

Herald and News

FRANK JENKINS
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BILL JENKINS
Managing Editor
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BILLBOARD

By BILL JENKINS

I guess we've finally settled the "truckload of fish" question once and for all. Hal Ogle called up yesterday to inform me that O. D. Matthews, one of the gentlemen pictured, had given him the dope. Here it is:

Left to right: Dr. Fred Westfield, Bill Stewart, and unidentified man, Hub Wakefield, O. D. Matthews, another chap O. D. didn't know and then a fellow whose last name was Blackman.

The picture was taken near Spencer Creek in 1912 and the car was a Studebaker. The occasion, long since forgotten by most, was with the idea of sending the picture to a sporting magazine, but the magazine declined the photo because there were too many fish in it.

Probably one of those effete east-outfits that didn't know anything about the West.

Anyway, coming straight from the man who was there it should end all doubt as to the occasion. Now all we need are the names of the two he couldn't remember. It has been interesting to note

the intense interest shown by readers over this picture and the other fish picture published on March 5th. Don't know whether they were just good pictures or it was the fact that fishing season is only a couple of months away.

Driving around the country we see an occasional team still being used in feeding cattle. Seems that the old horse and hayrack still do a better job than the modern day tractor.

And it's heartening to see the horse holding at least a hoof in the doorway of time.

Something else you can add to your fund of seldom useable knowledge. Today is the 50th anniversary of the dedication of the "Christ of the Andes," the monument to the Uspallata Pass near Las Cuevas on the Argentina-Chile border.

In his address at the dedication the Chilean Bishop of San Carlos de Ancud said: "Sooner shall these mountains crumble into dust than Argentina and Chileans break the peace sworn at the feet of Christ the Redeemer."

CAUGHT IN THE ROUNDS

By DEB ADDISON

The daily newspaper is the only constant medium that will bring daily traffic to the advertiser and it's foolish for a retailer to dispense his advertising budget and diffuse his selling message by spending appreciable sums in other "frail and feeble" media.

This counsel is offered to retailers of all kinds by Bernice Fitz-Gibbon, one of the best known women in all advertising, now head of her own consulting firm after a career of over 20 years as advertising director or copy chief of three of the nation's top retail stores — Gimbel's, Macy's, and Wanamaker's, all of New York City.

"Many stores, right now, seem to be dipping a tentative toe into television," Miss Fitz-Gibbon observes. "Others are actually making a few eggs into the baskets of radio, magazines, direct mail, billboards, car cards, house-to-house solicitations, sky writing, telephone showrooms, sandwich men, and sound trucks that tour the town, and what have you."

"I believe that all advertising tools and eggs should go into the newspaper basket," Miss Fitz-Gibbon declares in a new 24-page booklet issued this week by the Bureau of Advertising, American Newspaper Publishers Association, to its approximately 1,000 member newspapers, and now available to retailers from their local newspapers.

Entitled "Two Ye De Nye P-r-int", the word-color illustrated booklet reprints for retailers the now famous address delivered by Miss Fitz-Gibbon at the January convention of the National Retail Dry Goods Association in New York City at a session arranged by a joint committee of NRDA and the Newspaper Advertising Executives Association.

"Any newspaper, good or bad, is still the store's best bet," she states in the booklet. "And one reason that that paper is the store's best bet is that the reader has paid good money for his paper and his number two reason for spending that money is to read the ads — the commercials."

"Newspapers are bought first for news, second for advertising," she continues. "Interest in advertising comes ahead of interest in amusements, art notes, auctions, books, the bridge column, comics, editorials, fashions, food, lost and found, obituaries, cross word puzzle, ra-

dio, real estate, society, sports, television, and everything else."

"How very different a climate this is from the one in which the ads or commercials on television find themselves," Miss Fitz-Gibbon comments. "There the commercials are an intrusion, an outrageous interruption in the entertainment which is the primary business of TV."

