

Herald and News

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BILL-BOARD

By BILL JENKINS

At the end of last week there came in the usual reports of flying saucers. They proved to be weather balloons released in this country, but that shouldn't take the fun out of the flying saucer theory.

News services in general scoff at the theory of a flying saucer, but there is a good deal of evidence from reliable sources which would tend to convince me that they are really, anyway I prefer to think of them that way.

So if any of you spot anything suspicious phone us immediately. Maybe we can get there in time to take the picture and prove the theory that the saucers are real.

It would be a splendid thing if we could have a traffic inoculation. A school doesn't seem to do any good. People go or are forced to go and then forget the whole thing. Courtesy ends when a driver steps into a car and settles behind the wheel. But if we could devise a shot of some kind that would

bring about the desired result everyone would be happy.

Right at the moment I'm referring to the road-happy hogs who drive at night and refuse to dim their lights when you pass them. They just let 'em ride along on high beams where they hit your rear view mirror and glare like a searchlight.

Thanks to having the legion convention here the tail end of this month perhaps the world won't come to a dead standstill now that the Fourth is a thing of the past. It'll be a busy month anyway. The Fourth kicked off, next weekend will be fairly free but the one after that will see the Hart Mountain crowd taking off for the high hills and then will come the Legion on the 25th to add still more sun, frolic and noise to the local scene. Good! A little excitement never hurt anyone. And conventions never hurt a town in the least.

Frank Tripp

Sage Sideglances

Got into a discussion with a storekeeper the other day about some current merchandising practices and found that as seller and buyer we didn't agree. Thought maybe you'd like to take sides in the argument, so here goes.

It started when I stuck my head in the store door and asked how much was a lawn mower in the window. It seems that there has been a class of philosophies in this store for some time over whether or not prices should be put on goods displayed in the window.

The boss thought no and his will has prevailed. But ever time the window is trimmed the topic comes up until it has developed into a store-wide debate.

I know most everybody in this store and that's why the grin when I asked how much was the lawn mower. The store minority has contended that strangers didn't like to enter just to ask prices and that sales are lost.

"If you hadn't known us and seen us near the door would you have come in to ask the price?" asked the head salesman, who is all for giving window prices. "Of course he would have," injected the proprietor, "I injected the price in the little family row, and was asked to speak my mind."

Out of considerable experience in advertising and selling came my answer. I used to know a hardware store that had its stock so completely hidden that even the clerks couldn't find it. This store's whole sale trade boomed but its retail dwindled until it is finally quit the retail market.

It never got around to the five and dime idea of spreading things out in sight, plainly priced. If a person didn't know the name of a gadget he went to the five and dime, pointed at what he wanted, and said "give me one of them." He didn't know how to describe what he wanted but he knew it when he saw it. At the big hardware store even the help had to search for it.

Not many householders who occasionally need a common bolt know the difference between a carriage bolt, stove bolt and machine bolt, much less that what they see is a round-headed quarter-inch stove bolt two inches long, with a

head about the size of a small apple. They can't describe one on a bet, but they know it the minute they see it.

The discovery of this buyer ignorance and untidiness earned Mr. Woolworth millions. He discovered that most people don't like to expose their ignorance and that many will go without rather than inquire prices.

"Tell the boys," said the lawn mower dealer. "If people don't like the price in the window they won't come in the store."

His idea would have been swell if every merchant went along with him, but the catch is that advertising and newspaper advertising in particular, invariably quotes prices and keeps people pretty well informed as to high and low price levels.

Whether or not a dealer advertises, and newspaper advertisements known to the public and when he conceals his price he risks earning the reputation of being high priced. Once he gets that reputation on common items he is in the dog house on exclusive items in his stock.

It happened that the price of the lawn mower was a couple of dollars less than I had expected to pay so I bought it.

"See?" said the proprietor to his men. "Just like I've told you. Frank sees the lawn mower in the window, comes in, asks the price and buys it."

"Wait a minute, Joe," I countered. "How many people do you think might have seen that lawn mower and walked on, ignorant that you sell them for less than they expected to pay?"

A curio dealer once told me that a goodly portion of his trade was in items that people had long wanted but had believed were not within their means.

"If I was selling prunes," he said, "I'd empty a barrel of them all over the show window, and plaster the place with the price but I'd put the rajah's diamond all alone in a background of royal purple velvet under a spot light, and make 'em come in to ask how much."

