

Herald and News

FRANK JENKINS

BILL JENKINS

Managing Editor

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BILLBOARD

By BILL JENKINS

Deb Addison and I were standing around talking it over Sunday and decided that there is nothing that will change the country's outlook so fast as a day or two of warm, sunny, pleasant weather. As it happened over Sunday you saw it in the people who turned out in droves to drive the county and look over the scenery; the boating enthusiasts who kept the lake filled with motor boats, cruisers and sail boats; the horse set who turned out by the scores to the lake in the queen trials and the crowds who filled Moore Park, overrunning the picnic benches, using the big stone stoves and loafing on the carefully kept and trimmed lawns.

Now all we need is to have it last for a little while.

Change-in-the-general-scene - except-for-one-thing Dept.: Harvey Wenner who has been running the Signal station on Main street down by the armory has left for greener fields but his sign is still up there. The memory lingers on?

Harvey, like everyone who changes jobs these days, says he's gonna take a vacation before look-

ing from other fields of work. Good fishing, boy.

Dress-up time seems to find everyone with a different idea. But we have done pretty well, as a town, and will do even better come the end of the first week. Dusted of moth balls and ready for another season are the blue jeans, the loud shirts, the flamboyant kerchiefs and the sometimes jaded but usually still jaunty hats. No getting around it, it does something for the town. And the Lions club delegates from Pendleton are falling right into the spirit of things. They turned up in jeans, boots and big hats.

Biggest hat in town? I'll lay odds it'll be that of Fred Heilbroner, the fuel magnate. He's had it for, I guess, many years, despite the efforts of Vern Owens (Cascade Home Furnishings) to either get it away from him or stomp it in the ground. Brown and furry and with a snakeskin band to boot.

Fred is currently up in Seaside where he's taking in the sights at the American Legion state convention.

CAUGHT IN THE ROUNDS

By DEB ADDISON

RETAIL MEMO:

The Klamath Basin's muskrat industry—which is not an industry but which must be figured in either with livestock or wildlife—could take a turn for the better. In the last few years our muskrat pelts have been in a relatively good position in the general supply because the big Louisiana rat producing areas have suffered some kind of a plague. Demand has been off though, on account of the 20 percent federal excise tax on furs and because of the coat industry's attention to mink—and schunk.

Now, a Mr. N. Berman, executive director of the American Fur Merchants Association, advises his industry to pay more attention to promotion of furs, to production of more medium priced furs, and less attention to schunk by the furriers take his advice, Klamath's wildlivestock income will soar.

American males are getting mighty casual, according to figures compiled by "Apparel Arts". For instance, back in 1947, 78 percent of men's shirts produced were dress shirts—only 27 percent were sports shirts. Last year, the ratio did a flip-flop—33 percent were dress and 67 percent were sport.

And that doesn't come from such things as "Dressing Up" for the Roundup. That's year around wear.

TIPS AND TRENDS in the retail news: Foam rubber pillows now account for 80 percent of the headrest market. They're the head that dooms rest of foam.

Sales of toys in June, July and August will hit at least \$150 million in the country, compared with \$120 million for the same 1952 months, according to the Toy Manufacturers of the U.S.A. Federal Reserve figures show that nationally toy sales gains were far ahead of all retail sales during the first quarter of '53. Toys were up 13 percent; total retail was up 3 percent.

In Salt Lake City, the First Security Bank will stay open till eight on Mondays along with stores which are also open that

WAR AND PEACE MEMO:

"There's no need to fear peace," said "Red" Motley, president of Parade Publications, Inc. "Even a cutback of 20 billion dollars in defense appropriations can't be more than made up by increasing consumer spending by 10 percent."

And that means, according to Motley, bigger advertising budgets. "In 1952 retail store advertising represented only 1.4 percent of gross sales. The pre-war figure was nearer 2 percent. Retail sales increased three and three-quarter times between 1939 and 1951, but retail advertising increased only two and three-quarter times."

"This definitely suggests that we can increase advertising expenditures to better our selling, and we are fortunate in being able to do so at lower cost, because the cost of advertising has not increased as much as the cost of consumer goods."

