

Herald and News

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BILLBOARD

By BILL JENKINS
My agent over in Easy Valley, Oregon, Collins, has succeeded in digging up the bones of the old and much abused "Swamp Angel" piece that was so popular many years ago when large portions of Oregon were being strangled by so ambitious and imaginative men under the swamp lands act. Just for the record and for the pleasure of both old-timers and newcomers, we reprint the old theme.

SWAMP-ANGEL
Now, do you know that swamp-angel, Hen Owen?
Oh yes, I can see by your smile
You've encountered somewhere in your rambling
That immortal colossus of Gode.

From Shasta to Snake river northward,
From Nevada due west to the sea,
He is King of the Saints, I can tell you,
And no one is greater than he.

The flies lighting on him are clever
To barely escape with their necks,
And send him, by mail, ever after,
Their compliments and their respects.

In the lobby of each legislator,
As his back as remembrance extends,
He has looked and, like a father,
Whose household for ever contends.

With most of his thoughts on his swamp-lands,
And the maze of the bog in his glance,
He appeared to their noble emotions,
By the wear on the seat of his pants.

This gubber from gobbleville,
Owen,
Englobed the governor and court,
Embossed the National agent
Sent out to look after his sport.

He englobed the good secretaries,
And the doubly commissioners all,
Till Shackelford came, then his gobble,
Had somehow exhausted its wall.

"Shack" wouldn't be gobbled,
That's certain,
So the veil from the business was rent.

BRUCE BLOSSAT

French Indo-China is composed of three states—Viet Nam, Laos and Cambodia. Viet Nam is in the north and along the east and south coasts, has 22,500,000 of the 70,000,000 Indo-Chinese people and 122,000 of the 286,000 square miles. Thus far the Indo-Chinese have been concentrated in the northern part of Viet Nam.

But now the battle has entered a new phase. Rebel Viet Minh troops, supplied by the Russians and Red Chinese, have moved into neighboring Laos to the south and west. Unless this drive can be crushed, a new crisis—possibly the worst of the war—will confront the French and the free world concerned with keeping Indo-China out of Communist hands.

Economically, Laos is a minor importance. Its population is not much more than a million, and it is covered with mountains and plateaus. But strategically it could be of great significance both for Indo-China and for all Southeast Asia.

A glance at the map shows that the western border of Laos is the Mekong River, across the river for most of its length is tiny Thailand, independent, seldom visited in the past, but about enough to send combat units to fight with the UN in Korea. For a small stretch up north, Burma is at the Laos border.

Should the rebel Communists overrun Laos to the Mekong, Red pressures upon the free areas of Asia would be multiplied many times. A threat that for a long time has been distant would suddenly become close and immediate.

This danger to the rest of South-east Asia has existed all along. It is the reason the fighting in Indo-China has been regarded as so vital to Asia's freedom.

Neither Thailand nor Burma are basically strong, nor are they backed up by close ties with any single European power like the French. They would be hard put to hold out against a Red horde that had successfully knifed across Indo-China after seven years of trying.

A further peril in the Laos campaign is the prospect that Viet Minh forces may turn eastward, slash to the coast and thus cut the Vietnamese lands in two. This plus a push to the west would be a large degree render meaningless the continued defense of northern Indo-China in the populous Hanoi region.

Under such circumstances, a Red drive down the peninsula into Cambodia and toward centers like Saigon might develop, and might be extremely hard to stop.

Obviously, the fate of Indo-China and perhaps much more hangs in the balance of this new campaign. Successful resistance to it might on the other hand mean a clear way for their final defeat. A French collapse would open the floodgates.

The West should take alarm. While the Kremlin talks of peace, its puppets in Asia are putting dangerous new vigor into their drive to conquer the world's biggest continent. It was not something to stand idly by and watch happen.

