

Herald and News

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Entered as second class matter at the post office of Klamath Falls, Ore., on August 20, 1908 under act of Congress, March 8, 1879.

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SUBSCRIPTION RATES

MAIL	BY CARRIER
1 month \$ 1.35	1 month \$ 1.25
6 months \$ 6.80	6 months \$ 6.10
1 year \$11.00	1 year \$10.20

BILLBOARD

By BILL JENKINS
The good old day?
Wally Larkin, widely traveled representative for George Hillis, sent me down a 1938 menu from the Rainbow Cafe in Bieber, California. Sure brings back memories.

Items like "prime sliced steak" for the paltry sum of sixty cents. Not to mention a bar pork sandwich for thirty-five cents and roast salmon of beef and brown gravy for four bits.

Sausages and applesauce ran for forty-five cents and plain, cheese, green pepper and ham omelette were the same.

And, ah nostalgic memories of the dear dead days beyond recall, bottle beer was fifteen cents and draft a dime.

And with any of the foregoing you got a bowl of many bean soup.

And we talk about good times now. Ha!

A May release from the Oregon State Game Commission tells us that a total of 77,639 ducks, does and fawns were killed in Oregon during the 1937 season for a new record. About 20,000 more than the 1931 slaughter season.

188,000 hunters got into the act, with 44 percent of 'em bringing home the meal. In 1931 only 35 percent of the hunters were successful. There were 3,139 fewer ducks killed in 1932 than in 1931, which just goes to prove that a lot

of people either preferred doe areas or couldn't get a square shot at something with a rack.

The biggest kink of antelope deer does were marked up in Klamath, Lake, Harney and Grant counties.

Maybe someday the state will get around to enacting a one deer law and get rid of all this nonsense about special seasons.

The Duckological justification of Duck Unlimited, comes through and tells us that the northward migration of waterfowl is good, that it is more impressive in some nesting areas than last year, and that the outlook for the '38 gunning season is apparently bright.

Migrating birds were interrupted in early April when their spring weather, even as ducks, was broken up by snow, ice and freezing conditions. The mating and nesting birds regrouped wherever they could find open water and waited it out until April 19th when the weather broke and they were able to continue back their nuptial flights and the trek toward breeding grounds.

Let's hope we get a good season. And perhaps, if it's not too much to ask, that we can get in some shooting while the birds are in the Klamath Basin and not down feeling around in the valley of the Sacramento.

CAUGHT IN THE ROUNDS

By DEB ADDISON
RETAIL MEMO:
From all current indications at New York's Popular Shoe Show, mulefoot will have less trouble with crumpled toes this coming season.

Merchants are buying styles featuring 3 1/2 to 4 1/2 inch leathers and more flexible soles, according to Footwear News. Colorwise, medium tones of brown were registering gains over last season, with black still retaining a good lead on first place. Moccasins, presented in a wide variety of constructions and treatments, were emphasized. In dressy flats, black suede is out in front. Slippers are selling well where they are designed as hostess types rather than traditional bedroom styles.

The hope is that men are supposed to look dressed up in their summer wear. Sports jackets in plaids, stripes, checks and similar patterns are predicted to make a hit with the gent this summer, according to a survey by the National Association of Retail Clothiers and Furriers.

About 54 per cent of merchants queried say sales will be good, 35 per cent said fair, and only 11 per cent, poor. Walking shorts are also expected to be popular, according to 54 per cent of the store men.

Wow! Walking shorts yet. Well go along with swimming shorts which may even go double as grass-cutting shorts and maybe even tennis-playing shorts against the humble sets. But walking shorts?

We'll wager there will be more pairs of walking blue jeans on the block of Main Street on any summer day you choose than there'll be walking shorts in the whole Basin.

We nearly painted—and any other potential father of the bride would do likewise—to read that the total wedding sales potential, at median prices, is \$4,990,135.

Take a deep breath, Pop. That includes such items as home furnishings, at \$1829,00, which the

father of the bride is not supposed to pumple up for. Or is he?

Other data is that the average bride receives 50 to 100 gifts and strongest selling price at \$10, \$15, and \$25; next month is perennially the most active wedding month recording 11.6 per cent of the year's \$100's; current marriage rate is estimated at 10 per 1,000 population.

It was our pleasure to listen to a Mr. A. C. Peck the other day. He is Vancouver, B. C., sales promotion manager of the world's oldest commercial organization, The Hudson's Bay Company.

For your information, The Hudson's Bay Company sells many things in addition to blankets and Scotch Whiskey—many more than you could ever imagine. It's the world's oldest commercial firm, and it's one of the largest.

After listening to Mr. Peck the conjecture arose that Hudson's Bay grew old, and large, by keeping things simple and straight. There are just seven kinds of customers, he said, and this is the way he described them.

