Herald and News

FRANK JENKINS Editor
BILL JENKINS Managing Editor

Entered as second class matter at the post office of Klamath Falls, Ore., on August 20, 1906 under act of Congress, March 8, 1879
MEMBERS OF THE ASSOCIATED PRESS
The Associated Press is entitled exclusively to the use for publication of all the local news printed in this newspaper as well as all AP news.

SUBSCRIPTION RATES

MAIL		BY CARRIER	
1 month	$ 1.35	1 month	$ 1.35
6 months	$ 6.50	6 months	$ 8.10
1 year	$11.00	1 year	$16.20

CAUGHT IN THE ROUNDS

By DEB ADDISON

APRIL (NO FOOLIN') MEMO:

The Old Storekeeper's Almanac says that—

April hath 26 selling days.

"Month" promotions: Hobby Month; Wallpaper Style Month.

"Weeks": Arts and Crafts 1-7; Honey for Breakfast 5-12; Collectors 8-15; Sports Festival 11-May 17; Gardening (move up one month for Klamath) 16-23; Pan American 12-18; Boys' Club 13-19; Sunday School 13-19; Coin 17-23; Hardware 17-25; American Camp 20-25; Sports 24-30; Boys and Girls 25-May 2; Baby 26-May 7.

"Holidays": Good Friday, 3; Easter Sunday, 5.

Standard alibi for the month: "Too much rain for folks to come to town."

RETAIL MEMO:

From New York City housewares merchants, come reports that the "do-it-yourself" trend is changing consumer buying habits in their paint sections, says Retailing Daily.

Basically, these are the changes in the pattern: 1) paint rollers have steadily gained in popularity each year since their introduction; 2) to a certain extent, folks are leveling their purchases over the entire year; and 3) consumers are showing greater concern for color and style when buying paint.

Of the three leading varieties of paints, rubber base lines seem to be way ahead in sales, due chiefly to their ease of application and better appearance. Next are the oil base paints with some storemen saying volume is hugging fairly close to the rubber variety. Trailing in sales volume are the water base paints.

The newspaper as an advertising medium is not being undermined by television. This is the opinion of S. H. Britt, vice-president, Needham, Louis & Brorby, Inc., advertising agency, reports Printers' Ink.

The public apparently reads both the editorial and advertising content of newspapers to practically the same extent as five years ago when TV was not a major ad medium, Britt found.

He said that newspaper reading time is 47 minutes in TV families and 50 minutes in non-TV families—a negligible difference.

Aaron Boe, who peddles radio advertising from next door, is quick to bring anything that's possibly good about radio to our attention and we find a little business left by him which states that radio isn't free.

Didn't know that anyone ever labored under that delusion, but anyway it says that, figuring the cost of new radios, servicing, tubes, parts, supplies and electric current, the average U. S. family spends $35.79 per year for radio.

It goes on to quote our publishers association as saying that the average family spends $19.51 a year for newspapers; and the Magazine Advertising Bureau as saying that $10.96 goes for magazines.

It winds up by saying that people spend more for radio because they enjoy it more than any other form of entertainment.

Our observation is that Boe's blurb is right, in part at least, in that radios are bought primarily for entertainment — while newspapers are bought primarily to learn things—and that, as always, you get more for your dollar invested in education than you do for your dollar invested in entertainment.

COST-OF-LIVING MEMO:

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities (1930-32 equals 100) was 281.44 on Thursday, March 26, against 283.50 a week before.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell one cent last week to $6.41. This is 1.1 per cent below the corresponding level of last year.

JAMES MARLOW

WASHINGTON (AP) — A Korean armistice could not settle the Korean problem. Peace talks begin when the shooting ends. Haggling over peace terms may make the 22 months of haggling over truce terms look mild.

An armistice is not peace, even though men stop dying when the shooting stops. It's a temporary cease-fire, supposedly until a final peace settlement can be worked out.

Representatives of the United Nations and the Communists agreed long ago they'd begin discussions about a permanent peace within three months after the armistice went into effect, if they could ever agree on an armistice.

When an armistice begins the U. N. troops and the Chinese Communists would not suddenly turn and walk out of Korea. Each side would withdraw one mile from the fighting front, leaving a demilitarized zone of two miles between them.

And there, presumably, they would stay until peace was agreed upon. Neither could clear out before then for fear the other would suddenly resume the attack. How long would that go on? It's anyone's guess.

