

Herald and News

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ALONG NATURE'S TRAIL

by KEN McLEOD

Ever since the gold rush days of our great region which brought into being the ideal of the creation of a great state of Jefferson, people who have diligently searched for gold, have been equally diligent in their search for the fabled Lost Cabin Mine. In this series of stories about Joaquin Miller and Mountain Joe, I have mentioned this famous lost mine. This was the famous lost mine that led the "Louden-Fillmore-McManis" party of Jacksonville to follow a party of Yreka miners into the headwaters of the Rogue and Umpqua Rivers in search of "fabulous" treasure. The search was a failure in finding the cabin, but a treasure they did discover was Crater Lake on June 12, 1852.

This record of the famous cabin is important because it shows how far back in the history of our region, the legend of the Lost Cabin extends. It extends back into a period that is contemporary with Mountain Joe, and if Joe Doblone is as monumental a liar as his story likes to credit him as being, who knows but what the legend stemmed from this fertile source of imagination. The California Guide credits Mountain Joe with the creation of the story that brought miners flocking to the Sacramento River in and about Mount Shasta in the early fifties.

Joaquin Miller likewise credits Mountain Joe with the discovery of the Lost Cabin Mine and of course, with child-like imagination, the young Joaquin likewise must participate in the discovery of the fabled Lost Cabin, though he did not come to the Shasta country until after the story of the famous mine had been well circulated.

The Joaquin story, without a doubt, likewise has added glamour to the story of the Lost Cabin, and has become a part of the great legend and a part of the story of Castle Crags, though actually, Joaquin places the location some distance to the northeast of the Crags at the headwaters of Soda Creek.

In this imaginative account of Joaquin's participation in the discovery of the famous mine he is in company with four of his idealized human characters. Paquita, the Indian maid, the doctor, the Indian boy, the prince and the doctor. I have never been able to place the doctor in this series of imaginative characters for some reason he does not seem to fit unless it was, the prince stood for what was noble and the doctor was a character on the threshold

HAL BOYLE

By SAUL PETT
(For Hal Boyle)

NEW YORK — Out of a clinical curiosity, I went to an "agony" television program recently and everything went according to plan. On the stage there were many boxes of the same detergent and paste-board heads since this is "the original show with a heart" and the soap pays for the heart.

A few minutes before air-time, a cheerful, tall man came out and introduced "the man with the really big heart," who turned out to be Walter Frammer, the show's producer. Frammer, a short man with heavy glasses and a nervous, set smile, introduced the man who had introduced him.

Then Frammer made a little speech which I took to be an answer to recent criticisms of the show on the grounds that it attracts needy people to New York who end up on relief and that it exhibits bad taste in parading human misery in public.

"We're not running a welfare department," Frammer said. "Just a little quiz game, which is basically for entertainment and also some inspiration."

Frammer concluded by telling us he wasn't asking us to applaud but he'd appreciate it if we did when he raised his hands thus and so and, besides, there would be prizes later for those who applauded the most.

As the show got under way, Frammer was very busy, running around checking camera angles, watching the clock, leading applause and several times darting backstage to announce "heartline calls," which presumably come from people watching at home.

The first contestants were Mayor Dominick J. Delucio of Hartford and Lionel Hampton, the band leader. After a few questions, they won \$50 for a girl in Hartford, "who is sick, a very sick one, her weight has gone from 143 to 73."

I also thought it was nice of Warren Hull, the host, to bring out the fact that the mayor owns a restaurant in Hartford, which bears his name, and that Hamp-



CAUGHT IN THE ROUNDS

By DEB ADDISON

LAST WEEK was advertising recognition week. The annual objective of the week was to interpret advertising's place and part in our economy and life, to show what it does in keeping buyers informed, in keeping business moving, and in generally sparking our economy.

Put into a few words, as the theme: Advertising benefits you—it benefits everyone. Here's how:

Advertising saves you money. Because it sells on a mass scale, advertising makes possible mass production, which means lower costs to you. Advertising also tells you where to find bargain buys.

Advertising helps you live better. It introduces you to new products you need. And because it makes business more competitive, advertising stimulates the development of many of these superior products.

Advertising creates jobs. The increased demand for goods that advertising builds, and the mass production that results—leads to mass employment, faster promotions, higher pay levels.

Advertising helps those who serve you. It helps the farmer sell his crops... the manufacturer sell his factory output... the merchant sell his wares... the technician sell his skill. And because, with advertising, all these people sell more, each can afford to sell his goods or services to you for less and still make a reasonable profit.