1. The fashion plate—this woman is interested in clothes.
2. The slave—this woman stays at home; she's interested in keeping house.
3. The mother—no explanation necessary.
4. The fashion plate again—this man, that's right, man, is interested in clothes.
5. The trader—this woman or man (better say woman and man) has the nesting instinct; it's interested in building up a home.
6. The leisure class—this includes every wage slave who is interested in gardening, needlepoint, fishing or golf.
7. The immature—this includes all the teenagers who are just getting interested in buying things in their own right (and who think they are quite mature).

Can you name any others?

COST OF LIVING MEMO:
The Dan & Bradstreet Daily Wholesale Commodity Price Index of 36 basic commodities was 277.89 on Thursday, May 7, against 278.41 a week before.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, rose one cent this week to 95.43. This is 1.1 per cent above the corresponding level of last year.

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DODGE TRUCKS

They'll Do It Every Time
By Jimmy Hatlo



TEN AFTER TEN, AND HE'S JUST GOING TO WORK? WHAT IS HE—A BANKER OR A BURLAR?

HE GETS HOME AT ALL HOURS, TOO. HE MUST BE A NIGHT WATCHMAN OR THE GUY THAT RUNS THEM LATE MOVIES ON TV...

ANY HUSBAND SAW HIM FEEDING THE PIGEONS IN THE PARK—I THINK THE SKEE CASE IS TO LOOK LIKE HE'S WORKING—HE CARRIES HIS LUNCH IN IT...

THE WAY HE TILTS GOING UP THE STAIRS NIGHTS, HE MUST HAVE SOMETHING TO DO WITH PINBALL MACHINES...

TRYING TO FIGURE OUT WHAT THE NEW NEIGHBOR DOES FOR HIS PORK AND BEANS...

THAT AND A DOZ OF THE AUTO REPAIRS, GETTA AMERICAN, WASHINGTON, D.C.

Along Nature's Trail
By Ken McLeod

For many years the people of North America have discussed and worked on projects for the protection of Nature. More often we speak of this subject as "the problems of Nature are world wide we have little knowledge of the problems faced by other countries. This lack of facts of the outside world is not due to there being a lack of action but is caused by the lack of a proper organization for the exchange of information upon a world wide basis.

This shortage of fact upon a global basis is being met by an international organization which deals with problems of Nature around the world. The organization is called the "International Union for the Protection of Nature" but more commonly noted as IUPN. Membership in the Union is composed of organizations interested in the conservation of natural resources or to any State agency with like interest.

Bernard of Sotwey and is president of the organization which has its headquarters in Brussels, Belgium. The United States is represented in the organization by Harold J. Coolidge, vice-president, and Ira N. Gabrielson, executive board member.

From IUPN we obtain information of what is going on in the world of conservation outside North America, for instance—A news item from Uganda tells us that the rare White Rhinoceros, once believed to be on the verge of extinction appears to be on the increase and at least 300 of the animals are now known to be in existence, elephants likewise are increasing in the area.

Another Uganda item tells us that twelve gorillas had been counted and it is now thought that a large number of these anthropoids live in the great Kayenz forest. The Uganda item that is most interesting is one regarding the increase of the lion population which is looked upon with favor by local farmers in those areas where the fight against the tsetse fly has diminished the small animals, the lions have substituted wild pig as a staple of their diet and the pig is the greatest menace to farm crops and livestock.

From IUPN we learn that conservationists in Switzerland have won a long fight to obtain protection for the otter. In Switzerland, fishermen accused the otter as being a menace to fishing and those who preyed the otter for its fur had practically exterminated the animal in Swiss territory, the protection hope the new law has not come too late. The same decree also provides full protection for several interesting species of birds throughout Switzerland, the Royal Eagle and the Pilgrim and Hobby Falcons.

In Iceland we find that Mink have become a menace to wildlife. During the past 25 years,

JAMES MARLOW

WASHINGTON (AP)—Now you see it, now you don't. The balanced budget. At the moment there's a little confusion. No one has contributed to it more than Secretary of the Treasury Humphrey.

Around Washington Humphrey is credited with being one of the smartest and smoothest members of President Eisenhower's Cabinet. Last Friday he went before the Senate Foreign Relations Committee.

Later the committee chairman, Sen. Wm. Wisconsin Republican, told newsmen Humphrey had informed the committee.

"Although I am distressed that we cannot balance the budget this year, I do not believe it should be balanced. The risks that would involve our security would simply be too great."

And Wiley quoted Humphrey further:

"There is no prospect at all for anything but an increase in the national debt at the present moment. We have not been able to make the reductions I personally hoped to make" and "the legal limit on the size of the national debt may have to be increased."

The reason for Humphrey's "distress" in giving such views was obvious enough. The entire Eisenhower administration is self-conscious about the problem of balancing the budget, which might mean a tax cut for everyone.

During the campaign the Republicans made it a main issue, condemning what they called the Truman administration's wasteful spending. They promised economy if they got in and talked of balancing the budget.