The U. N. probably would continue training South Koreans, eventually letting them take over the forward positions. Other U. N. troops could then withdraw to supporting positions in the rear, just in case.

Both sides also agreed long ago that with the coming of an armistice neither could thereafter bring in more troops or build up its armament, although each could rotate its troops and replace beat-up equipment.

If the U. N. found the Communists cheating and building up strength for a new attack, again it's anyone's guess what the U. N. would do. It could hardly sit still.

But the problems of a final peace settlement are greater than those which bogged down the armistice-talkers for almost two years. Here are some examples:

Should Korea be left divided into two by the 38th Parallel, as it was before the North Koreans attacked the South Koreans in June, 1950?

The Chinese Communists and their North Korean allies could hardly settle for anything else. To do otherwise would be to accept at the peace conference a defeat which the U. N. hadn't been able to inflict on the battlefield.

But would the U. N. and Chinese troops have to withdraw from Korean soil, once peace was signed? The Chinese might welcome that idea. They could withdraw just across the border and be ready to pour in suddenly at any future time. Withdrawal for the U. N. would mean clearing out to Japan, at least.

If the U. N. and the Chinese withdrew, would the North Koreans and South Koreans be disarmed? If they weren't, they might start war on one another again and the whole thing would start over.

The U. S. withdrew its troops in 1949 from South Korea and the North Koreans attacked in 1950.

But neither North nor South Korea is likely to agree to being disarmed. And if the U. N. withdrew from South Korea, what assurances would it have that the Chinese or Russians wouldn't secretly build up the North Koreans for a new sudden attack?

Meanwhile, the United States, which has paid out so much in lives and money to protect South Korea, would hardly agree to withdraw and not rearm the South Koreans well enough to stand off a new attack until help came.

And the Chinese Communists might want some guarantees that the U. S. would not only not encourage Chiang Kai-shek on Formosa to invade China but that it would stop military help to him.

That the Chinese would raise the Formosa question seems pretty sure. There is a tricky little symbol—"etc."—in the agreement the U. N. and Communist truce teams agreed on when they said peace talks would begin within three months after an armistice.

It's contained in a paragraph which says both peace teams would discuss "the peaceful settlement of the Korean question, etc."

What else the Communists might include under "etc." is limited only by their imagination.

PURGE STARTED

BERLIN (AP) — The U. S. high commission newspaper Neue Zeitung reported Wednesday that a large-scale purge is underway in East Germany's "sea police," reportedly the nucleus of a future Communist German Navy. The newspaper said the Sea Police chief, Waldemar Verner, had ordered 2,000 "unreliables" transferred from his force to East Zone Army units.

Here's Your
TRAILER HOME
31-ft. Bell-Aire
TRIPLE INSULATED
NEWLAND TRAILER SALES
88 Main Phone 8353

PALMISTRY
Madame Cherokee
PAST PRESENT FUTURE
Special Reading $1.00
Open Daily and Sundays 9 a.m.-10:30 p.m.
Apt. 4 Altamont Trailer Court
Phone 5558
3840 South Sixth St.

They'll Do It Every Time — By Jimmy Hatlo

The Doctor Says

By EDWIN P. JORDAN, M. D.

A good many people have been disturbed and puzzled by reports in the newspapers or through the grapevine of a new and mysterious disease which broke out among United Nations and United States personnel in Korea about the middle of 1951.

It is now possible to discuss some features of this illness, since reports on it have begun to appear in the medical journals.

The disease is now known as epidemic hemorrhagic fever. It was first studied by the Japanese more than 10 years ago, and so far as anyone knows, it is not likely to constitute a danger to residents of the North American continent.

The symptoms are said to involve three stages: First is invasion, in which the victim becomes suddenly acutely ill with chills and fever, headache, bachache and general muscular aching. After a short time the toxic stage begins. The patient is likely to feel worse and severe vomiting is not unusual. At this time the urine is likely to show blood and albumin. The final stage is convalescence, and this lasts from three to six weeks.

Ninety-three out of 100 stricken by epidemic hemorrhagic fever recover. In those who recover there do not seem to be any lasting effects nor have there been any second attacks.

As is the case so often when a new disease develops, neither the cause nor the way in which it is spread are yet known. The indications are that it is probably a virus or a rickettsia, both small living organisms less easy to identify than ordinary germs.

Also, as with many newly found diseases, a good specific treatment has yet to be discovered. The most successful management, the medical reports say, seems to be bed rest, good nursing care and measures aimed at the relief of symptoms.