They'll Do It Every Time

By Jimmy Hatlo



CAUGHT IN THE ROUNDS

By DEL ADDISON

RETAIL MEMO

More drug store chains adopted self service methods last year than in all previous years combined, reports Chain Store Age. The change-over from service to self-service is being made with "breath-taking speed," it says. Some other trends noted: 1. Chains tend toward larger self-service units. 2. New units are emphasizing their professional departments. 3. High-gross lines are being stressed via more prominent space. 4. In some areas, a drug store-supermarket wedding was consummated—every to the extent of both outlets sharing a common lobby entrance or connecting arcade.

Klamath drug stores, locally owned and otherwise, may not be following this exact pattern, but they certainly are keeping a step ahead of the times. Right down the line you find improvement and enlargement.

The Star Drug Store is just completing a thorough building remodeling job. Suburban Drug is in the process of a big expansion. Walgreen has become the locally owned McConkey Drug, a Walgreen agency. Forms are going up for a big Fawcett enlargement. Chirring is just putting the final finishing touches to an expansion and dramatic pre-circulation department—in the front-window move.

Klamath Falls' success as a business community in recent years has hinged largely on the investment in liner, more complete, larger stores—which bring more customers from farther away. This is not the easy way to keep business healthy, like living in the boom conditions of some of our neighboring towns, but it certainly is the sounder, more lasting way of doing it.

Our congratulations then go to our drug stores at this time for carrying the ball in the bigger-and-better Klamath Falls movement.

We advertising people sometimes ask "where are your customers?" The older customer—in this age of more folks living longer and making more money—is unfortunately the forgotten man or woman in some stores. Actually they are a force to be reckoned with.

The families in which the head of the house is over 65 years of age don't run heavily to the higher income brackets, but 41 percent of them are found in the important \$1050 to \$3000 annual income group.

The middle-age breadwinners, 45 to 65, are evenly divided, with 31 percent earning \$1500 to \$3000 and 31 between \$3000 and \$5000. The biggest group of the youngsters (under 45) are in the \$3000 to \$5000 bracket with 37 percent.

Where are your customers? was asked a group of Herb advertisers Tuesday morning by Rex Bradi, who is the retail advertising

expert for the Pacific Coast newspaper. He stepped over long enough to tell a story of customer buying habits.

The "when" assumed more importance than "where" in what he had to say. Like this: Profits in retailing depend upon having all of the most wanted merchandise—when it's wanted, and advertising all of it when it is wanted. The key to good timing is customer buying patterns, which repeat themselves year after year.

For the retailer, it summers down to the old axiom of making his wares the sun shine.

For the customer, it would be reassuring to know a little about all the effort and trouble that is taken to have the things that you want ready for you when you want them.

Cost-of-living MEMO
The Dun and Bradstreet Daily Wholesale Commodity Price Index of 33 basic commodities was 37.77 on Thursday, April 23, against 37.68 the week before the week's Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general, rose three cents last week to 38.38. This was 1.1 percent over the corresponding level of last year.

Lion Loose, No One Hurt

BENTON, Ark., April 28.—A lion roamed for 30 minutes among 2,500 spectators when wind tore down a circus tent during an animal act here last night.

Eight persons were injured by the falling tent, but none by the lion, Sheriff Pat Berry said. The lion was one of eight entering the main arena of the Diano Bros. Circus through a wooden passageway from a truck when the tent began to sway. Seven of the animals scampered back to the vehicle, but the eighth bounded to freedom among the crowd.

As the canvas whipped to the ground, spectators flung aside purses, coats and hats and crawled over fallen bleachers and poles to escape the tent and the lion.

Sheriff Berry said the animal was lashed "between 30 and 40 minutes" later and dragged to the truck without harming anyone.

REQUEST
WASHINGTON 28.—The Federal Communications Commission Tuesday was asked by Portland radio station KPAM for permission to operate at any time instead of only during daytime hours as at present.

Sam Dawson

NEW YORK 28.—The British are all alarmed up because they fear the United States is planning a last one in the race of British and American plane makers to capture the potentially rich American market for jet airplanes.

Immediately at stake is 21 million dollars, which the British hope to get from Pan American World Airways for 10 jets.

