

Herald and News

FRANK JENKINS Editor
BILL JENKINS Managing Editor

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CAUGHT IN THE ROUNDS

By DEB ADDISON

VANCOUVER, B.C. (Delayed)—Being a small town boy, who shivers at the thought of driving into or through a city, the route taken to Vancouver was on 97 over Bowen Pass and then off to the coast over Stevens Pass. This brought us to highway 20 at Everett, which is past all the larger Oregon and Washington towns except Bellingham.

Crossing these passes is considered an adventure in mountaineering. Stevens Pass is famous. There the Great Northern goes underground in the "world's longest tunnel." Actually, the highway soars to a mere 4061 feet—less than our elevation here at home.

Passing through customs was less painful than the stop you occasionally run into at a "bug station" going into California.

The teenage members of our party wanted to know when we'd see cars driving on the left side of the road. We replied that you have to become naturalized before you can see that... and so on... this line of conversation... no where, except to the metropolis.

(If you don't think the Vancouver-New Westminster area is metropolitan you've missed something. It's had the biggest growth of any similar city in recent years... entering the heavy traffic of New Westminster, we gritted our teeth and tried to stay in the main flow of cars, not knowing any other way of reaching our destination in the strange city.

After miles and miles of what appeared to be downtown, 4-lane thoroughfares, some larger buildings began to loom in the distance. We were in Vancouver. As we rolled in amongst them it was decided that inquiry from a service station man was needed.

"Hotel Vancouver? That big building right down the block, sir. That was it; 700 miles and two days from home."

It was a business meeting; on the business of newspaper advertising.

Hal Manzer, advertising director of the Oregonian, who was national president of our association before moving west, had this message: "Business sales generally failed to come up to expectation in 1951. The selling effort failed to do the job... Business was caught off balance, it had sold itself short... Advertising effort had declined from 3 to 2 1/2 per cent of volume."

The American business plant has been increased 900 per cent in the past decade while sales effort has been increased only 29 per cent. He indicated that the sleigh ride is over; that instead of blaming business we'd better blame ourselves—and then use more imagination in selling to business our activated circulation, our responsive audiences.

Harassed Harry Lynch, advertising director of the inactive Tacoma News-Tribune (strikebound for six weeks) had this to report on what happens when a city's newspaper is silent:

Most advertisers were spending more on the remaining media than they had altogether before... Department store sales were down 28 to 50 per cent while Seattle's were even with a year ago... Transit company fares were down 14 per cent... Parking meters were nearly even but parking lots and garages were down 30 per cent... The really hard part was that inquiry from a service station man was needed.

James Marlow

ABC's

WASHINGTON (AP)—When General Eisenhower stepped from the plane which brought him here Sunday he was smiling and strode around victoriously. He seemed in good health.

He'll need it. The people behind the eyes that examined him closely at the airport and on TV, must have wondered, as I did: "What is he in for? And what will it do to him?"

At 61 and after 37 years in the Army he was coming home to run for the presidency. He didn't have to. He could have retired on his Army pay of \$18,500 a year for life or gone back as president of Columbia University.

He had more than enough prestige. He had a distinguished and secure place in history, and he had the overflowing good will of his fellow citizens. Many a man has been willing to settle for less.

While he was in uniform Eisenhower had to make some necessary statements on foreign affairs. But, operating on the theory a general

should stay out of domestic political brews, he had been very vague on domestic issues.

In this way he escaped being mauled up. These days are over Sunday while he was still in the air. Shortly before Eisenhower landed here, Sen. Taft attacked him.

In a major foreign policy speech Taft criticized our air strength and said: "There has been a steady deterioration in our comparative air power, which began while General Eisenhower was chief of staff."

Newsman who couldn't pin Eisenhower down while he was in uniform will meet him again this week, but this time as a man seeking the presidency. And this time he'll have to give some answers.

And from now on high political opponents, of whom he has plenty, will lambast him for what he says or doesn't say, trying to use every word against him which, of course, he has the privilege of doing to them.

In fact, Taft tried to lay down in his speech Sunday the conditions under which Eisenhower will have to run for the presidency.

Taft said: "In the Republican campaign of 1952 there must be no hesitation about attacking the foreign policy of Mr. Truman and Mr. Acheson. That policy from 1944 to 1952 has been the most disastrous period in the entire history of American foreign policy."

