

# Herald and News

FRANK JENKINS Editor  
BILL JENKINS Managing Editor

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## CAUGHT IN THE ROUNDS

By DEB ADDISON

"One of the most fabulous and remarkable powers on earth."

That's not a reference to the H-Bomb, nor the U.S. Air Force, nor to Joe Stalin, or anything like that. It's a statement describing newspaper advertising made by Clyde Bedell to our group of newspaper advertising men at Eugene last week.

Bedell has been advertising director of Marchand Field, Outer Bros. and other big retailers, and now is a leading author and consultant on retail advertising.

So, we've used his words for a little horn tooting.

Bedell was critical of newspapers and retailers alike for not applying the known principles of what make ads sell—to do away with waste and get more for the expenditure.

He said we've "been on the gravy train for 12 long years" and so haven't had to get down to brass tacks in selling.

He warned that, with the present high break-even point of store operations, the advertising man will spell the difference between profit and loss whenever the economy tightens up a little.

One of the most often reiterated points in two days of talking shop on newspaper advertising was: Whenever the "plus" is pulled on the Korean war" the volume of

civilian business must be increased and the standard of living raised enough to make up the difference.

Some authorities have said that if the flow of civilian goods is increased 10 per cent it will keep us on an even keel.

Hal Boyle, advertising director of the Oregonian, summed up the thinking of our outfit with the estimate that the standard of living must be increased one-third—"our very existence depends on advertising doing this job."

Mather also pointed out that, since 1930, the population of the country has increased 47 per cent while the circulation of newspapers has increased 84 per cent.

This growing dependence of the American people on daily newspapers for their information has come about during the time that radio, and now TV, developed.

The newspaper is the mass information medium; behind it is the divided entertainment media, he said.

Now that you've absorbed this horn tooting, as you thumb through the paper look at the ads not only with an eye to which ones provide information of interest to you right now but with the thought in mind that here is the lubricant and the driving impulse that keeps the wheels of commerce turning—that keeps you standard of living higher than anywhere else in the world.

## HAL BOYLE

NEW YORK (AP) — America is becoming a nation of after dinner speakers.

It might be a good idea to put a government bounty on them right now, or there won't be an ear in the land left unbent.

As a people we have always had an outspoken admiration for the glib gab. But the idea used to be that the gab had to be good. That noble standard of criticism has gone the way of vaudeville.

Today listening to after dinner speakers has become a form of mass self-punishment.

In Europe people still go to a hotel or restaurant for the food. But here? The price of the dinner is no longer determined by what they put on your plate. It's determined by the fee of the vocal chords rented for the occasion to deliver a message of importance to us all.

I hate to be counted as a cultural savage, but sometimes wouldn't it be quaint and old-fashioned and good clean harmless fun to go to a dinner where everybody has traded conversation and enjoyed a bit of metal—and skipped the message?

Why do they have to skimp on the menu to provide the inevitable car message? Must the ice cream always be followed by a dismal lecture on "The Perils of the Brave Petunias of Patagonia?" Or a dashing lady wild-life slayer telling how, all alone in Africa, she survived the head on charge of a maddened herd of antlered grouse?

This growing willingness of the public to sit in black-jawed, glazed-eyed paralysis, trying at the same time to digest a limp hunk of lamb and a cliché-studded oration, has created a new entertainment industry. This is the bust-

## THE DOCTOR SAYS

By EDWIN P. JORDAN, M.D.

Since there are said to be some three million persons with diabetes in the United States alone, this disease raises many interesting questions, only a few of which can be discussed in a single column.

One correspondent recently asked if it was advisable for women who have had diabetes for many years to have children.

Until recently pregnancy for women with diabetes carried considerably greater risks for the mother and the death rate in children of diabetic mothers ranged as high as six out of 10. Now, however, with rigid diet, restriction of salt, and other medical and surgical means, the outlook for the mother has been much improved—and for the child as well.

In one series of patients who were given the most expert type of care during pregnancy, the mortality of the mother was only one in 200, and 84 of 100 children survived.

In giving these figures, however, it must be remembered that the comparatively favorable results apply only to those mothers who are most cooperative, as well as those receiving extremely skilled medical attention.

All this attention to medical care is important also for victims of diabetes who are not pregnant. Until the discovery of insulin about 30 years ago, people with diabetes almost always died of the disease eventually. Even today people die of diabetes, but often this is their own fault because they have been careless about their diet or their insulin.

