

Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

This is Advertising Recognition Week.

That is stated with a couple of "bravos," on account of if there weren't any recognition of advertising this sheet would languish and die, or at best turn into something different and enigmatic.

That's enough recognition along this line, an aspect of advertising which should be completely self-evident.

Recognition should be given to the origin of this particular "week," in this particular week.

Keep America Green started right here at home with Keep Klamath Green. The vast expansion of the operation of "free farms" started right here at home with Weverhaeuser's No. 1 Tree Farm. Advertising Recognition week didn't start right exactly here at home, but this national "week" was started by the Advertising Association of the West, of which Art House of Portland is president this year.

He'll be remembered by some advertising people here as leader of the Oregon Ad Club's Flying Squadron which put on a clinic for us a few years ago.

In recognition of the on-the-run advertising problems of small business people the AAW has published a little booklet called, "How Advertising Can Help a Retail Business."

It attempts to answer such questions as: Why advertise? What does advertising do? Does advertising answer the buyer's questions? How do you plan an advertising program? How much to invest? When to advertise? Is advertising new? How can a small business get experienced advertising help?

This booklet can be secured from Advertising Association of the West, 425 Bush Street, San Francisco 5, Or. We might break down and get you one for the asking.

THE DOCTOR SAYS

By EDWIN F. JORDAN, M.D.

"I have a little grandson" writes Mrs. C. D., "who has had ringworm of the scalp for four months. He has lost all his hair. What causes it and how do you get it?"

Ringworm of the scalp, or tinea capitis, is a fungus infection generally involving the root of the hair and the part of the hair which is close to the scalp. Sometimes there are scattered semi-circular patches on the back or sides of the head, but complete loss of hair is the exception. These patches are scaly and the infected hair has a dull luster and is often broken off rather short.

It is often necessary for the physician to use special equipment in order to make a diagnosis. A light which consists of ultraviolet rays filtered through a special type of glass is used and examination must be carried out in a darkened room. Under this special light the infected hair usually gives a bright glow.

Other tests, such as looking at the hairs or scrapings from the scalp, are sometimes made.

The treatment for ringworm is not easy, but in time is usually successful. The elements containing chemicals which have worked on other types of fungus infections may not prove effective for this. So treatment may seem discouraging for a time. Some success has been reported with X-ray treatment.

When ringworm of the scalp is really epidemic in a community, an attempt should be made to find all of the cases by making a survey of school children and preschool children in families where an older child is found to be infected.

Children living in institutions are even more likely to be exposed than children in homes. Also, barriers can be helpful if they watch for any such condition of the scalp and they should refrain from cutting the hair of a child having this infection.

This problem is of serious concern to skin specialists. Parents can help enormously by being on the lookout for any disease of the scalp and reporting it immediately. For it is most important to recognize its infectious nature and to stop it from spreading.

BRUCE BLOSSAT

America's colleges and universities have been alling financially almost since the end of World War II. Their revenues haven't risen fast enough to keep pace with soaring costs.

The pinch already has squeezed many small schools out of business, and many more are perilously close to the edge. Even among the large institutions few can be found which feel more than half-way secure.

Inflation naturally has hiked the cost of everything the school does. Its impact has been magnified by the fact that a lot of the money that comes to the colleges can't be used to pay overhead expenses like coal and light bills and janitor service.

Tuition fees can be used that way, but they cover only part of the burden. And these fees have already been boosted so high in the postwar period that they can't be increased much more without discouraging enrollments.

Most schools, big and small, rely chiefly upon endowments and other types of financial grants to provide expanding revenue sources. But, taxes being what they are, the big grants aren't so common any more. And all too many private gifts are earmarked for particular kinds of research, which usually prevents any portion being applied to the vital and continuing overhead expenses.

During and since the war, the federal government has helped colleges carry on by granting funds for specific research purposes, ordinarily projects affecting weapons development. But this sort of aid has the same narrow limit upon it. Besides, virtually all college administrators are leery of wider government aid, feeling that they

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TELLING THE EDITOR

CORONATION

Dear Mr. Jenkins:

My attention has been drawn to some remarks on your "Billboard" of the 12th February regarding the forthcoming Coronation in England.

I would like to point out that contrary to the assertion made in your article, the cost of the Coronation is borne wholly by the British people. It in no way depends upon United States aid to Britain.