The general, in attacking the foreign policy of Mr. Truman and Mr. Acheson, a chore the Democrats will probably undertake if Taft gets the nomination since his views have been so consistently different from theirs.

At any rate, before the Democrats get a chance for a crack at him, some of Eisenhower's own Republicans are trying to nail him, which may give him a foretaste of what's in store for him.

Since it's by no means certain he'll get the nomination, much less the presidency, it's possible that just before he opened the plane door Sunday and stepped out into politics, Eisenhower was thinking: "I wonder if it's worth it."

They'll Do It Every Time

By Jimmy Hatlo



Assassination Attempt Brings Death Sentence

WASHINGTON (AP)—The Supreme Court Monday all but doomed Oscar Collazo to the electric chair for his part in trying to assassinate President Truman.

The high tribunal refused to review Collazo's first degree murder conviction.

That means the fiery Puerto Rican death here on a date yet to be fixed unless Truman himself commutes the sentence.

Truman has intervened in at least seven capital punishment cases since he became President in 1945 but has been bitter about the death of the White House policeman in the assassination plot.

Bruce Blossat

A new United Nations survey of world economic and social conditions indirectly serves to measure the magnitude of communism's crime against men of this age.

While the survey found that a third of the globe's total population was making significant strides toward higher living standards, it concluded that the other two-thirds is fighting a losing battle against hunger, poor housing, ignorance and general poverty.

Communism, if you recall the advertisements from the Kremlin and assorted branch offices, is supposed to be a cure for all the ailments of modern-day humanity.

Communism is supposed to be the people's friend.

One would pretend that if there were no Moscow-directed communism all the ills of the world would thereby be solved and upwards of two billion people would be enjoying a high standard of living.

DISMAL FACT

Yet it is a dismal fact that the United States and many other free nations are pouring billions of dollars annually into armaments, using up steel and other substances and fertilizers and other materials that could be put to work right now on a considerable scale combatting the handicaps of the unfortunate two-thirds.

The UN discovered there is today 6 per cent less food in the world than before World War II, even though there are millions more mouths to feed. Supplies have declined most sharply in areas where they are most needed—as in the Far East. If you could ask the Chinese under Communist rule what would they say of the blessings brought by "benevolent" communism?

BAD SPOTS

The housing problem is universal but it is naturally much worse in under-developed regions. In these

Red Chiefs Accused In Koje Riots

By JIM BECKER

KOJE ISLAND, Korea (AP)—American guards fired riot guns into a prisoner of war compound Tuesday night, slightly wounding four North Korean prisoners defying orders.

Prisoners in Compound 604 refused to remove clothing from the barred wire fence obstructing the guards' view of the enclosure.

The guards then opened fire with crimping shotgun blasts to drive the unruly POWs back from the fence.

Two of the prisoners were taken to a camp hospital for treatment. The other two were given first aid by fellow prisoners.

The shooting raised prisoner casualties for the past 24 hours to one dead and seven wounded.

One prisoner was killed and another wounded by the accidental discharge of a guard's machine gun and two were wounded in the night in an escape attempt.

Defiant Red POWs earlier set up a new flagpole in their prison pen in place of one knocked down by guards Monday.

"It will not be there very long," commented Brig. Gen. Raymond L. Boatner, Koje commander.

Boatner summoned chieftain of three Red-controlled compounds. He gave leaders of Compounds 85 and 96 an ultimatum to haul down the Red flag.

It was not disclosed what he told the third POW leader whose compound—92—already had lowered its flag.

The Communist flag pole in Compound 602 was smashed Monday by a U. S. Patton tank riddled by infantrymen carrying bayonet-tipped rifles.

VALUATION HIGH

NEW YORK (AP)—The total assessed value of taxable New York City real estate and special franchises for the fiscal year starting July 1 is \$19,425,499,087, highest in 20 years, the tax commission reports.

Ike Calls for Stronger Air Arm Slaps at Senator Taft and HST

WASHINGTON (AP)—Gen. Dwight D. Eisenhower said Tuesday U. S. Air Force and its convicts air power will be dominant in any future war.

At the same time, in what might have been intended as a thrust at Sen. Robert A. Taft, Eisenhower said: "Anyone who finds out that the ordinary foot soldier can be finally eliminated from war, I wish he would show me how to do it."

He also took an apparent dig at President Truman's action in delaying an Air Force buildup in 1949.

Eisenhower met with reporters at the Pentagon a short time before donning the uniform as a live-star general to free himself for the political struggle ahead. He and Taft are the leading contenders for the Republican presidential nomination.