"Our prosperity is founded, not on needs, but on wants — AND these wants have been created through selling in all its varied forms."

COST OF LIVING MEMO:

The Dun & Bradstreet Daily Wholesale Commodity Price Index for 30 basic commodities was 27.11 on Thursday, June 11, against 27.87 a week before.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell two cents last week to \$6.54. This is 1.4 percent above the corresponding level of last year.

BRUCE BLOSSAT

The season of bumper-to-bumper vacation motoring is upon us again; and the harassed man behind the wheel is going to have to listen to his annual summer lecture on safe driving.

Hearing that today's automobiles have a higher safety factor than ever before, and seeing more and more modern, multilane highways coming into being, the poor motorist must be baffled to realize that his problems are no closer to solution.

Yet in many ways they are not. Motor accident and fatality rates are still high generally.

One obvious reason is that, even with all the new highways, the nation's roads today are vastly overcrowded and getting worse. The driver is lucky whose fenders don't show the effects of this abrasive stream of traffic.

It's an old story by now that the highway builders, for lack of

Caterpillars Tie Up Minnesota Highways

MINNEAPOLIS (AP) — Highway sanding crews were called out of summer hibernation last night when hordes of tent caterpillars made highways almost impassable in parts of Northeastern Minnesota.

Thousands upon thousands of caterpillars crawled onto highways, mostly on the crests of hills, piling up as deep as two inches after heavy rains.

A slimy coating formed on the roads as the worms were squashed under the wheels of cars and trucks, making conditions in some spots almost as bad as after a sleet storm.

money and time, aren't keeping up either with the need for new roads or with the necessity for maintaining the old. Meantime, the motorists pour millions of new cars onto the existing inadequate network.

But even where highway engineering is of the finest, as in the New Jersey Turnpike, for instance, there is no assurance that accidents will not be far more numerous than they should.

In the first quarter of 1953, this turnpike's accident rate was 68.0 per 100 million miles of travel. As compared with 48.0 for major New Jersey roads in the same period, and with 114.8 on the turnpike in the parallel 1952 span, this record is excellent.

Still, highway specialists don't look on such a record complacently. For they realize—and their investigations support this—that human failures are responsible for virtually all the mishaps. And the story is probably much the same on other super-thoroughfares like the Pennsylvania Turnpike.

In other words, you really can't hope to engineer complete motorist safety. The unpredictable human element stands in the way. If 50 million drivers have not or will not learn all the fundamental driving skills, and practice them constantly, then accidents in discouraging numbers will go on happening.

The unmanageable volume of traffic multiplies many times the accident possibilities, the occasions when any given motorist is exposed to danger.

If he cannot remain continuously alert, watching far in front of him, to the right and left and to the rear, he is almost certain to encounter trouble. No car, no highway, no engineer can protect him from this necessity to be the final guardian of his own safety.

They'll Do It Every Time

By Jimmy Hatlo

ALL DURING THE BUSINESS JAUNT BIRDBATH COULDN'T WAIT TO GET HOME TO HIS SOOTHING FRAU....



SO—HOW DOES SOOTHING SUSIE GREET HIM? WITH MOANS AND GROANS, GRIPES AND FLIGHTS, YET!



TELLING THE EDITOR

CHILOQUIN—I have been surprised and delighted at the number of farmers and businessmen in this Klamath County who disagree with that scientist who says the atomic explosion does not effect the weather.

Examples: Krakatoa volcano blew up in 1882. It put dust in the air to circle the earth for several years. The scientists said that caused those many little rainstorms on this coast to spoil and discolor hay.

When this atomic blast, 2000 feet in the air, caused dishes to rattle the length of a state away in Klamath Falls, it had more effect than many small volcanic eruptions in the world. Let no bum scientist say different.

C. A. McCullister

much like a wild kitty, and they act like they had been around human beings from the day they were born. We don't know what to do with them, and it is a shame for anything with that much determination to be killed. That old cat is trying to force us to give her and that kittens a home.

