrous lines, this common affliction is responsible for much mental as well as physical distress.  
The problem of backache is first to make a diagnosis since there are many possible causes and second, to outline the treatment which is most likely to bring relief. These problems are not easy.  
Sprains, dislocations, fractures, bruises, or a rupture of the disk or cartilage which separates the bones of the spine all may produce backache. Bad posture can account for the pain in the back. One leg shorter than the other, flat feet, and bad seating belong in this group.  
Sometimes backache may come from a defective structure which was present at birth but which did not produce symptoms for many years. Diseases of the spine, including all the various forms of arthritis, tuberculosis and other infections, can produce backache as

## Big Exchanges Closed Today

NEW YORK (AP) — Major securities exchanges and commodity markets throughout the United States, Canada and England were closed Friday in observance of Good Friday.  
American markets will observe their regular Saturday schedules.  
PROFITS IN DIAMONDS  
SINGAPORE (AP) — A large proportion of Malaya's rubber boom profits have been invested in South African, Dutch and Belgian diamonds.

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## Tests Show Big Trucks Do Costly Road Damage

WASHINGTON (NEA) — Those giant trucks which either roar past you at 65 miles an hour, or slow you to a crawl on the hills, are even harder on your pocketbook than on your disposition.  
That conclusion can be drawn from the most thorough and scientific highway-use test of its kind ever conducted in this country, though its final results have not yet been made public.  
The tests were completed last year over a measured mile of Maryland road under direction of the Highway Research Board of the National Academy of Sciences. Cooperating were the U.S. Bureau of Public Roads and highway departments of 11 states and the District of Columbia.  
A principal question was: Do big trucks cause big damage? The answer was yes—an appalling amount.  
For instance, on a truck with a single rear axle, a 22,400-pound load causes six times as much pavement cracking as does an 18,000-pound load.  
On trucks with tandem axle, two rear axles and at least four wheels, a 44,800-pound load causes more than 12 times as much cracking as does a 32,000-pound load.  
What does this mean in terms of the road-building dollars which come out of your pocket as a taxpayer?  
An answer comes from the American Road Builders' Association. It reports that last year highway construction costs in the eight states permitting axle loads of 22,000 pounds or more averaged \$197,000 per mile.  
If these figures compare with only \$25,400 per mile in the 40 states with lower axle limits.  
A comparable cost ratio is found for road maintenance and repair.  
A joint committee of Congress reveals that the cost of correcting highway deficiencies last year averaged \$12,675 per mile in the eight higher limit states.  
These figures show only a \$33,300 per mile average for correcting deficiencies in the 40 states with lower limits.  
The Pennsylvania Highway Commission says its maintenance costs on a section of U.S. Route 11 which is used by heavy trucks are 16 times more than maintenance costs on another section of the same highway stretch used primarily by passenger cars.  
All of this has led to some pretty sharp comments by official agencies. The cost of big truck operation to the taxpayer.  
The New Jersey Commission on State Tax Policy broke down the state's 1949 highway payments of \$59,468,000 to see how much each type vehicle paid on the basis of ton miles traveled.  
The commission found that each passenger car overpaid \$6.29, while each 12-ton truck overpaid \$263.79.  
The Council of State Governments, reporting on highway legislation in 1951, was a little milder but considerably more comprehensive.  
"In many states," the council reported, "the share of highway costs borne by heavy vehicles has not been in proportion to their use of the highways."  
Of paramount importance in the whole subject of truck damage to highways is the matter of overloading — weights heavier than the state's maximums.  
Independent truckers staged a brief and futile strike in mid-March against Pennsylvania's 45,000-pound gross weight limit for trucks. They wanted the limit raised to 60,000 pounds.  
What kind of truck damage will the truck do that was stopped by Pennsylvania police two years ago? It weighed 120,000 pounds — almost 86,000 pounds over the Pennsylvania limit.  
Pennsylvania state police stopped more than 800 trucks in 1950 which weighed from 75,000 to 100,000 pounds.  
In Pennsylvania in 1949 more than 12 per cent of all trucks weighed at police check points were overloaded. Oregon caught 14,754 overloads that year, and Illinois a whopping 32,315.  
Last October, a Maryland judge fined a trucker \$1866 for hauling a 51,800-pound load over a bridge whose posted limit was 20,000 pounds.  
Another Maryland judge, at about the same time, fined a trucking company \$1001 because one of its drivers refused to permit his truck to be weighed.  
Of interest in the matter of top loads in this report from the six-mile Maryland test:  
Testing of a 44,800-pound tandem was discontinued after less than four months because the pavement of the test section "had been damaged to such an extent that further operation on test traffic was considered to be hazardous."  
Truckers said the test road was not in good condition to start with. But test proponents replied it represented an average stretch