Sometimes the condition can be controlled merely by adjusting the diet so that the body does not have too much sugar to handle. In other cases where the diabetes is bad, dieting may not be enough and it is necessary to inject some of the secretion which we call insulin (obtained from animal pancreas) to help use up the excess sugar.

In the early days insulin had to be given before each meal in order to keep sugar from passing into the urine. More recently preparations of insulin have been developed which are slow acting and produce effects which last for a long time. In many cases of diabetes, therefore it is now possible to give only one or two injections a day.

Every patient with diabetes should be studied carefully to see how much sugar is being lost through the urine, how much sugar is present in the blood, and how both the blood and urine respond to tests with sugar-containing foods.

## They'll Do It Every Time



## Mamie Skips D.C. Parade

WASHINGTON (AP) — While her husband paraded through Washington and conferred at the White House yesterday, Mrs. Dwight D. Eisenhower visited kinfolk and went to the doctors.

She left the welcome parade en route to the Army's Walter Reed Hospital for "a small checkup."

Overweight, Biographical sketches describe her as being 5 feet 4 and weighing 138 pounds.

Mrs. Eisenhower then went to the home of Mrs. George G. Moore Jr., her sister.

## SAM DAWSON

By T. E. APPELEGATE (For Sam Dawson)

NEW YORK (AP) — Railroad men worry whether they'll have enough cars for all the freight they're asked to haul in the next few months.

The year's peak loading season, when crops move to market and materials shippers try to beat the cold weather, is waiting.

But weekly carloadings still run ahead of the level of a year ago, and calls by shippers for cars, are expected to stay at a high level well into 1953.

In the face of this, the railroads have available fewer serviceable cars than the total with which they started the year.

This is partly because the steel shortage has cut into the production of new freight cars.

The railroads have some 90,000 new cars on order, but deliveries to 3,762 in September and rose only to 3,437 in October.

Roughly a third of the cars now in use are more than 25 years old. These are wearing out faster than new cars are being built.

So in recent months the railroads have been retiring more average cars than they have been able to replace.

Heavy repairs also put a drain on the car supply.

On Oct. 1 the railroads had more than 104,000 cars awaiting repairs, against about 95,000 at the start of the year.

Both the new car builders and the repair shops need steel, delivery of which was delayed by last summer's long strike in the steel mills.

Their calls for plates and structural steel clash with requirements of military production for the same items, now among the hardest to get of any steel products.

The picture isn't all dark, however.

Steel output is being pushed along at a record pace, with October's 9,790,000 tons the largest amount ever made in a single month.

The Defense Transport Administration has urged allocation of enough steel to produce 25,000 new freight cars each quarter.

And the new freight cars, when the railroads get them, carry much larger loads than the cars they replace, and with greater efficiency.

## Farmer Finds Coal Mine

SEDALIA, Mo. (AP) — Genorah John Cole has uncovered a new crop on his farm and he's letting neighbors share in the harvest.

Cole's crop is coal.

This year's drought brought the blessing. The creek on his 387-acre farm 10 miles southwest of here dried up, baring a rich vein of coal.

Now his friends are helping each other dig a winter's supply of free fuel.

"I wouldn't charge anything for this coal," he said yesterday. "It's been fun seeing these fellows working together loading up their wagons. We've made it a fun project, but a worthwhile one at the same time. We're operating this mine in a co-operative method."

## Florida Lawyer Under Indictment

JACKSONVILLE, Fla. (AP) — State Atty. Jesse W. Hunter of Tallahassee is under indictment by a federal grand jury on a claim he kept a negro, David McKinrick Reese, in jail more than a year without any legal proceeding against him.

The indictment charged Hunter asked a directed verdict finding Reese innocent of a murder charge in Circuit Court in Hernando County, July 20, 1950, then requested Reese be detained for further prosecution as accessory after the fact.

Reese was kept in jail until Feb. 28, 1952, "all for the willful purpose and with the intent to deprive the said David McKinrick Reese of his constitutional rights and privileges," the indictment said.

"Where linens live!" Men's Hand Laundry, 11th and Klamath, phone 2-2521.

My Sincere Thanks To . . .