Anybody want a nice cat part Persian? and family—just call 7924!

Mrs. A. L. Holliday

KLAMATH FALLS—The 1953 Oregon Legislature, after long and painstaking study, adopted by a substantial majority of both Houses, a Civil Rights bill known as Senate bill 169. The Governor signed it. Normally the law would become effective July 21, ninety days after the legislature adjourned.

This law is entirely fair and reasonable. It does not extend special privileges to any group. It requires only that equal treatment be accorded to all citizens regardless of race, religion or national origin in places of public accommodation. The law is essentially an educational nature.

Oregon was the twenty-first state to pass such a law. Both of our neighboring coast states have Civil Rights laws. California since 1905 and Washington since 1909.

However, strong opposition soon developed. Certain misguided individuals are about to circulate petitions to invoke the referendum against the Civil Rights Law. As a registered voter you will soon be approached and urged to sign the petition. If the petitions should be successfully filed they would have the effect of killing the Civil Rights Law, thereby undermining the very foundation of freedom and equality as laid down in our Constitution, to our everlasting shame.

The Portland Oregonian in an editorial on May 21, 1953, commented as follows, in part, "The name of the group—Civil Freedom Committee—that seeks to kill Oregon's civil rights bill by referendum is a mockery. There is no 'Freedom' in the American sense of the word, that sanctions racial and religious discrimination." And concluded the editorial by saying, "The referendum petitions will require 25,375 valid signatures. We would like to think there are not that many Oregon voters so insensitive to the rights of fellowmen as to want to deny them fair treatment in public places."

There are some well-meaning and patriotic citizens who claim that they are unalterably for equality for all citizens regardless of race, religion or national origin.

but feel that civil rights is a matter of education and not legislation. But, the same may be said of many of our laws. Take, for instance, our traffic laws. Why have them? Just a little education in addition to the instinct of self-preservation and plain common sense should suffice to induce all drivers to drive carefully. Or why laws against shoplifting when even the most elementary education should convince everyone that shoplifting is indecent. Would these people advocate doing away with such laws? The simple truth is that we need both, education and legislation.

Now, it is not my intention to ask you to refuse to sign the petition when approached and asked to do so. The purpose of this letter is to ask you, in fairness to yourself, to familiarize yourself thoroughly with the provisions of the Civil Rights Law as adopted by our legislature and signed by our governor before arriving at a decision. If you do this I shall not be in doubt as to what your action will be.

Sincerely
N. Glesin
121 South Second

For immediate coverage call Hans Nordland Insurance Agency, 2-2515.

JAMES MARLOW

(Editor's Note: This is the first of four stories discussing the Eisenhower administration's new approach to the defense problem—and the Air Force revolt against the cutback in its budget.)

By DON WHITEHEAD
(For James Marlow)

WASHINGTON (AP) — President Eisenhower and his civilian defense chiefs are moving toward a new relationship between economy and spending for the military security of the nation. And the goal is greater economy.

This move has stirred up a brewing dispute, particularly over a five billion dollar cutback in Air Force funds which critics say will weaken the nation against atomic attack by Russia.

But despite the critics, the administration is pushing ahead with a new approach to the defense problem which appears to be guided by these convictions:

1. That Russia is not ready for war and therefore there is time for a critical review of military goals fixed by the Truman administration.

2. That security means not only military strength but also a sound economy that includes a balanced budget.

The administration has tossed into discard a great deal of the thinking that guided the military buildup during the Truman administration. Secretary of Defense Wilson—who has Eisenhower's support as final estimates made by the present Joint Chiefs of Staff on what the size and composition of the U. S. armed forces should be to give this country future security.

He has told senators the new Joint Chiefs soon to take office, and the National Security Council, will review U. S. military needs and strategy and this study will provide the basis for future decisions on military strength.

The Air Force argument underscores administration rejection of the thesis that this country must gear its military buildup toward a "crisis year." This is a turnaround from the planning of the past two years.

The Truman administration had set mid-1954 as the crisis point in free world defense planning. This was the date on which it was estimated Russia would have stockpiled enough atomic bombs for war.