A protest is being aired in the House of Commons today over the U. S. Civil Aeronautics Administration's holding up of airworthiness certificates for British-made jet airplanes. The British contend that the idea is to let American plane makers catch up in the race, in which the British are now far ahead.

CAA officials, however, say many problems of safety, noise, and airport construction must yet be solved before jet planes can be certified for civil use.

American plane makers say they'll have jet transports in the air next year and ready for sale by 1946 or 1947.

Pan AM, meantime, has ordered three ocean-crossing Comet II's from the British De Havilland Corp. for delivery in 1946, with an option to buy seven more. The British fear Pan AM may cancel the order, or to let American plane makers catch up in the race, in which the British are now far ahead.

Boeing's president, William M. Allen, says his firm will have a prototype jet transport flying in 1944. Its three-way design is for use as a military cargo transport, or as a tanker for refueling other jets in combat, or to be fitted out as a commercial airliner.

Douglas' president, Donald W. Douglas, says, "We are going ahead with production of a jet airliner." Airline sources expect the Douglas jet to be ready about 1937. Lockheed Aircraft also has jet plans well along.

So far Pan AM is the only American air carrier to order jets—getting ready for the competition on the day the British Overseas Airways starts using jets across the Atlantic. Other U. S. air carriers say they are waiting till the jets prove themselves.

Three-Car Wreck Fatal For One

EUGENE 28.—A three-car traffic accident here Tuesday caused fatal injuries to Glenn Wilson, 61, of Springfield, Ore., a sheriff's deputy.

State police said he was a passenger in a car operated by Carl T. Velman of Eugene. Velman charged minor injuries.

Charles A. Mack of Eugene was driver of one of the other cars, police said. They sought the third driver, who disappeared after the accident.

LOAN
WASHINGTON 28.—The Lane County Electric Cooperative of Eugene, Ore., Tuesday was granted a \$560,000 loan by the Rural Electrification Administration.

JAMES MARLOW

WASHINGTON 28.—How can a woman working in the Children's Bureau be a security risk? Or a man in the Fish and Wildlife Service? Both seem pretty far removed from anything that could hurt national security.

But President Eisenhower's new security program covers every government worker in every agency. It is far from a complete blueprint, as it stands, for getting rid of government employees who are considered security risks.

Details will have to be worked out. Some flaws may show up as it goes along, because Eisenhower did not lay down the same rigid rules for all agencies. He left much of the rulemaking up to them.

So the test of what is a security risk in the Children's Bureau may not be the same as a test in an agency like the State or Defense Department, where a man who talked or drank too much might do national damage.

Yet, Eisenhower said he wants uniformity in this program in order to treat all employees fairly and equally.

He has ordered the Civil Service Commission to oversee the program in order to get uniformity. But because of the varied nature of the agencies and their work, uniformity will hardly be achieved overnight.

At the very beginning of his new order, Eisenhower said, "Whereas the interests of the national security require that all persons employed in the departments and agencies of the government shall be reliable, trustworthy, of good conduct and character, and of complete unsavory loyalty to the U. S.:

establish rules by which a man can be judged 'reliable.' That is a word which may need some precise definition.

Eisenhower must stand ultimate responsibility for the success or failure of this program although it was prepared in the Justice Department.

This is usual practice for any president since with all his problems, he can't possibly be expert himself on every one of them but must rely on subordinates.

One thing seems clear that a number of government employees who could not be proved disloyal can, under the wide scope of this order, be fired as security risks.

It is assumed that all those now in sensitive jobs have been fully investigated. The files of everyone of them now will be examined again to see whether, although their loyalty may be unquestioned, they could be considered security risks.

Under this order a government employee who holds his job through competitive civil service examination must be given a hearing by a board created by his own agency if he's challenged as a security risk and if he has been in the government more than a year.

If he got his job through competitive examination but has been with the government less than a year, he can be fired on security grounds without a hearing.