Well, you window shoppers who buy few rajah's diamonds but many prunes, who do you think was smarter, the proprietor who made me go in and ask, or his head man who wanted to tell the world the price of the lawn mower?

United Nations statesmen and military leaders may be baffled as to what to expect next, both in the truce talks and on the battlefield in Korea. These matters, to put it mildly, are not wholly in their hands. But the UN need not be so puzzled about the course of internal affairs in Korea.

They are in dismal shape. President Syngman Rhee of South Korea, who is supposed to be the leader of a republic, is behaving like a dictator. Only the thinnest veneer of democratic form covers his arrogantly undemocratic performance.

Recently supporters of Rhee in the Korean National Assembly

perpiration is enormously increased and in hot climates may be around three quarts a day.

Nearly three-fourths of the body weight is water. Fat, muscle and bone are lowest in water content. The liquid part of blood is 92 parts water and the cells contain over one-half water. The muscles are made up of more than three-fourths water.

The ordinary person under normal conditions has no great trouble with water because if the loss speeds up, it is made up by drinking more.

However, dehydration or excessive loss of water may develop as a result of several symptoms associated with a variety of diseases such as persistent vomiting, prolonged diarrhea, abnormal sweating, or excretion of large quantities of urine. In such cases it is frequently necessary to make up the water loss by giving fluids to sick persons by injection or by other routes.

Those of us who have never had to worry about getting enough water to drink or have not suffered from some disease which has caused us to lose too much water are lucky indeed.

They'll Do It Every Time

By Jimmy Hatlo



Dr. E. P. Jordan

If a person took water into the body in the form of drinking water, milk or food, an average of only two quarts a day, he or she would have consumed 12,775 gallons by the age of 70.

This is a lot of water, and we take it very much for granted, though the person lost in a desert, the shipwrecked sailor or the aviator downed at sea has a better idea of the importance of this vital element to life. Without it human beings can stay alive for only a short time.

Water is lost from the body by evaporation from the skin in the form of perspiration and from the lungs with each outward breath. It is also lost in the urine, in the intestinal waste, and in the saliva.

An average sized man carrying on a light occupation in a temperate climate loses about two and one-half quarts per day. Of this loss about one and one-half quarts is in the urine, one-half quart from evaporation from the skin, and the rest in other ways.

The amount of water lost by way of the skin and lungs depends on the temperature of the atmosphere, the amount of muscular effort and the moisture in the air. With violent exercise, the water loss in

Vets Mailbag

Post Korea veterans who need outpatient treatment for disabilities that are presumed to have resulted from their service are being provided needed treatment by the Veterans Administration until the VA can determine whether their disabilities actually are service-connected.

According to the VA, the new procedure is designed to prevent any delay in furnishing outpatient treatment for Korean veterans.

Under existing regulations, outpatient treatment may be given only for service-connected disabilities and the VA has determined the disabilities are service-connected and has authorized treatment.

The change to permit treatment for presumed service-connected disabilities before final determination has been made applies only to U.S. military or naval forces active in the world on or after June 27, 1950, the start of the Korean hostilities and before a date yet to be established by the VA.

Veterans must have been discharged or released from service under conditions either dishonorable, or have been retired.

One other requirement applies to post-Korea veterans who are referred for disability and are receiving disability retirement from the armed forces. They must first elect to take compensation from the VA before their disabilities can be presumed to be service-connected for VA outpatient treatment.

Veterans who meet these requirements may be provided needed outpatient treatment either for dental or medical disabilities presumed to have been incurred in or aggravated by service. While these treatments are being given, the VA will determine if the disabilities actually are service-connected.

Where the VA later finds that disabilities are not service-connected, outpatient treatment will be discontinued from that date.

To be eligible for dental outpatient treatment under these conditions, a post-Korea veteran must file his application within 12 months from the date of his discharge or release from a period of 6 months or more of active service that has been terminated on or after June 27, 1950.

Bruce Bissat

United Nations statesmen and military leaders may be baffled as to what to expect next, both in the truce talks and on the battlefield in Korea. These matters, to put it mildly, are not wholly in their hands. But the UN need not be so puzzled about the course of internal affairs in Korea.

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Heavens Above

The brilliant planet Venus, which recently disappeared in the rays of the sun, now sets only a few minutes after sunset and is still invisible to us. It will be a few weeks yet before this goddess of twilight sky.