ANONA ROBERTS  
ISLAY PRATT  
MARY MEIGS

To Have Served Your Staff At The STUDIO OF BEAUTY

Melba Spiering

Melba Spiering ANNOUNCES The Purchase Of STORMY'S BEAUTY SALON And Will Be Known As

MELBA'S SALON OF BEAUTY THE SAME STAFF--

CLARE COCHRAN - FRANCES LYON - MELBA SPIERING -

ESQUIRE THEATRE BUILDING

621 Pine Phone 5230

## James Marlow

By ARTHUR EDSON (for James Marlow)

WASHINGTON (AP) — Eighty-nine years ago today, as soon as the Baltimore Glee Club had finished, the tall homely man pulled a paper from his pocket and began to read a speech in his high, unusual voice.

The crowd at Gettysburg, Pa., probably didn't pay too much attention.

"Pourscore and seven years ago," Abraham Lincoln began, "our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal."

After all, there had been plenty of speeches in a kind of already. Especially from Edward Everett, who had been a U. S. senator, a governor of Massachusetts, a cabinet member, a minister to Great Britain and president of Harvard.

As the nation's top orator, Everett, in his hour and 57-minute speech, touched all the bases, including a description of how the early Greeks cared for those who were killed in battle.

Lincoln stuck to his own nation, and its actual problems.

"Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated, can long endure," he said.

"We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live."

"It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow, this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract."

Oddly, Lincoln almost didn't make the speech, and for a good reason. No one asked him to. He had been invited to the ceremonies earlier. After he had accepted, the sponsors decided it would be okay to have the President say a "few appropriate remarks."

To us now, some of the reaction to the speech seems curious. The Harrisburg, Pa., Patriot and Union said: "We pass over the silly remarks of the President; for the credit of the nation we are willing that the veil of oblivion shall be dropped over them and that they shall no more be repeated or thought of."

Lincoln himself didn't seem to think he had a hell-ringer.

"The world will little note nor long remember what we say here," he said, "but it can never forget what they did here."

Lincoln was ready for his winnow.

"It is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced," he said. "It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth."

The tall man sat down. He had been expected to make some perfunctory remarks and probably he got only perfunctory applause.

It didn't matter. The Chicago Tribune man summed it up in a sentence.

"The dedicatory remarks of President Lincoln," he said, "will live among the annals of man."

To be remembered, and pondered, whenever the nation was in trouble.

## Feds Seek Coat Bandit

BOSTON (AP) — The FBI, U. S. marshal and the U. S. district attorney Wednesday were looking for a man who stole a hat and coat.

The Federal agencies were called out by Federal Judge William T. McCarthy Tuesday because the clothing was stolen from a cloakroom which can be entered only through his courtroom.

The hat and coat belonged to a juror.

The judge adjourned court a half-hour early so the juror could get to a clothing store and equip himself against the chilly weather.

The juror's name is William K. Fretze.

## Safety Meeting Not So Safe

OLYMPIA, Wash. (AP) — It's getting so it isn't safe to go to a Washington State Safety Conference.

State Safety Inspector W. F. Waldron, attending the fourth annual conference this week, fell down a flight of stairs, fracturing his skull and suffering a concussion last night.

Last year, another delegate slipped on some steps during the conference and broke an arm.

## BRUCE BLOSSAT

Here and there you may be reading that the 1952 election signals a sharp turn to the right by the American electorate. But to say that is highly misleading.

There is no evidence at all that the American people were voting on the issues of liberalism vs. conservatism, of less government vs. more, and so on. Both President-elect Eisenhower and Governor-elect Romney pledged themselves to maintain the social gains — the safeguards of individual welfare developed in the past 20 years. They are not now in prospect of being liquidated.

The people were voting for a man, and against an accumulation of troubles for which they now seem to blame the Truman administration — Korea, inflation, communism in government.

These are problems which have to be faced no matter what the political coloration of the government. In voting for a fresh approach to them, people gave no hint they were anxious to move from left to right, or from center to right. Only if they had severely rebuked the whole Democratic party would it be possible to suggest their dissatisfaction with the whole trend of government.

But they did not do this. They sent to Washington almost as many Democratic senators and representatives as Republican. And most of the Republicans who won Senate seats piled up far less impressive margins than Eisenhower got for President.

It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow, this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract."

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Big 97-H.P. engine with 7.0-in-1 high compression ratio for more power with less fuel.

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