

Herald and News

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BILLBOARD

By BILL JENKINS

Collecting books can be a lot of fun. I've been taking in an exchange collection the past few days (those who pledged volumes will please come through) and having a whale of a time leafing through them.

Probably the high point of the experiment so far came last Saturday. Thumbing through a volume of Twelve Against the Gods, chapter on Mahomet, when a slip of paper fluttered out. Turned out to be a notice. Neatly lettered on the yellow bit of parchment were the words: "Sleeping, do not hark."

There is every likelihood of my going crazy long before I ever figure that one out.

Currently the staff down here is busy with the annual Christmas edition, which is published the day before Thanksgiving. Can't help wondering what the headlines will be in this one. Looking over the last three we issued I find that in 1949 the streamer read: "Coal Strike Set For Tonight." The 1950 issue carried the cheerful news that: "Chinese Push Yanks Back," while the 1951 issue carried another tale of pathos—"US Plane Fired On By Reds, Still Missing."

Let us hope that there will be something a little more cheerful in this year's news. The combination of Christmas and Thanksgiving should contain at least one small ray of hope and happiness.

No wonder we find the younger

generation going to pot when it comes to the proper use of the English Language. Education is taking a beating at the hands of commercial interests. Good advertising, and a drawing card, no doubt, but when you come across an ad that states that "Bubble Gum tastes real good" you are caused to wonder. The statement came from one Julie Payne, daughter of John Payne, the well-known Hollywood actor. If Mrs. O'Neill, my teacher, ever reads that one she'll go off like a rocket on the Fourth of July.

Bad enough to put bubble gum in your mouth without including your foot.

Roy Rowe was casually discussing a plan the other day. Roy, by the way, is the fire chief of this town and the driver of that bright red KFFD car. Anyway, Roy says that it would be a good idea if the townspeople would take an optimistic outlook on the future instead of a gloomy one.

"After all," says Roy, "When a man walks in your store and asks how business is, how do you know if he's a fellow resident or an out-towner asking around with an eye to settling here and opening a new business?" He goes on to say, "If we all give a song about the blues of business he may pull out and start somewhere else."

Not a bad suggestion, Roy. Besides, it might do a little to cheer up the people around here. I don't know why it has to be a crime to admit that business is good.

CAUGHT IN THE ROUNDS

By DEB ADDISON

The tail end of last week was spent attending two meetings, simultaneously, or as nearly simultaneously as possible, at Eugene. Before hitting the highway Wednesday a check was made on road conditions, with no warnings received. At the last minute a whisp per from the Red Cross was heeded and the good old knobby sawdust treads went on the rear wheels.

That was the best hunch ever followed. In the course of about 100 miles through falling snow, we passed five cars which had slid off the road and at least 30 which were stopped and struggling for or with chains.

The snow treads took us through without strain or pain.

graduated from KUHS and who worked a couple of summers at the HEN. Ron is married and he's taking journalism at the university, senior year.

A turn through the lobby of the Eugene Hotel produced Bill Houston, Mel Carpenter and Colman O'Loughlin. It seems that the Elks, the Legion Club and others about the state are scratching their head over what liquor-by-the-drink may mean to them.

It was our pleasure to institute a quick Old Home Week by re-introducing Colman to Harry and Rita McLain. Rita was a Fort Klamath girl—Castel-Lippert tribe—and is an old friend of the O'Loughlins. Harry is advertising director of the Oregon Journal.

Andy Collier appeared at the Journalism Building. He smiled down dynamically, with a full head of dark hair, from a dusty picture frame in the Dean's office.

Henry Fowler, president of the Bend Bulletin, who was present at the time, appeared in the same panel with Andy, smiling with youthful appearance including a stiff collar with full head of hair.

Henry recalled that in his undergraduate days the manager of the Emerald, the student daily, participated in the profits, if any. He paid for his senior year that way—with \$350.

If recollection is correct Andy Collier did all right in the college newspaper business (op.)

At least one big buck survived the devastation of last winter and the plague of hunters this fall. A proud four-point bounded off the shoulder of the highway up towards Sand Creek and disappeared in the gloaming of the jack pine.

No large dogs were observed at Chemult. For one thing you could not observe anything beyond the brief penetration of the headlights through the falling snow, and for another we were busy hunting up a wrecker for that fellow back in the borrow pit.

One of the good things about going away from home is meeting friends from home. The Earleys at the Osburn Hotel always take care of their old friends from Klamath—even to the Herald and News that Mrs. Earley provided with the breakfast.

We ran into Ron Brown, who

This column should brag, just a bit, about the distinguished company kept simultaneously at these simultaneous meetings in Eugene.

One meeting was an inspection tour by the Oregon Newspaper Publishers' School of Journalism Committee, including the aforementioned Henry Fowler, who were able to dig him a little about the Klamath potatoes this time; Ari House of the "House of Leland", president of the Advertising Association of the West; and Malcolm Bauer, about the only Oregon newspaperman whose entire time is devoted to writing editorials, for the Oregonian.

The other member, Earle Richardson, is publisher of the Dallas Itemizer-Observer. Being a weekly newspaper publisher he had to stay home and work.