Naturally, the appearance of epidemic hemorrhagic fever in the combat zones of Korea produced intense activity on the part of those medically responsible. They set to work with the most commendable zeal and have already made long strides in the understanding of this disease, even though there is much still to learn.

Parents, wives and others close to our men in Korea can feel that the chances are excellent that this disease will not strike. If it should, the chances for recovery are good, and finally, that everything which can be done is being done.

Hans Norland Auto Insurance. 627 Pine St.

Tonight buy
Guild Wine
For Finer Flavor
Bottled in California

Only 80¢ 4/5 quart
California Port
Sherry
Muscatel
WINE GROWERS GUILD, LODI, CALIFORNIA

HAL BOYLE

NEW YORK (AP) — Are you a stuffed shirt?

Chances are the answer is — yes, sometimes.

Practically everybody is. Prosperity creates more stuffed shirts than anything else, and times have been pretty good for quite a while.

What is a stuffed shirt? He is anyone with an undue sense of self - importance, who lets himself get out of perspective in relation to other people.

A stuffed shirt is able to inflate himself with his own hot air, and name me anybody who doesn't have the urge to do that now and then today.

Fortunately, the pinpricks of conscience and common sense — plus the ability to look in a mirror and laugh at ourselves — make most of us self - deflating, too.

If silence were really golden, the stuffed shirt would be pauper. It is his conversation that reveals what he is stuffed with — normally, his head with nonsense, his heart with sawdust.

The stuffed shirt can occasionally be dangerous, often he is a sad figure, but generally he is merely ludicrous, as most things out of perspective are.

It is fun to collect stuffed shirts as a hobby. Like the mosquito their habitat ranges from the tropics to the Arctic circle. But the best places to net them are in their homes, in railroad club cars, at bars or cocktail parties.

Perhaps you have some of the following common types in your own gallery of stuffed shirts:

1. The Big-Me-Little-You S. S.—His slogan is, "Anything you've done I've done better." If you drove up Pike's Peak, he climbed the Matterhorn on a pogo stick. Your car gets 18 miles to the gallon? His gets 22. Your wife weighs 250 pounds? His weighs 375 and had three offers from a circus.

2. The I-Bear-All-The-Tax-Burden S. S.—He actually is on the payroll of his older brother, but he talks as if all the cost of government fell on his shoulders. Everytime President Ike digs a divot in the White House lawn, he yelps, "why should I have to pay for his grass seed?"

3. The Social-Climbing-Bartender—This stuffed shirt gives the idea he spends his mornings in Wall Street and his weekends playing polo with the Astorbilts. You have to show your Dun & Bradstreet rating before he will wait on you—and then he serves a martini with his thumb in it instead of an olive.

4. The Smug Young Mother S.S.—She is sure that life and childbirth began with her, and the Lord hung out the sun merely to dry her laundry line. Any woman who doesn't spend every minute in her home praising her baby is a dried-up, envious old maid. All this young mommy needs, however, is two more kids to make her a swell human being again.

5. The World Saver S. S.—This joker can't cure himself of a common cold, but he is certain he has worked out a solution for all the ills that ever plagued mankind. If you don't have your earplugs handy, the only way to deal with this verbal gusher is to tell him you're selling life insurance.

But stuffed shirts serve a healthy purpose. If there weren't a few around to remind us that sanity is better than vanity, well—we'd probably all be stuffed shirts, boring each other to death to the tune of our own vocal chords.

Soviets Start Buying Spree

MOSCOW (AP) — Russian housewives crowded state stores throughout the Soviet Union Wednesday as government-ordered price reductions went into effect on more than 100 different types of food and consumer goods.

At Moscow's central collective market, farmers marked down prices of their fresh vegetables, meat and potatoes. The market prices were not included in the government order but fell in response to the state store changes.

Wandering and Wondering In Europe

by NELSON REED

After a week in Seville, we took off by air for Las Palmas in the Canary Islands, hoping that it would be warm enough there to swim in the Ocean. The Canaries are located in the Atlantic south of Casa Blanca and off the west coast of Africa. Strange as it may sound, the Islands are named for the wild dogs that once lived there not birds, canarius being the same latin root as canine. Historically the Islands are most interesting in one respect. Unlike the coast of North Africa they were never discovered or settled by the Romans. When the Spaniards discovered them centuries after the Romans, the natives of the Canaries still had a stone age civilization. Many traces of it are still found.