Yes for all it does, advertising costs little. To advertise big-name-gallon takes less than 1-5 of a cent per gallon. To advertise well known brands of bread costs less per loaf than the wrapper. To advertise America's leading cereals costs less than 3-10 of a cent a package.

If any other form of selling were cheaper or more efficient, no one would advertise.

We said that advertising introduces you to new products. A present example is the new insulated rubber footwear that was developed for the military for below-zero conditions in the polar regions and that has been put on the civilian market within the last year.

This example is used because it's a dramatic one and because it has just been called to our attention as an example of the fact that discrimination and judgement of selection is still the responsibility of the buyer.

You've read about this wonderful cold weather gear—there's a story, "They've Given the Boot to Frolic," in the January "True" magazine. There are different kinds of these boots, that are offered at different prices. They are not all exactly the same ones told about in this "Frolic" experiment.

It's still up to the discrimination of you, the buyer, as to whether you want the best, made of the longest wearing rubber, or less expensive ones made of the usual rubber footwear material.

One of the important things about advertising to you, the buyer, is the matter of choice. American advertising, because of American advertising, has a more complete freedom of choice—selection and discrimination in the things they buy and use—than any people ever had anywhere any time before.

TELLING THE EDITOR

HIGH CAMPAIGN COSTS

Dear Sir:

The current news story that the Republicans are raising \$209,000 in Oregon for the 1954 campaign and that the Republican National Committee has established a \$3,800,000 budget presents serious questions of public policy: (1) Are good citizens of modest financial resources being discouraged from contributing to certain sources? (2) Are key policies of government being controlled by campaign contributors, rather than by the people whom the office-holders are elected to serve? (3) Control of political campaign expenditures in the past has taken the form of: (1) Limitation in the total expenditure and in the amount of an individual contribution, (2) Prohibition of certain types of expenses such as treating, (3) Requirements for public report of contributions and expenditures either before or after the election, or both, (4) Prohibition of contributions from certain sources. It is generally admitted that Oregon's Corrupt Practices Act should be amended to require identification of all contributors and items of expenditure, plus pre-election filing of each candidate's financial report.

A further aspect is the proposal that the government should pay part or all of the expenditures of political parties or their nominees. In 1907, President Theodore Roosevelt proposed to Congress that the Federal Government provide funds for "the proper and legitimate expenses of each of the great national parties." A 1909 Colorado law (Chapter 141) provided that only the state and the candidates should pay the expenses of electing state, district and county officers at general elections, each political party receiving from the state 25 cents for every vote cast in preceding election, the state party chairman distributing one-half of the money to the county party chairmen. Assembly Bill No. 1735 in the 1953 California Legislature provided for the payment of 25 cents to the county chairman of each party for each person registered as a voter, the money so received to be expended only for campaign expenses of party nominees. Both the law and the bill required the filing of detailed reports with the state after the election.

The situation in Oregon is particularly serious because of the great

The Doctor Says

By EDWIN P. JORDAN, M. D.

The recovery rate from cancer of the breast, when discovered early and promptly treated properly, is encouragingly high. Risher says in women before the age of 35, cancer of the breast increases in frequency as the years go by.

It is now believed that women should be taught to examine their own breasts, and if anything abnormal is found, to seek professional assistance at once. The more often this is done, the more rapidly will real progress be made toward the control of this form of cancer.

The symptoms are important because they lead to that early diagnosis which is so important. A lump in the breast calls for immediate investigation. Some people mistakenly believe that cancer of the breast cannot be present unless the nipples are pulled in or actually inverted. True, this may be a symptom, although generally a late one.

More important is a flattening of some portion of the breast which has not been present before is suspicious. Also, any discharge or secretion from the nipple should be cause for prompt study.

Pain, burning and other sensations are rare in the early stages of cancer.

Once a lump or suspicious area of the breast has been found, proper treatment involves prompt surgery with the removal of some of the tissue from the lump and its examination under the microscope.

This tissue can be frozen, stained, and examined almost at once so that if cancer cells are found, the entire tumor and surrounding breast tissue can be removed without further delay. The longer the cancer has been present, the more danger there is that it will recur.

The most important thing to remember is that any change in the appearance of the breast should be promptly recognized and expert opinion sought at once. Those who delay treatment because of fear that cancer may be found are extremely short-sighted because it is with early stages that complete cure is possible. In this form of cancer in particular a little more knowledge and prompt action can prevent tragedy.