And they have tried hard during the almost four months in office to find ways of reducing government expenses to the point where they did not exceed government income, thus achieving the budget balance.

The day after Humphrey's statement, Sen. Taft of Ohio, the Republican Senate leader, said he was "very much disappointed" with the spending outlook for fiscal 1954, starting July 1.

He predicted Eisenhower's first budget year will show a deficit of 9 to 11 billion dollars "unless changes are made."

But if Humphrey was "disappointed" and Taft "disappointed" by the outlook for fiscal 1954, at least one Republican was made happy by Humphrey's quoted views.

This was Rep. Daniel A. Reed, New York Republican and chairman of the House Ways and Means Committee, which handles the problems of boosting and cutting taxes.

For months Reed has been anxious to cut taxes but the Eisenhower administration tried to hold him back until it had a chance to see how much spending it could cut.

It knew that a tax cut—meaning less government revenue—before spending could be reduced to match income, would leave the country not only with an unbalanced budget but perhaps an even bigger deficit.

"I am amazed," said Reed, "to see the white flag run up downtown. They seem to be surrendering to the spenders. They'll never balance the budget until they remove the shackles from business by reducing taxes."

And then yesterday Secretary Humphrey, so gloomy last Friday suddenly became optimistic although nothing has happened publicly to account for the change in mood.

He told reporters the government hopes to get out of red-ink spending by the middle of 1954.

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Hal Boyle

KANSAS CITY is — Notes on a Midwest visit.

As the great Middle West goes, so generally goes the nation — in terms of prosperity.

And a returning native son sees no signs of anemia in the pulsating heart of America. There is a sturdy air of satisfaction with the present, of solid confidence in what the immediate future will bring.

The political hates and hysteria engendered by the election last fall have died down. Many Democrats and Republicans alike—who voted for a new administration in the summer belief it was "time for a change" did so worriedly. The fear this would bring a vast depression knocked secretly at many hearts.

Now that the dust raised by the new broom in the White House has begun to settle a bit there is a feeling of general relief, a belief that the relatively prosperous pattern of American life will go on.

Here are typical reactions:

A Democrat: "I've passed no political miracles, and the country still faces the same problems. He is still highly popular, but among people who thought otherwise are beginning to suspect now that everybody in the Truman administration wasn't a villain."

A Republican: "The people are behind President Eisenhower more than ever. They like the common-sense way he has gone about his job."

Both Republicans and Democrats like the President's firm position toward Russia. The release of ailing American prisoners of war has stirred a new interest in Korea, but the "let's win or get out" advocates are less vocal.

Most Midwesterners are simply frankly puzzled about the whole Korean situation, more willing now to adopt a "wait-and-see" attitude. They have a faith President Eisenhower will find the best possible solution, and prefer to follow him rather than take sides with his quarreling generals.

Our Midwesterner's day commences with the present times. "There certainly is no great fear of a depression among employees—or else they all wouldn't be asking for more money."

"Everybody wants to live as good as the boss goes. And most of them do eat as well. Every working man now still is eating three good meals a day—except those who feel they are well enough off to afford to go on a diet."

A successful self-made businessman had this to say on the possibility of a recession:

"There are still too many 'boom businessmen.' Everybody who could get into business today still is in business. On a rising market you can make mistakes and still make money."

"But the boom is leveling off. Competition is increasing, and you can't afford to make any more mistakes. Profits are getting smaller in terms of your dollar volume of sales."

Nursery Inspector Now In Eight-County Oregon Area

This area now has its first year-around resident nursery inspector with assignment of James H. Roaf to this field, effective immediately, according to announcement from the state department of agriculture, which administers the nursery law and in any new pests in connection with the department's plant pest and disease survey program. No change is contemplated in the present methods of having terminal inspection of plants coming into the area via common carriers.

Roaf, a graduate of Oregon State College with major studies in entomology, is married.

our belief free from damage to pests and diseases."

Also, he will be interested in licensing provisions of the nursery law and in any new pests in connection with the department's plant pest and disease survey program. No change is contemplated in the present methods of having terminal inspection of plants coming into the area via common carriers.

For nearly nine years he has worked out of Portland for the department's division of plant industry, which administers the nursery law. In that time he has handled bulb, floral and nursery inspections in the northern tier of counties.

E. I. Peterson, director of agriculture, says there are about 400 licensed growers and dealers of bulb, floral and nursery stock in this territory. It will be some time before Roaf contacts the entire list, but as time permits he will visit each licensee.

What does his work here entail? Fundamentally, it is to help growers keep out of trouble relating to plant pest and diseases, which means cooperation with them to be sure that the state nursery shipping permits live up to the claim that "this stock is to the best of our belief free from damage to pests and diseases."

Also, he will be interested in licensing provisions of the nursery law and in any new pests in connection with the department's plant pest and disease survey program. No change is contemplated in the present methods of having terminal inspection of plants coming into the area via common carriers.

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