Geologically the islands are most interesting, being of a very recent volcanic formation. Everywhere there are great lava beds like those in the MacKenzie Country. Just north of the port of Las Palmas is a great black cinder mountain rising out of the sea. Inland the mountains rise to four thousand feet in some very rugged country, and twenty miles from Las Palmas there is a perfect Crater. The Island of Las Palmas is surprisingly productive. In the rock strewn lava soil along the lower slopes, they grow acres and acres of tomatoes, and miles of banana trees. All by hand labor, the tomatoes are grown on endless trellises of cane and string. In that favorable climate tomatoes and bananas ripen the year round, and unbelievable tons of them are shipped out of the fine harbor of Las Palmas to England and Northern Europe. Strange as it may seem in a country where there is no snow, many springs run out high up on the volcanic mountains. The water is lead down pipes and ditches to irrigate the seemingly endless tomato and banana fields. It would be hard to imagine any more luxurious growth than a field of bananas. You can walk between the trees but you cannot see out nor up. Great bunches of the green fruit hang down from every tree. The cultivation is all done by hand with great heavy hoes, and the plowing by plodding oxen or mules. The foliage trimmed from the banana trees is piled up to rot, and then spread back on the trees as fertilizer.

One day when we were driving up the road, we had a rather startling experience. On the skyline over a rise in the road appeared a man who seemed to be sitting all by himself way up in the air. We thought at first it must be some tricky mirage. As we got closer we discovered that it was a man riding a camel. I had forgot how doggone tall a camel was. As he passed, we were reminded of the size of a camels feet. No wonder they can walk across the desert sands. Those feet would sure be handy in a duck marsh.

(Continued Tomorrow)

School Row Opens Again

By PAUL W. HARVEY JR.

SALEM (AP)—A repeat performance, with the same cast of characters as in the 1951 Legislature and the 1952 election campaign, opened Tuesday night with the start of a new quarrel over school district reorganization.

The Legislative Education Committees heard arguments over the new school reorganization bill, which replaces the one passed by the 1951 Legislature but defeated in a referendum at last November's general election.

This new bill provides for election of county committees to plan new consolidations of districts, and each new district would be created by majority vote of the entire district.

This might force some small districts into consolidations, and that's why the state Grange and little districts oppose the bill. The same election provision was in the 1951 act.

Now, any district retains the right to stay out of a proposed consolidation.

Meanwhile, the Legislature disposed of a tough issue when the Senate voted 18 to 12 against the bill to extend unemployment insurance to employers of fewer than four persons.

The opponents voted against it mainly because it would handicap small employers, while supporters contended that an employe of a little business is just an entitled to protection as a worker in a large business.

The Senate Agriculture Committee, at the request of the dairy industry and State Board of Agriculture, voted to introduce a bill to give the state milk administration full authority to deny milk dealer licenses in a sales area that the administration thinks is already served adequately.

The bill is the result of last week's state Supreme Court decision that held that Safeway Stores could sell its Portland - processed milk in Salem.

The milk administration said that, as a result of the decision, it already has received a dozen requests from producers to be allowed to enter new markets.

Unless the bill is passed, Milk Administration Attorney Samuel B. Weinstein told the committee, the milk administration would be powerless to keep the milk industry stabilized.

At the school reorganization hearing, the Oregon Education Association, League of Women Voters, and Congress of Parents and Teachers, all argued that the bill would save money and improve education.

But Ben Buisman, editor of the Oregon Grange Bulletin, said that while the Grange wants reorganization, it objects to the bill because it "forces little districts into consolidations."

Mrs. Sarah Knox, Portland, League of Women Voters, said the bill "is an intelligent, farsighted job."

Sam Dawso

By STEVEN V. BE
(For Sam Dawson)

NEW YORK (AP) — How'
ness? According to the lea
it's not bad at all.

This is the annual meeti
son, when anywhere from a
ful to several thousand sto
ers gather to hear their c
officers report on last yea
sults and make a predic
two about the current year
look.

And this year, the prepo
number of board chairme
presidents report good re
the first quarter and expre
siderable optimism about
of the year. Some firms, of
are finding business slow
same and a few others say
ly that it's not what it w
year.

The cheerful reports com
a wide range of industries
instance, last year's pro
that steel would be in over
sometime in 1953 aren't bei
the Armco Steel Corp. Pre
man told the annual stock
meeting that all signs point
high production year, with
output about equal to that
year in history.

The chemical industry,
was heading into leaner tim
about a year ago, is talki
brighter tones. Hercules
Co. notes that the present
in orders is upward, and
Chemical Works reports Jun
sales and earnings in the
quarter will be up from a
ago.