The planet Mercury is now sinking into the horizon in the west northwest about an hour after the sun disappears, but it is not favorable for observation. It will be in a slightly better position a week from now.

The planets Mars and Saturn are still arranged one on each side of the Star Spica. Looking toward the southwest at nightfall we see the three in fairly evenly spaced positions, almost in a line. Saturn is farthest to the right, Spica next, and Mars farthest to the left.

At about due south and not high in the sky, the fine red star Antares (three syllables) is throbbing in the heart of the Scorpion. The tail of this creature extends down—slightly to the left—toward the horizon, then curves upward.

High in the south southeast the bright star Altair is prominent. It is easily spotted. A fainter star stands on each side of it. Almost in the zenith—a little eastward—Vega is very bright. Somewhat lower and toward the north, Deneb is at the head of the Northern Cross. This figure is now lying on its side with the foot extending toward the right.

Don't forget to look for our familiar Big Dipper which is now sliding down the northwest with the handle following the bowl. Seven hours from now the Dipper will be low in the north.

House Committee Accuses Reds of Katyn Massacre

WASHINGTON (AP) — A congressional report Wednesday officially charges Russia with killing 15,000 Polish officers 12 years ago on a pattern duplicated by the Reds in Korea.

This, said Rep. O'Konski (R-Wis) was the unanimous verdict of a special House committee which heard 150 witnesses in this country and Europe while probing the 1940 massacre in Katyn Forest, near Smolensk, Russia.

Chairman Madden (D-Ind) told reporters he would present the report to the House later in the day. He said it includes recommendations for "prompt action" against the Russians by the United Nations Assembly and the World Court and for international investigation of any other atrocities laid to the Russians.

O'Konski, a committee member, told a newsman the report says that, in at least two respects, Communist methods in Korea are an exact duplicate of practices uncovered in the Katyn massacre.

He said one was the method of killing the victims. The second, he said, was the "run-around" and Panmunjom truce negotiations over the whereabouts of missing U. N. troops.

The Polish officers disappeared in 1940 from Russian prison camps. Three years later German authorities discovered grave yards at Katyn Forest from which 4,253

Covention Timetable

CHICAGO (AP) — Here is the program for the opening day of the Republican national convention:

Morning session — 8:30 a.m. (PST).

Call to order, National Chairman Guy G. Gabrielson.

The National Anthem.

Invocation, the Rev. Dr. Joseph Simonson, National Lutheran Council, New York.

Greetings, Mayor Martin H. Kennelly of Chicago.

Welcome, Illinois State Treasurer William G. Stratton.

Convention call, Mrs. Charles P. Howard, convention secretary.

Temporary roll of the convention; election of temporary chairman and other temporary officers; adoption of temporary rules; adoption of committees on credentials, permanent organization, rules and order of business, resolutions.

Address by Gabrielson.

Appointment of committee to elect the temporary chairman to the chair.

Recess.

Evening session — 5:30 p.m. (PST).

Call to order, Gabrielson.

The National Anthem; Oath of allegiance.

Invocation, Samuel Cardinal Stritch, archbishop of Chicago.

Walter S. Hastings, temporary chairman, escorted to the chair.

Keynote address, by Gen. Douglas MacArthur, who will be introduced by Hallanan.

Miscellaneous business.

Adjournment until Tuesday.

Snake Is Bad Luck

PLATTER, Okla. (AP) — A large snake crossed the highway in front of an automobile driven by James J. Gosa, 28, of Clara, Okla., east of here Sunday and proved as unlucky as a black cat.

Gosa tried to crush the reptile with his car. The action threw the vehicle out of control and it plunged into a ditch, breaking Gosa's arm.

The snake slithered away untouched.

Kills germs that cause ATHLETE'S FOOT helps heal and clear it!

Zemo — a doctor's highly medicated antiseptic — promptly relieves itchy soreness of cracked, peeling toes. Zemo also kills on contact germs that most commonly cause athlete's foot. It helps prevent reinfection, heals and clears this condition.

Hal Boyle

Wilbur Peeble, the average American citizen, is attending the Republican National Convention. He gives first impression in the following letter to his wife:

CHICAGO (AP) — Dear Trellis Mae:

Well, Honey, the Republican convention menu right now is political smorgasbord.

It is a banquet of bitterness, cynicism, faith, platitudes, principles, hope, ambition, and yearning.