He replied at the outset to a question based on Taft's statement in a speech last Sunday that a steady deterioration of U. S. air

strength began while Eisenhower was army chief of staff.

Taft also hit out last Sunday's radio speech of what he called "the fallacies of our land general." One of these, the senator said, is a belief that "a war against Russia can only be won on the continent of Europe with bayonets."

Eisenhower took direct issue with Taft by stating again his view that adoption of a universal military training program by this country would lessen the chance of war. Taft, campaigning for Tuesday's South Dakota primary election, said he was very strongly opposed to UMT at this time.

Eisenhower said, however, that he doesn't see how UMT and selective service could be operated at the same time.

The general expressed doubt that the Russians will start a deliberately provoked war—and he said this country certainly won't start one.

But he warned that "power keg" wars may develop among satellite countries, and he declared: "We should be highly alert and mobilized."

On the air power question, Eisenhower said he wasn't in on Pennington studies that led to the current "stretchout" of air mobilization over a period of several years.

He went on to say that the responsibility of preparing the nation's defenses "doesn't belong merely, or even most importantly, to the people in uniform—it belongs to every citizen."

Referring to his days as chief of staff, the general said "the calculations of the Pentagon brains" were not accepted by the civil authority, adding:

"We would have been very properly criticized had we not accepted the decision of our superiors in government."

Truman said the nation could afford only a 48-group force.

Eisenhower led up to his statement on the importance of air power with a remark about the late Brig. Gen. William Mitchell, World War I air commander, who later was "broken" for urging a separate air force over the objections of his military superiors.

Hal Boyle

NEW YORK (AP)—Do you want to lose weight?

There is only one sure way to do it. Brag it off!

You don't have to go on a prolonged starvation diet!

You don't have to gulp appetizing pills or crush a psychotropic drug, or take away both the fat barrels, or go on 20-mile hikes.

All you have to do is brag. Brag. Brag. The pounds will roll off you magically.

I consider this a million-dollar idea in the field of malnutrition. It is my own idea. And I give it free to a voracious-conscious world as a good will gesture to corpulent mankind.

There are two kinds of people among perhaps 25,000,000 dieting Americans:

(1) The strong, silent type who keep their weight-reducing project to themselves. There are a lot of these but you never hear about them.

(2) The talkative type that insist on discussing diets with anybody and everything, including birds on the bough.

The first type gets a scientific diet from his doctor, checks his caloric intake in melancholy solitude, a few pounds in lonely silence, and then gets sick of the whole business because "who cares?"

Soon he is putting whipped cream on his pork chops again and setting "fatter...fatter...fatter than ever."

The second type starts out the same way. But he doesn't lose interest. After losing a few pounds, he starts in to brag.

"I used to be as plump as a railroad roundhouse," he says. "And now already I am beginning to look like the Eiffel Tower."

The more he brags the more he wants to lose, the more he loses the more he wants to brag.

As I say, I feel I discovered this myself. I hit the scales at 204 pounds before I decided to do anything about it. I got a diet from my doctor, read all the books on the subject, and hung a picture of the late Mahatma Gandhi in my bedroom. He was my ideal pinup boy.

In the beginning I guess I would lose a few pounds, become sick of the whole business, and eat the last pounds back in two days. I hated to talk about my diet for fear of boring people.

One day an acquaintance bored me for two hours talking about his diet. In revenge I talked to him for a full hour about my diet. To my surprise, when I weighed myself going home, I weighed myself mysteriously lost a pound.

The next day I bragged to another acquaintance for another hour. The result: Another pound gone.

Every day since then I have bragged...bragged...and bragged about my dieting to any one I know or have been introduced to.

But to brag you don't have to have anyone around you know. Just stop a stranger, ask him for a match. When he reaches into his pocket for it, grab him by the lapels and hold on firmly until he has heard your story.

This has worked so well that I now tip the scales at 182—just 22 pounds down, and still losing.

Of course, bragging may cause you to lose your friends as well as your excess weight. But nobody really loves a fat man anyway, they say.

Once you are skinny you can quit bragging and make some new friends.

College Man Honored

PORTLAND (AP)—Morgan S. Oueli, president of Lewis and Clark College for the past 10 years, was honored at a testimonial banquet here Monday night.

Speakers included Edgar W. Smith, president of the State Board of Higher Education, and Gov. Douglas McKay.