There seem no doubt Secretary

Wilson and others around him view the danger of attack by Russia with less alarm than the nation has become accustomed to—or else they are willing to take a longer risk in the interest of a sounder economy.

Wilson has declared that from the information given to him the Russian Air Force is mainly a defensive force with a bomber arm that does not match American bomber power.

He told senators the Russian Air Force "is much more a defensive Air Force and not an offensive Air Force—that ought to give the American people some encouragement."

Sen. Hill (D-Ala.) wanted to know if Wilson had meant the U. S. also had more of a defensive Air Force than an offensive force. The secretary replied: "Oh, no. We are the people who are building the bombers."

The implication in Wilson's reply seemed to be the Russians have more to fear from our Air Force than we have to fear from Russian air power, a viewpoint not often voiced in these parts.

Last month, Deputy Secretary of Defense Roger M. Kyes said Soviet Russia "needs oil, raw materials, transportation and fabricating facilities before it is in a position to assume risk of sustained war." And while he said the Russians should not be underrated, he added it was significant that Russia "has recently slipped in its potential."

Adding up these statements, it would seem the new Pentagon chiefs have sized up Russia's war making ability and decided the outlook isn't as dark as it had been pictured—therefore the U. S. pace can be slowed down a bit for a new look.

On the economy side, the incoming Joint Chiefs of Staff and National Security Council are certain to have a sympathetic awareness of the administration's goal of a balanced budget and lower taxes when they make their study.

Wilson has said: "The present administration—and I personally subscribe to it—believes that our final security is tied up with a sound economy just as much as it is a certain necessary degree of preparedness."

But the Air Force is rebelling against the administration and the fight is far from ended.

(Tomorrow: Air Force revolt challenges civilian authority at Pentagon.)

Sam Dawson

NEW YORK (AP) — How to ward off a business slump — or lick one if it develops when defense spending cases—is being studied today by many businessmen.

Some are sure they've found good answers — increased advertising, greater output and selling effort, research, new products. Here's a sampling:

"Invest heavily in telling the world about your product through advertising," is urged by Lee Hastings Bristol, President of Bristol Myers Co. He says that gives a company competitive advantage over any rival who tries to retrench. Bristol says his own company did just that during the depressed thirties.

He also plugs hard for "putting educational content into advertising as a public service"—his own firm stresses its dental health claims for an ammoniated chlorophyll toothpaste.

Such advertising by the industry has increased the use of dentifrices 50 per cent since 1945, Bristol says, with population growth playing only a minor part.

An increase in advertising expenditure, with or without a Korean truce, is urged by W. W. Wachtel, president of Calvert Distillers Corp.—a sentiment that should please the members of the Advertising Federation of America, convened today in Cleveland.

Ten years ago advertising equalled three per cent of national income. Ad spending is now about seven billion dollars a year, but three per cent of present national income would be \$1.5 billion dollars. Wachtel counsels businessmen against "timidity and defeatism."

A good word for advertising in America also is being spoken in France, according to Richard L. Blum, Jr., president of Julius Wile Sons, importers of wines and liquors.

Just back from a visit to France, Blum says the success of the cognac people in uniting for a promotion campaign in this country is inspiring other groups in France to unite for advertising campaigns here to try to boost sales of French wines, champagnes and liquors. The supply for export to America, will be ample this year, Blum says, and prices should show little change.

STUDENT MEET

PORTLAND (AP) — A conference of the National Association of Student Councils, attended by 450 student and teacher delegates from throughout the U. S., opened here Monday.

How to make good telephone service even better....



When you're tempted to make one call after another...

...arranging a graduation party, for instance... remember, someone may be trying to call you. So why not give him a chance to get through to you. It's always a good idea to wait a few minutes after each conversation... before going on to the next. That way, people have a better chance to get you... instead of a busy signal.

You'll save time on out of town calls

...if you give the operator the telephone number, rather than just the name and address. This way, the operator won't have to call "Information" to get the number you want... and your call will usually go through twice as fast.



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