Payments to Britain under the Marshall Plan were suspended in 1950, and the 1946 Loan to Britain is now being repaid, with interest. The only aid being received from the United States is Defense Aid, which is spent, by explicit agreement between the two countries, on raw materials and components related to the armaments program. While this aid is of great value to British rearmament, the expenses of the Coronation are met entirely from British sources.

It is impossible to assess precisely the "cost" of the Coronation to Britain, since any net costs to the government are clearly offset by the earnings of the country as a whole arising from tourist trade. At the last Coronation sixteen years ago Parliament voted something

less than 700,000 pounds—three-and-a-half million dollars, (at the present rate of exchange just under two million dollars) and in return it was estimated that visitors to the Coronation spent nearly 25 million pounds, or the equivalent of about 70 million dollars.

The Coronation, moreover, has for the British people a deep, religious significance, the value of which can in no way be assessed in money.

In your own great country it is the custom to hold a very impressive parade at some considerable expense on the occasion of the installation of your President. This happens every four years, whilst in Britain every one of the Queen's loyal subjects sincerely hopes that this will be the last Coronation to be held in Britain this century.

In the light of the above facts I think you will agree that your remarks were not entirely justified. I hope you will be able to find room to publish this letter.

Yours very sincerely,
F. C. Ogden
British Consul-General
(Eds. Note: "Touche! Can't see that the GOP victory celebration lowered the US national debt any, either.)

Hal Boyle

NEW YORK (AP) — Americans never had it so good on earth. And a majority are snugly sure that, when they die, they will have it good in an afterlife, too. They are more certain of heaven than they are afraid of hell.

Since the second world war, the United States has seen a growing revival of interest in religion. Church membership has increased, books on religious topics often hit the best seller lists.

Clerics naturally are pleased that, even in the midst of widespread material prosperity, more and more people are turning to God for a final answer to the tension of our times. Some, however, are troubled by questions as to the real depth and understanding of religious issues this revival of interest raises.

How do the American people feel on the fundamental tenets of religion? Catholic Digest, a monthly magazine, is making a series of surveys to find out. Its most recent poll had some unexpected and disturbing results.

It found that 99 per cent of Americans over 18 years of age believe in the existence of God, but only 77 per cent think their own individual souls will live on after death.

What happens in this afterlife? Some 72 per cent of all adult Americans believe there is a heaven, where people who have led good lives will be eternally rewarded. But only 58 per cent, on the other hand, believe there is a hell in which bad people who died with out regretting their sins will live in eternal damnation.

As to their own chances of being punished in the hot hereafter, Americans are surprisingly optimistic. Their high opinion of their own goodness is shown by the fact that only 12 out of 100 think there is any real possibility of their going to hell.

Catholic Digest finds this attitude dismaying, and proof that America, whether it is a righteous nation or not, is certainly too self-righteous.

While some religious leaders are disturbed by what they feel is an overly complacent attitude toward the afterlife, atheist leaders face what is to them an even more delicate problem.

"Our membership was never lower," recently complained Woolsey Teller, secretary treasurer of the American Association for the Advancement of Atheism.

"In many ways we who are trying to lead people away from church are in the same boat as those trying to lead them into church."

"People today are generally too interested in material things. The average man, I'm afraid, would rather play gin rummy or watch wrestling on TV than take part in something serious."

The anti-religious organization, founded in 1925, reached a peak soon thereafter of 1,000 members but some months ago dropped to a low point of 340. Members pay \$1 a year. Most members are "middle-aged or more," said Teller, adding:

"We seem to have a great deal of difficulty getting younger people interested."

The states having the most formal atheist societies are California, New York and Ohio.

"Maine, Delaware and West Virginia are the worst states for us," said Teller, who believes some people are afraid to become atheists for fear they will be called Communists.

LA TRIVIATA

By BOB

I wish I could be as optimistic as the bird I saw this morning. A hungry-looking kingfisher settled himself on a wire over the canal and looked as though he were prepared to stay until some water and fish appeared. I wonder if I should go out and wise him up, or should I let him live along in this little dream world? He must be a Democrat who hasn't heard about the election news yet, and is waiting around for a handout.

When I read of the continual complaints of our congressmen that they aren't making enough money, I get a big belly laugh. And I have the big belly to do it with, too.