## Sugar Buyers Show Interest

WASHINGTON (AP) — The Agriculture Department says Brazilian domestic buyers have registered substantial interest in considerable volume during recent weeks.  
As a consequence, it added, prices of both raw and refined sugar have increased.  
Between June, 1950 and February of this year, sugar prices in both the domestic and world markets followed a generally downward trend.  
It appeared to be quite generally assumed, the department said, that prices would continue to decline during the spring months regardless of their level later in the year. As a result, buyers tended to delay purchases.  
However, the department said, it became evident in recent weeks that only minor quantities of sugar were available in the domestic market at the low prices then being quoted.  
Accordingly, the review said, retailers entered the market and prices were soon bid up to a point where more adequate supplies became available.  
BUENOS AIRES (AP) — Victor Paz Estenssoro, exiled leader of the Bolivian National Revolutionary Party (MNR), Friday interpreted the blackout of news from Bolivia as evidence that a violent civil war is in progress.  
Both Paz Estenssoro and the Bolivian embassy lacked any direct word from La Paz, which has been cut off from the rest of the world for more than 30 hours.  
Roundabout reports indicated the military government of Gen. Hugo Ballivan was defeating the rebel forces supported by the MNR.  
The Bolivian embassy got word that 200 persons have been killed in fighting still going on Thursday. This information originated with the Chilean ambassador in La Paz and was relayed by way of Santiago.  
"The fight may last long if the army persists in trying to stamp out the will of the people," Paz Estenssoro told reporters.  
The revolution broke out at dawn Wednesday and the rebels announced they are in control of the government. Paz Estenssoro had planned to leave for La Paz. Later reports said the rebels were being defeated. Airlines were not booking any flights for La Paz.

## News Blackout Bills Would Hide Bolivia

WASHINGTON (AP) — Bills to free Indians in California and Oregon from federal supervision have been introduced in Congress.  
Rep. Paulson (R-Calif.) and Morris (D-Ore.) offered similar measures. The House is expected to pass California bills except those of the Agua Caliente band of the Mission tribe.  
Morris alone introduced a bill to end federal supervision of Indians which were under the Oregon, Ronde and Siletz agencies in Oregon.  
Both proposals would give the Indians the same rights of citizenship as asserted by other Americans.  
They also would give the Indians title to lands now held and provide for a division of tribal assets among individual members.  
REPAIR FRIGATES  
TOKYO (AP) — The U.S. Navy has commissioned three Japanese shipyards to repair three American frigates. Kyoto News Agency reported Friday. It will cost \$273,427. The ships are the patrol frigates San Pedro, Albatross and Charlotteville.

## Bodies Taken From Bomber

GOLDEN, Colo. (AP) — Bodies of 11 men killed in the crash of a B-25 bomber near here Tuesday were taken down a mountainside on horseback Friday.  
Sheriff Carl Estenson of Jefferson County, Colo., said 10 horses were used to wade through waist-deep snow to transport the bodies to a Denver mortuary.  
Wreckage of the craft was found Thursday against the side of a 9,600-foot Golden Peak, eight miles northwest of here and about 25 miles west of Denver.  
The plane, based at Randolph Air Force Base at San Antonio, Tex., apparently smacked into the timbered peak going at full throttle.

## AN EASY WAY TO HAVE A PIANO

You can rent a lovely new spinet piano from the Louis R. Mann Piano Company 125 So. 25th St. monthly rate. After a reasonable time you can, if you wish, change from rent to purchase agreement. Easy terms, all included in your purchase amount and no other down payment is necessary. The monthly payments can be little higher than rent. Or, if you prefer, you can continue to rent.

## JACOBY on Canasta

"An add play developed here recently," writes a Wisconsin correspondent. "The first card turned up was a nine. The first player held the following hand:  
J 10 9 7 7 5-5-2  
"He put down the pair of nines, intending to add the deuce and the turned up nine for his initial meld. Before he could do so, one of the players reminded him that he needed a meld of 90 points.  
"Naturally, he stopped and counted over again. No matter how he counted there was no way of melding 90 points. The best he could do was 85 points.  
"Our hero explained that he had been expecting to meld his hand in that the count was quite manageable. Before paying the appropriate penalty, he decided to complete the play. Up to this time he had merely put down two nines on the table, but he had not yet drawn any cards or otherwise continued with his play.  
"He then drew the top card of the stock pile. That card happened to be a deuce so he put it down with a pair of nines which were still on the table and also put down 10-10-2 and 5-5-5. The total of the meld was 95 points. He then discarded and the hand continued.  
"We have several questions on this situation. First was it proper for another player to remind him that he needed 90 points instead of only 85? Would it be proper for his own partner to say so, or is it only if the opponent speaks up?  
"Second when the error is discovered, is the offender allowed to draw from the stock pile or does he forfeit his turn to draw a card? Did he follow the correct procedure?  
"Third did an insufficient meld take place? If so was the offender required to meld 100 points instead of only 90 or the actual 95?  
"It's a very interesting situation, and the questions are best answered by asking the dealer. The laws were broken and everything was done quite legally and properly.  
"Here are the specific answers:  
"First, any player even the offender's partner may remind him that he needs 90 points for his meld.  
"Second it was correct for the offender to draw from the stock pile. Third the meld was incomplete but not insufficient and the offender had the right to complete the meld without needing an extra 10 points.

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