It is a reach for politicians to get the support of the right people, and a reach for the right people to settle on the right politician — one who can lead them to a rainbow victory after 20 years in the political dark.

I guess what everybody would like most here is a good dependable outta board. But in politics there doesn't seem to be any reliable compass, and if there is an outta board in town the Democrats are saving it for their convention.

I can't decide yet whether this is actually a political convention, a college homecoming, or a civil war.

It is kind of all three rolled into one — with the candidates making faces at each other, and teenage supporters running back and forth with rival banners and yelling "yee team!"

The two biggest questions here are:

(1) "Who ya for?"

(2) "Who d'ya think'll really get 'em?"

The convention headquarters are in the Conrad Hilton hotel, a kind of a civilian Pentagon.

It is so huge there is a report only bachelor delegates go into an elevator in the lobby with a young lady — and by the time they reached his floor he felt he had known her so long he up and proposed marriage.

The hotel is crowded from dawn



BACK ON THE JOB for the summer is Gus Anderson, former manager of the Shell station at 2nd and Main. Gus has spent the past two winters at his home in California.

Ike Promises Hard Fight

CHICAGO (AP) — General Dwight D. Eisenhower said Monday he would "hit hard" at Democratic "errors" if he is the Republican presidential nominee, but would not "strafe up dirt" just for the sake of doing it.

Eisenhower made the statement to the Florida delegation to the Republican National Convention as he launched an all-out offensive to win top place on the GOP ticket.

By nightfall, he may have a pretty good idea whether he is going to be the nominee or just a retired general.

Eisenhower had an early breakfast with Gov. Earl Warren of California, also a candidate for the nomination, was regarded as significant.

Warren told newsmen afterward that he and Eisenhower were in agreement that the convention rules should be changed to prevent contested delegations from voting on the seating of delegates in any state where there is a contest.

Warren called the meeting mainly a social visit but added there was a general discussion of politics.

In reply to a question, however, Warren said there was no discussion of their respective chances to win the nomination.

The Californian also said they did not talk about whom his delegation might support if he decides to release the group to some other aspirant.

Warren invited Eisenhower to meet with the California delegation and Eisenhower replied, the governor said, that he might do that.

Warren added that the discussion also covered the necessity of having a Republican administration next year and of the need for "comprehensive overhauls" clearly here at the convention so as not to jeopardize chances for a Republican victory in November.

Hugh Pruett

Heavens Above

equal brightness, Mars is considerably brighter and of a distinctly reddish color. The little star Porrima is still quite close to Saturn.

For early risers the planet Jupiter is splendid in the east, north-east over three hours before the sun, and by sunrise is high in the southeast.

For a study of the brighter stars, let us observe the heavens about 10 minutes after sunset. Very low and a little north of west, Regulus will soon be setting. It is at the end of the handle of the celestial Sickle, the open side of which is now facing downwards.

Very high in the southwest, the orange star Arcturus is conspicuous. It is at the lower point of a combination of stars which form the Kite. The figure is quite distinct when once spotted.

If you have a distant and level northern horizon—and your latitude is not far far south—you will sight yellow Capella in the east almost on the sky line nearly due north. This star is moving eastward and after a few hours will be climbing into the northeastern sky.

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Dam Saved By Magnuson

WALLA WALLA (AP) — Parliamentary maneuvering by Sen. Magnuson (D-Wash.), kept chances for Ice Harbor Dam on the Lower Snake River alive after the project had been deleted from the Civil Works program by the Union-Bulletin last Sunday night.

A story bylined by Roland Miller, assistant publisher of the Union-Bulletin, gave this account:

A joint conference committee knocked Ice Harbor out of the bill Saturday and the measure was approved in the House.

Meanwhile, another conference committee had cut the supplementary appropriation bill for atomic energy expansion by more than half.

When this bill reached the Senate, Sen. Maybank (D-S.C.) and Johnson (D-Tex.), who were in charge of the bill, got the Senate to reject it and send it back to conference.

The newspaper said Magnuson then took the floor and pointed out that all testimony on the AEC bill had indicated Ice Harbor and the Hartwell project in South Carolina were essential to provide power for the AEC expansion.

Magnuson asked Maybank and Johnson to join him in recommending the Civil Functions bill to conference, with the proviso that it would not be approved by the Senate unless the two projects were included.

The Senate concurred and both bills were sent back to conference.

Jerry Thomas Insurance

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