The college had one building and 125 students when Oueli became president in 1942. Today it has a campus with 21 buildings and an

Man Jailed On Tax Rap

TACOMA (AP)—Federal Judge James Carter Monday sentenced John Laughren, Pierce County and Sheridan, Ore., lumberman to a year and a day in prison on a charge of income tax evasion.

Laughren pleaded guilty. He was accused of reporting \$160,000 as his 1947 income when it should have been \$190,000.

Oregon Navyman Hurt in Crash

REDDING, Calif. (AP)—Jimmy Keith Quinn, 23, a Navy seaman from O'Brien in Oregon's Josephine County, was injured critically Sunday night in a highway mishap seven miles north of Redding.

Quinn, who was returning to the Alameda Naval Air Station after a visit at home, was riding in the back of a pickup truck, driven by Harold Gump, Gobie, Ore., on

The highway patrol reported that Gump swerved the truck to avoid hitting a dog, and Quinn was thrown from the truck.

Action Light On War Front

SEOUL, Korea (AP)—Eight groups of Chinese riflemen pecked at United Nations defenses along a five mile sector of the Korea Western front in predawn darkness Tuesday.

A U. S. Eighth Army staff officer said Allied artillery beat back all probes of the groups ranging in size up to 100 men.

The staff officer made no estimate of Red casualties or the possible significance of the concentrated probing attacks.

On the Eastern front Allied troops west of the Satae Valley reported 1,000 rounds of Red artillery and mortar shells fell on their positions.

The staff officer said that in May the Eighth Army inflicted 19,501 casualties on the Reds, including 5,012 killed.

The U. S. Fifth Air Force reported a "relatively poor morning" for its fighter bombers as overcast and rain handicapped strikes against Red rail and supply lines.

Far East Naval headquarters in Tokyo reported that in the "week end" Monday, U. N. Naval units inflicted the following damage on Communist forces:

Destroyed or damaged 200 rail cars, 164 trucks, 428 buildings, 94 bridges and 55 gun positions.

The Navy said carrier-based planes inflicted most of the damage.

The American carriers Philippine Sea, Boxer and Valley Forge are operating on the East Coast and the American cruiser Bataan and the British carrier Ocean on the West Coast.

KIDNEYS MUST REMOVE EXCESS WASTE

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slow-down of kidney function. Doctors say good kidney function is very important to good health. When some 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 many times to urinate. Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used regularly, they help you for over 80 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 million kidney sufferers who suffer flush out waste. Get Doan's Pills today!

Here's the Bleach that's SAFE for ALL Washables

Amazing New Vano Powdered Bleach floats away deep-down dirt—wakes up tired colors... makes them look alive!

Yes, Vano's the safe, sure, modern bleach that works with your soap or detergent. Attacks the dirt—not the fabric—makes whites dazzling white and colors clean and bright. Bleach dainty slips, bras, girdles, as well as regular cottons and linens. Next time, get safe, odorless Vano Powdered Bleach.

AT YOUR GROCERS STORES EASILY, POURS EASILY

IF YOU'RE NOT USING VANO, YOU'RE WORKING TOO HARD!

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THE CHRYSLER IMPERIAL 6-PASSENGER SEDAN

YOU'LL FIND IT EVEN BETTER THAN YOU'VE HEARD!..

It's been many years since a new car has caused as much talk as today's Chrysler Imperial has. What you may not realize is how long it's been since a car gave so many reasons for excited talk as this one.

May we invite you to drive and test the best and most worth-owning engine on the road today? (Chrysler's magnificent new 180 H.P. FirePower V-8.)

May we invite you to handle the easiest and safest steering wheel in existence at the moment? (Chrysler's Full-time Power Steering.)

May we invite you to try out brakes which require as little as one-third the usual foot-pressure, and still stop you in many feet less than other cars do? (Chrysler Power Brakes.)

May we invite you to sit on the most comfortable seat cushions, and enjoy the fullest window vision you can find? May we invite you to ride on the rough-road miracle of the Orillon shock absorbers which only Chrysler-built cars have?

May we invite you to drive a Chrysler Imperial... and learn how much you'll miss, and deeply regret, if you bought another car today without knowing this one first?

We... and Imperial by Chrysler... are at your service, any time.

CHRYSLER THE FINEST CAR AMERICA HAS YET PRODUCED

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TOM SAWYER SHIRTS SLACKS AT DON'S PAJAMAS 6th and Main