Fifteen thousand dollars a year is a good salary, as far as I'm concerned. And twenty-five hundred of that is tax-free. Wouldn't you like to have two hundred a month clear and a thousand a month to blow on necessities like milk coats? In the last four years, I have averaged two dollars an hour. But it costs me, in deductions, about three dollars a day to work. Plus at least three dollars a day for board. Yet I still have funds enough to go fishing almost as often as I wish, and to split a beer with friends now and then. But I could use that fifteen thousand a year. In fact I'd even take the job of senator for that twenty-five hundred clear. Elect Bob to congress! He can point with pride and view with alarm as well as the rest!

But let's get out of this mood with a whimsy.

Whimsy department:

Charon, the ferryboat man, was waiting impatiently. One more passenger and he could shove off for the gates of Hades. Morosely he watched the river Styx. "Wish that guy'd get the lead out," he muttered. Finally he heard heavy footsteps approaching. He looked up and saw a huge fat man, carrying a coffin on one shoulder.

"Gimme your ticket," Charon growled. The fat man held out the ticket. Charon examined it. "Why," he growled, "this is for a midget."

"Yeah," the undertaker got mixed up. Me and the midget was lying together, and he gave me the check for the short bier," the fat man explained.

"Well," Charon muttered, "it ain't quite legal, but I'm late now, so get in." The fat man entered the ferry, and Charon shoved off. Slowly he poled the craft toward the fiery gates of Hades.

"Why are we going so slow?" asked the fat man.

"The river Styx," answered Charon. "Don't bother me."

Soon they were at the far shore, and after Cerberus barked in triplicate, the fat man got out and started toward the gates. A long tongue of flame seared out and engulfed the large man. Macabre old Charon chuckled in a sinister manner.

"He, he," he cackled, "now the fat's in the fire!"

One of these days I'm going to learn the touch system of typing. My first-drafts now look like jabberwocky. And I have to use scotch tape to hold my little finger up so I won't hit the question-mark key every third letter. What's a good corn-remover for calluses on both index fingers?

Interesting fact department:

Copco's west side power house uses 275 cubic feet of water per second. And the east side plant takes 1135 c.f.p.s. Translated into everyday lingo, there are about 7 1/2 gallons to the cubic foot. In simple arithmetic (which is the only kind I know) we find that the two powerhouses use about 10,575 gallons per second. Gee whiz, can that be right? I'm not too sure; I had to use the conversion tables in the dictionary and maybe my arithmetical processes are inaccurate. Anyway, there's a lot of water under the bridge.

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JAMES MARLOW

WASHINGTON (AP) — One of the most puzzling things President Eisenhower has said since taking office—it was in his State of the Union message Feb. 2—was on the subject of war time secret agreements.

By putting together various statements since then, this seems to be what he had in mind: He wants Congress to denounce Russia, which has been rotundly denounced in the past by this country, for breaking agreements.

And this week Eisenhower said he personally knows of no agreements which are really still secret in the sense of not being known. Some parts of the Roosevelt-Churchill-Stalin agreements in 1945 were kept secret for awhile.

The three men agreed that the people in the eastern European countries, now under Russia's heel but then just being freshly liberated from the Nazis, should choose their own governments in free elections.

VIOLATION

Russia violated this agreement by making Communist-ruled satellites of these countries.

Eisenhower has expressed belief that denunciation of Russia as an agreement-breaker will give anti-Communist people among the satellites renewed hope of freedom.

But hope seems all they can expect right now. Communists control them so completely that nothing short of war seems capable of freeing them soon. And no one in the Eisenhower administration is talking of war.

When he first raised the subject of secret agreements, Eisenhower was trying to live up to a pledge contained in the Republican campaign platform of last July. It said: "The government of the United States, under Republican leadership, will repudiate all commitments contained in secret understandings such as those of Yalta which aid Communist enslavement. It will be made clear, on the highest authority of the President and the Congress, that United States policy, as one of its peaceful purposes, looks happily forward to the genuine independence of those captive peoples."

RE-REACHING

The word "repudiate" is far-reaching. If this country tried to repudiate one agreement made with Russia, the Communists, if it served them, could promptly repudiate other agreements which might hurt this country.

Berlin is a good example. The Americans, British and Russians made wartime agreements on dividing up Berlin and Germany. American officials in Berlin this week said not all those agreements have been published.

When it came time for him to deliver his message Feb. 2, Eisenhower did not go so far as to talk of "repudiating" agreements. This is what he said:

"We shall never acquiesce in the enslavement of any people in order to purchase fancied gain for ourselves. I shall ask the Congress at a later date to join in an appropriate resolution making clear that this government recognizes no

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