What about a man who got his job through appointment? If he has had it less than a year he can be asked as a security risk without a hearing. That is, if he is not a veteran. If he's a veteran it's not clear at this time whether he will get a hearing.

If he's an appointed man and has been over a year, it's still an unsettled question whether he can be fired outright as a security risk without a hearing.

HAL BOYLE

NEW YORK 28.—The great landmarks of our lives are rarely announced by the blowing of bugles.

We are made aware of change within ourselves by some odd moment of self-discovery, and are surprised to learn that we are not what once we were.

Thus, a woman awakens one fine morning, yawns, and thinks her day will begin as usual. Then she finds that no power on earth is any longer able to pour or pull her into a size 12 dress. Or, perhaps, she is idly plucking her eyebrow and sees shimmering in the mirror, a dancing thread of silver—her very first gray hair.

Her world has changed in an instant. It will never be the same again.

I had one of these shattering moments of self-revelation the other day. I was sitting at my desk typing out notes for a speech on the love habits of the porcupine when a copy boy came up and said:

"We're getting up an office softball team. What position do you want to play?"

"I don't want to play any," I said, without thinking. The copy boy walked away last, looking relieved. After all, he was trying to put together a winning team.

But I was held by long, long thoughts. In a single spontaneous thoughtless sentence I had terminated my career as an office athlete. And that dates a fellow as much as if he were a container of milk, with the day of the week stamped on him.

Millions of Americans with one foot in middle-age keep their other foot in youth by indulging in office athletics.

Their breaking bones and aching muscles may cry, "Bony, you are growing older." But bones and muscles are protesting liars as long as a man's heart still sends him gallantly putting up to fight a bum.

It is only when he suddenly discovers he doesn't want to volunteer for the team at all that age descends upon him all at once, and he feels like the one hoos boy.

Softball has given me wonderful fun through the years. I set no records in the game, although there was one year my batting average rivaled Babe Ruth's.

(Editor's note: That was the year Ruth quit.)

Loyalty to the office team can cost a man a lot, as any married

The Doctor Says

By EDWIN P. JORDAN, M.D.
Leukemia is a disease that has been known for more than a hundred years ago. The blood does not flow in leukemia, but it does flow in "whiteness" about which the normal red cells and addition of large numbers of white cells which are in leukemia. In many forms of leukemia the number of white cells rises to 30,000 or 40,000. In the rapid or acute cases, the number of white cells becomes overwhelmed by the abnormal white cells. In cases where the disease develops slowly, there is likely to be from the quins or into the cases, enlargement of the lymph glands in the armpits, groin and neck. The spleen is usually enlarged. Increasing leukocytosis is another common sign.

The exact diagnosis of leukemia is made by examining blood under the microscope. It is done by taking a small amount of blood and counting the cells. The blood is also spread on a glass slide, stained with special dyes, and examined under a microscope.

It is possible that leukemia is a disease that is not really curable. It may still be considered comparatively rare disease, should be realized, too, that there are several kinds of leukemia. Some are of the chronic type, while others are of the acute type. Whether the condition is acute or chronic is another common sign.

Unfortunately, the cause of leukemia is not known. It is a disease called cancer of the blood, but this is not really correct, since no one is yet entirely sure as to whether it is related to cancer or not. Also, it cannot be cured by surgery as many cancers are.

Victims of leukemia, particularly those with chronic variety, can be helped temporarily by blood transfusions. Treatments over the spleen, certain kinds of x-ray treatments taken by mouth. Other treatments, including ACTH and some, are being studied. The treatment of any kind is still from satisfactory.

"Do you realize," she asked, "that you are probably the man in history heartless enough to desert his wife on her morning in Paris just to play old softball game? I still believe it."

"And I know what she will when I tell her I have retired the game."

"Rover, as far as I am concerned you can go right on playing until you break all the bones in your silly head. A girl can have her first morning in a once, and you made me spend alone."

Don't Miss The Wonderful Values On Children's Shoes And Clothing On LEON'S TOTS-TO-TEENS 519 Main (Next to Leon's) Month - Ender



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