The other meeting was that of the Pacific Northwest Newspaper Advertising Executives Association, complete with 49 members present from Oregon, Washington, Idaho, British Columbia and Alaska.

The star attraction and principal guest speaker for this tongue-twisting outfit was Clyde Bedell. He has been advertising director for Chicago's Marshall Field Co. and now is author, lecturer, consultant and foremost authority on retail advertising.

Now, having used up the space on the build-up, we'll have to knock off, and just meditate on the knowledge gleaned last week.

Vicar Errs In Diagnosis

SELBY ABBEY, England (AP)—The Rev. John Kent announced in the parish magazine last month that his dog Lassie was going to become a mother and her puppies would go on sale shortly at 2 shillings, 6 pence (35 cents) each.

Today the vicar said it was all a mistake.

"Lassie had us all fooled," he explained. "She is just a well-fed dog."

Dry Ground Brings Woe

ALICE, Tex. (AP)—Deer hunters reported many cars were getting stuck near here.

It wasn't muddy, and rain hadn't broken the drought. The cars, said the hunters, were stuck in cracks in the dry ground.

They'll Do It Every Time



HAL BOYLE

NEW YORK (AP)—In the present reach for a better world now seems the opportune time for government to do something about the Martini.

The problem of the Martini and the people who inhale Martinis is one above the boundaries of science, politics, race, age or sex. The flat dictum of many bartenders is:

"They'll never have peace anywhere in the world so long as they allow Martinis. Congress ought to abolish them by law if possible—or by force if necessary."

One oldtime bartender said: "You know when you serve a man or a woman an ordinary drink, you have some idea what it will do to them—and they have some idea, too."

"But when I mix a Martini for a customer for the first time I always have a sense of curiosity. No matter how well I thought I knew him before, I see a new side to his character once he switches to Martinis."

"The only thing I'm sure of is that he will behave differently than before. But what will he do? Complain against the dear old mother he always praised before on a bourbon ration? Fight the memory of his father or the nearest man within reach? Or will he just start flapping his arms and try to fly through the bar mirror?"

"I tell you the uncertainty gets a man down, particularly after a lifetime in this business."

The Martini quaffer is a lonely but proud figure. The majority of mankind, taking the human race around the globe, is and usually always has been heavily against the imbibing of alcoholic beverages in any form.

The figure this has caused more trouble to more people than it has been a benefit to. The arguments pro and con go on endlessly.

But even among the gentry who

share a liking for the flowing cup that cheers them there is a strong prejudice against those who seek mellowness in mixtures of gin and vermouth. The Martini man realizes this, and one toasts another by saying:

"Well, there aren't many of us left, are there?"

There is a growing conviction, however, among sound bourbon, rye, scotch or wine fanciers that the number of Martini admirers is on the increase rather than the wane.

Just why no one knows. The Republicans blame it on 20 years of Democratic rule. The Democrats say it is a side manifestation of world-wide uneasiness, and ask, "well, let's see the Republicans solve it."

The average hostess just knows the problem is there—and wishes it weren't.

The fact all bartenders agree on is that as Martini drinkers get wetter they ask more and more for a drier mixture.

The old three to one formula—three parts gin to one of vermouth—is an insult today to a real Martini fancier.

He tends now to prefer a glass of pale gin over which a closed bottle of vermouth has been waved once. This concoction has a tendency to curdle his normal milk of kindness and turn him into a cop fighter.

One veteran restaurateur, worried over this problem, says lawmakers will never solve it and there is only one real solution.

"That," he said, "is for a bourbon man to slide up to a Martini man every time he says, 'Give me one—and make it dry,' and then himself ask for a Martini and say, 'Make mine wet, please.'"

The regular Martini man will succumb of sheer horror on the spot. And I guess that's the only way we'll ever get rid of them.

Sailor Vows Family Unity

SEATTLE (AP)—A young Navy recruit vowed today he'd see that his newly orphaned seven brothers and sisters stayed together.

The 17-year-old sailor, Robert Byron, returned home yesterday on special leave from his Navy station at San Diego, Calif. His parents, Mr. and Mrs. Halldor A. Byron, were struck and killed by an automobile early Sunday.

Before his arrival, a sister, Beverly, 16, was the nominal head of the family, which includes five boys and three girls.

Robert, the eldest son, said he planned to make the "navy a career" to be sure of being able to help out financially.

Navy Officers Face Pay Cut

WASHINGTON (AP)—The Navy has informed Congress that about 4,000 officers will be denied earned promotions and some 2,000 others may be "busted" in rank unless Congress does something in a hurry.

The action will be required, the Navy contends, under an amendment to the Defense Appropriation Act which limits the number of officers in all services who may be paid in each grade.

The measure, passed earlier this year, was sponsored by Rep. Davis (R-Wis.), who said it was designed to keep the military from becoming "brass-heavy."

Little Solid Action Predicted As Result Of Today's Eisenhower, Truman Meeting

By JACK BELL

WASHINGTON (AP)—Two men sit down in the White House today to discuss how one shall yield to the other with the least friction.

Dwight D. Eisenhower—expected to be greeted by a cheering million on his first visit as President-elect to this festooned capital—seemingly is determined not to take any pre-inaugural hand in vital government decisions.