James Marlow

WASHINGTON (AP)—If George Washington could see his Farewell Address read in Congress today, would he make any changes in the advice he gave the nation in 1796?

It was advice which the nation has always honored but hasn't always followed.

Washington might revise his thinking about political parties, about which he had deep misgivings.

"There is an opinion," he said, "that parties in free countries are useful checks upon the administration of government and serve to keep alive the spirit of liberty."

He said he thought this was probably true "within certain limits" and he mentioned monarchies as an example, but he added that in a government like this, party spirit "is a spirit not to be encouraged."

At the time he wrote there was only one party, the Federalists, led by Alexander Hamilton and representing the monied and commercial interests of the East. It wasn't long afterwards that the Republicans, under Thomas Jefferson, rose up, smashed the Federalists, and set the two-party system in motion. These Republicans were the forerunners of the present Democratic party.

It was the rise of political parties which, by keeping any class or faction from controlling too long, probably was the main force in preserving the democratic American society which Washington wanted preserved.

Washington's advice to this country to stay out of entangling foreign alliances made his Farewell Address a hymn book for American isolationists. And for more than 100 years his advice was followed.

"Europe," he said, "has a set of primary interests which to us have none or a very remote relation. Hence she must be engaged in frequent controversies which are to our concerns, and essentially foreign to our concerns."

But he didn't lay down isolationism as a blanket rule. He foresaw the time when this country might have to make alliances:

"Taking care always to keep ourselves by suitable establishments on a respectable defensive posture, we may safely trust to temporary alliances for extraordinary emergencies."

What is an extraordinary emergency? This country thought it saw one in World Wars I and II, when it made alliances, and after World War II when it joined the Atlantic Pact with Western Europe against Russia, although it might be argued the Atlantic Pact is hardly temporary.

But Washington's advice was disregarded when this country joined the United Nations after World War II to try to preserve peace and stop aggression anywhere on earth.

And what would Washington think of the Communists who would be paid back with massive retaliation if they attacked anywhere? There is nothing isolationist in that.

But when Washington wrote his Farewell Address the threat of world communism wasn't even a gleam in the eye of any Russian or Chinese alive then. If Washington were alive now he might conclude it necessary—as Presidents Roosevelt, Truman and Eisenhower did—to have foreign allies.

Maybe he wouldn't. And, since history isn't all written yet, maybe he was right all the time.

Sam Dawson

NEW YORK (AP)—Business for some time now has been going one way and the stock market the other.

Stock traders and businessmen—and perhaps a puzzled public—can spend their market holiday wondering who is right:

1. The businessman who has been drawing in his horns to be ready for a possible severe slump;

2. The consumer who has been going along in the main buying goods he wants just about as if nothing were happening;

3. The stock trader who seems to be betting that business will shortly turn the corner and march back up the sunny side of the street.

The businessman who raises an eyebrow at the stock market's once touted reputation as a business barometer can point to divided opinion in Wall Street, for that matter.

The short interest on the Stock Exchange—representing those who are betting that stocks can be bought for less in the future—is the highest in the last 22 years.

And the advance of those bell-weather shares selected for the various stock indexes falters a bit from time to time—as it did last week.

But here are the opposite paths that industry and stocks have been taking in recent months:

(1) Since July industrial production of the nation probably has dropped 10 per cent, a Federal Reserve Board official estimates. That is, if there were such a thing as an average factory, it would now be turning out nine units of goods where seven months ago it was turning out 10.

But in that same seven-month period The Associated Press price index of 60 stocks has risen six per cent, with the 30 industrial stocks on that list going up nine per cent.

It is mainly since New Year's that the slip in business and industry has been a general topic of conversation and public worry, pointed up by layoffs and plant closings and the rising total of the jobless.

In that same seven-week period, The Associated Press stock price index has risen 4.5 per cent, with the 15 rails on the index per cent.

The stock market's old-time reputation of forecasting business six months in advance has held up only about half the time since World War II.

Stock traders normally look ahead, instead of backward, although the recent flood of good earnings reports for 1953 have buoyed sentiment in Wall Street.

The profit reports seem to show corporations in a healthy position for withstanding a business dip. They also seem to show that corporation managements are in position to be liberal in handing out dividends.

AA Explains Alcoholism Never 'Cured'; Typical Case Shows First Step Up

(Editor's Note—This is the eighth in a series of articles dealing with the disease of alcoholism and what Alcoholics Anonymous is doing to combat it.)