The heavy machinery c
nies, who've had good tim
some years, are pleased wh
they see in 1953's crystal ball
Worthington Corp. says sa
and earnings should be bette
in 1952 and mentions a
big enough to insure co
operations for the year.

Last year was rough on
packers, but pork put a
November is about four c
pound higher now. Such ha
gains and a better all -
picture appear to forecast
times in 1953. Wilson & Co.
reporting earnings for the
quarter ahead of the Jan
a year ago.

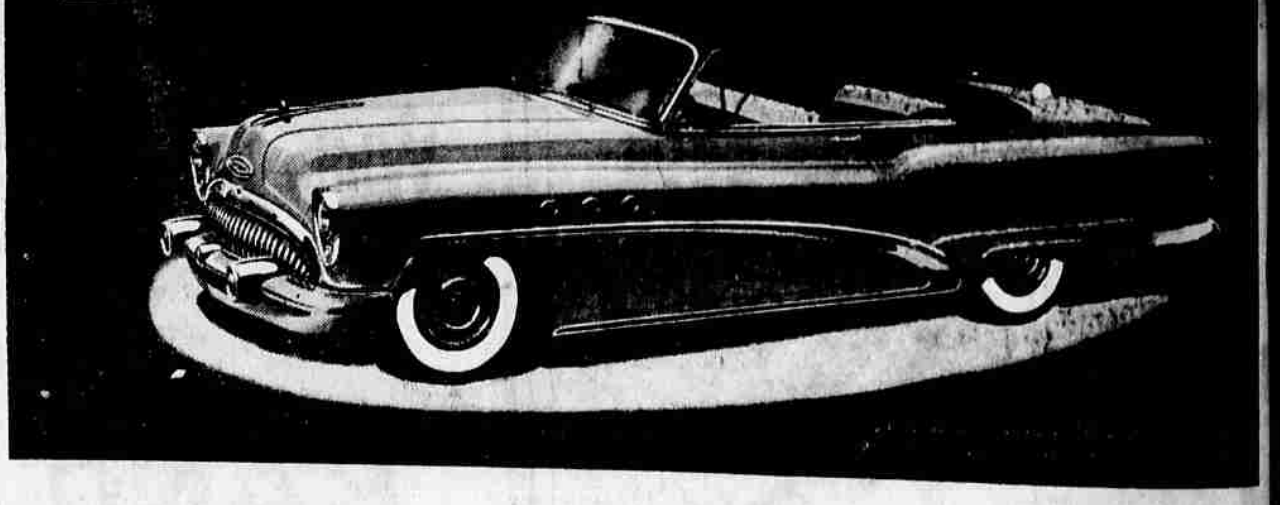
EXPLOSION

ANDRIA, Italy (AP) — A
loaded with containers of
gas collided with a suburba
near this Southern Italy
Tuesday, exploding the c
and killing one person.

Trim Trod Polly Debs

3.95
always a hit with the Miss
VAN ORMAN
527 MAIN

EASTER SUNRISE SERVICE
Shasta Drive-In Theater
6:30 Easter Morning

Look what's here
and priced for Action!


IT'S back again—big, bold and beautiful—the Buick Convertible in the budget-priced SPECIAL Series.

And do you know what that means?

It means a barrel of fine fun for a lot of people who have their hearts set on a sleek Buick Convertible—and their eyes on the price they pay.

For this beauty delivers for just a few dollars more than the Convertible models of the so-called "low-priced three" but what a giant of a difference from there on in!

Here you get Buick power—from a walloping big Fireball 8 Engine now raised to the highest horsepower and compression ratio in Buick SPECIAL history.

Here you get the famed Buick Million Dollar Ride—now made even gentler by softer-acting coil springs on all four wheels.

Here you get Buick room, Buick comfort, Buick style, Buick structure—plus a wonderfully easy handling that far lighter cars would envy.

And here, if you wish, you can have Twin-Turbine Dynaflow Drive* with its jet-like getaway and infinite smoothness—and Power Steering* to make parking and traffic maneuvers still easier.

This could be for you—this dream car with the down-to-earth price tag. Why not come in to see us and find out?

*Standard on Roadmaster, optional at extra cost on other Series.

Television treat—the BUICK CIRCUS HOUR—every fourth Tuesday

THE GREATEST BUICK IN 50 GREAT YEARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

1330 Main

H. E. HAUGER
30 Years Your Buick Dealer

Phone