Harry S. Truman, who proposed the unusual conference, was reported hoping, nevertheless, that his Republican successor would join in a statement of unity and of support for the American position in the United Nations on the explosive Korean issue.

But a spokesman for Eisenhower told reporters that unless the general changes his attitude there may be no statement at all—or at best a brief one.

He added that Eisenhower welcomes the opportunity for a brief meeting with Truman but wants no strings tied to him. There were signs that the coolness which developed between the two men as a result of their exchange of bitter charges in the presidential campaign had not thawed materially.

This spokesman said the President-elect feels that, unless there is some unexpected development of world-shaking proportions, he should refrain from even suggesting to the Truman administration any course of action on domestic and foreign affairs.

The President-elect will be ready to act quickly, this source said, when he takes office Jan. 20. In this connection Republicans looked toward New York conferences tomorrow between the general and GOP congressional leaders as likely to be decisive in charting his opening course.

Sen. Robert A. Taft of Ohio told reporters yesterday Eisenhower will be asked to "point the way" on a half-dozen pressing legislative issues when he talks with Taft and Rep. Joseph Martin of Massachusetts, expected to become speaker of the new house.

Eisenhower also will see Sen. Styles Bridges of New Hampshire, scheduled to head the powerful appropriations committee, and Sen. Alexander Wiley of Wisconsin, prospective new chairman of a foreign relations committee.

Wiley has urged Eisenhower to back publicly the American insistence in the U. N. that North Korean war prisoners should not be returned to their country against their will. But there is no sign the general will take any such action.

Nor was there any indication that Eisenhower would take a suggestion voiced by Democratic Sen. Richard B. Russell of Georgia that he designate now the men he expects to appoint to top-flight cabinet posts.

"It would be very helpful if Gen. Eisenhower would name the men he expects to appoint to his cabinet so that they could begin

sitting in with present cabinet members," Russell told a reporter. "That way the transition could be made to the new administration without loss of time."

Sen. Herman Welker said in an interview he hopes Eisenhower appoints a couple of Southern Democrats to the cabinet.

"The Republican party has its best opportunity to make headway in the South and we should convince the Southerners that we intend to make them active participants in the government and lean on them for help and leadership," the Idaho Republican said.

He suggested the appointment of Sen. Harry Byrd of Virginia as Secretary of the Treasury and Russell as secretary of defense. Russell supported Gov. Adlai E. Stevenson, the Democratic nominee, but Byrd did not.

Sen. Taft told reporters he had made some suggestions to Eisenhower about cabinet appointments but declined to mention any names.

Sen. Henry Cabot Lodge Jr. of Massachusetts, who has been mentioned as a possible appointee to both the State and Defense Departments, disclosed he has been telephoning information to Eisenhower at Augusta, Ga., where the general ended a two-week vacation today for the flight to Washington.

Lodge said he had talked with Secretary of Defense Lovett and with Acting Secretary of State David K. Bruce.

Lovett told reporters most of his conversation with Lodge concerned arrangements for Eisenhower's projected personal trip to survey conditions in Korea. Lovett said Detroit banker Joseph Dodge, designated by Eisenhower to sit in as an observer with drafters of the new budget, had met with

other Defense Department officials.

Lodge is Eisenhower's liaison with most government agencies, while Dodge's tasks lie solely with the Budget Bureau.

Lovett said he is writing an informal letter, suggested by Truman, giving his personal views on Defense Department organization in the hope that it might be valuable to his successor.

This letter was expected to be turned over to Eisenhower, when he and his aides, Lodge and Dodge, meet with the President, Secretary of State Acheson, Lovett and other administration officials after Eisenhower and Truman have conferred earlier.

At the general conference, Eisenhower was expected to be brought up to the minute on such matters as work on development of the hydrogen bomb, the situation in Korea and the U. N., and pressing domestic matters such as the coal wage issue.

All this would follow what Washington civic leaders hoped would be a welcome turnout outshining any that greeted Eisenhower in the presidential campaign.

Truman gave government employees extra time off and a lengthy parade route was marked out from the Washington National Airport through the downtown district to the White House.

Television viewers could catch the familiar figure of Eisenhower, standing in an open car, waving his arms at the crowd. The TV networks pooled their efforts to cover an event that might even rival an inaugural parade.

QUILLAN DIES

LOS ANGELES (AP)—The father of actor Eddie Quillan and writer Joseph Francis Quillan Jr. died at his home Sunday after a brief illness. He was 68.

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—the deal of the year!



And we're ready to back up that headline with appetizing facts and generous figures. For example, "the car of the year" is more than a glib phrase, it's a title that Mercury has earned by doing—by making news.

Mercury is the one car in its class that came up with something really new for 1952—styling so new it left other cars far behind. And Mercury (with optional overdrive) again proved that pound for pound it could beat all

comers for economy in the Mobilgas Economy Run.

But, we know, you're equally interested in "how much" for your present car. We can give you some idea if you just pick up the phone and call us. But we can do even better if you give us a chance to appraise it firsthand—so we can allow for the extras and the care you've given it.

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