By LYLE DOWNING

In this land of the free and home of the brave where you can even call the highest government official a so-and-so and get away with it, it is pretty hard for anyone to admit being powerless over anything.

But the case histories of more than 150,000 alcoholics show that this was what they all had to do to recover from America's No. 4 malady. The First Step in Alcoholics Anonymous states:

"We admitted we were powerless over alcohol—that our lives had become unmanageable."

It is unfortunate that thousands who returned to permanent sobriety after years of uncontrolled drinking were unable to take the First Step in AA in any other but the "hard way."

NEVER CURED

A vast majority of the recovered alcoholics who can never be "cured" but only have their affliction arrested, had to hit bottom before they took the First Step. Many of these suffered loss of all their worldly possessions, alienation of friends and loved ones and were even on the brink of the insane asylum or death before they were willing to admit that John Barleycorn had them hooked.

Today we propose to give the nightgowns of the case history of Joe E from the files of AA and show how he approached the First Step the "hard way."

Joe E started out as a competent newspaperman with migratory instincts. He worked all over the country and for years had little trouble getting jobs. Like most newspaper writers, he had the "Great American Novel" in mind as his ultimate goal.

For 15 years, Joe E was known as a guy who could handle his liquor and usually was the life of the party. He could drink most of the night and go to work the next day without too much trouble on a couple of cups of coffee and a glass of tomato juice.

REALLY SAILING

Joe E had drunk through two or three years of prohibition and was really sailing during the first few years after repeal. During World War II, when the stuff was hard to buy, Joe E drank anything he could get. It was in that period that he crossed the invisible borderline between social and compulsive drinking. Joe E started waking up in the morning with the shakes. The coffee and tomato juice wouldn't snap him out of it anymore. So he began taking a couple of healthy shots of whiskey as he awoke as he got out of bed. Shortly afterwards he began appearing in mid-morning and mid-afternoon. A couple of "doubles" would make them disappear temporarily.

At this point Joe E was on the alcoholic mainline and there were thousands traveling with him. Joe E was no longer the life of the party and the once genial bartender began to scowl when he showed up. He built up many resentments and became sour on the world.

By this time Joe E had lost half a dozen jobs and was drinking almost continually. Finally one night he wound up in a third rate hotel room with three fifths of cheap blended whiskey on the dresser and a half-filled bottle on the night stand. He had pawned his last possession—a typewriter. Joe E was in bed propped up on a couple of pillows. He was holding a water glass half-filled with whiskey.

SOME 'OLD ANCIENT'

Strange thoughts began coursing through Joe E's mind. He wished he had some Old Ancient instead of the cheap liquor at hand. Old Ancient was real government-supervised bottled in bond whiskey. Joe E pictured a distillery in Kentucky that has been making whiskey since 1860. The big liquor plant was surrounded by blue-clad G-men all holding machine guns. Not a drop of Old Ancient was going

Forest Service Takes Out Lines

Completion of the removal of 36 miles of forest service telephone circuits from Castella south, has just been completed according to Forest Supervisor Roberts E. Jones.

These telephone circuits will be replaced by radio and commercial telephone circuits.

Decision to make the change at this time, was made because of the construction of the new Freeway on U.S. Highway 99. This will require rerouting of 18 miles of pole lines. In order to avoid the heavy cost of maintenance of pole lines, the forest service, for some time, has been changing over from telephone to radio for communication. The required relocation of the Sacramento Canyon circuits would have cost as much as the cost of completing the necessary radio net to cover the lookouts and patrol stations involved, and to include the Trinity district headquarters in the radio net service to which formerly, was over one of the circuits abandoned.

Postman's Job Made Easier

LENEX, Mass. (AP)—The postman is due for a break in this Berkshire town of 3,600.

For the first time in 200 years, streets will be named and house numbers numbered.

A \$1,500 appropriation was voted last night at a town meeting for the name and number project.

QUICKIES By Ken Reynolds

It's your own fault you get shot — you shouldn't have given that hunting dog you got in the Herald & News Want Ads the gun!

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BE THRIFTY!

Small Dog Routs Robbery Attempt

PITTSBURGH (AP)—Mrs. John Boliver says her dog "Mike" is her best friend.

When a gunman entered her grocery store yesterday, Mrs. Boliver hollered for help.

"Mike was sick but he got out of his little bed and ran into the store. He barked and the young fellow with the gun just turned and ran. Mike's just a mongrel and he isn't very old but he's my best friend," she said.

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