Observing that many point to the newspaper as short-lived, she said, "Nobody wants to read yesterday's paper. That's true. Today's masterpiece wraps tomorrow's fish. And it is that bad? That's good. The paper's being so very dead when it's dead is a reasonable result of its intense vitality and liveliness when it's alive. Only something very new can get so very old so quickly. Other media, that theoretically die more slowly, never have that hot-off-the-press aliveness."

"And when you run an ad in a paper, you don't have to call in the figure boys to make a penetration study and reader analysis to find out if your stuff sold," she continues. "You just look at your cash register."

Another feature of the new booklet is Miss Fitz-Gibbon's advice to retailers on how to prepare a discussion of the effectiveness of "hard sell" as compared to "soft sell," she declares.

"Nobody brags about hard sell. Bulling is exaggerated claims clothed in huge hysterical type aimed at hitting the reader between the eyes if hard sell. The only trouble with this hard sell is that it doesn't sell hard. Buckshot attention-getters seldom get attention. You have to woo the reader. Clashes, exaggerated stock expressions, and stereotypes are a block to communication. Great areas of black ink tend to repel rather than attract."

The author of many articles and speeches on advertising, Miss Fitz-Gibbon has been advertising director of Gimbel's, New York, from 1946 until April, 1954. Previously, she began her reputation for fresh unconventional ideas and incisive, witty copy at Macy's and John Wanamaker's of New York and Marshall Field & Company of Chicago. She is the originator of the famous slogans, "Nobody — But Nobody — Underalls Gimbel's" and "It's smart to be thirty" (Macy's).

TELLING THE EDITOR

TAX BLAST

Since a surprising per cent of the population live off the public tax barrel, it is not surprising that getting more tax money has become a universal game reaching right down to the grass roots level, and it amuses me as well as exasperates. They sing a beautiful and innocent tune when they come in with a new tax measure. They come in little and go out big, leaving the people gasping, or grasping?

We should have a tax payers league with hired watchdogs trained to smell out tax measures and tax spending at every level from Washington, to Klamath Falls, to Bonanza, where the latest tax scheme sprung up, sponsored by well meaning people who don't realize that taxes get on the books by the mill, and that our real duty is to resist tax increases and not spend beyond our ability to pay.

Voters are entitled to a voice on certain responsibilities and anything beyond that is a violation of private rights.

Burying the dead is a private responsibility which we should face. We have buried our dead

successfully in the past, and can still do so without reaching out to non-resident neighbors, scattered from heck to breakfast. I don't demand of my neighbors to pay for my grave. The Bonanza cemetery is an imposition on three fourths of the people.

Look up your assessed valuation and you'll see that a mill or two will cost from \$10 to \$50 per year extra, for a lot of the families.

HARVEY MARTIN

OLD TIMERS

Who can beat Dairy for old timers? Philip Oden since 1887. Philip and Cora Oden have been married 52 years last December 1953, raised six children grown, five of them live in Klamath Falls, one in Eugene, and helped raise six other children. Have paid all bills except the last doctor bills. But still have laid enough to sell to pay all bills.

Herbert Arant and wife married over 51 years. Charlie Flackus and wife married over 51 years, we are fine for old folks. Thanks to our fine doctor and nurses, they cannot be beat for us.

Philip Oden lived here over 66 years.

Philip and Cora Oden

People DO Read SPOT ADS — you are!

They'll Do It Every Time



ALONG NATURE'S TRAIL

by KEN McLEOD

In my last column I discussed the Bureau of Reclamation overreach in trying to present their project proposals in favorable lights. There are cases in which it becomes quite apparent that misrepresentation, suppression of important truths and juggling of facts have taken place.

Projects that have been approved by Congress for construction at one figure, ultimately have cost four or more times the estimate. And while the project may be justifiable in all honesty at the original, authorized estimate figure, it cannot, by any wild stretch of hocus-pocus be justified at the final cost.

Now, either the agency proposing the project designedly plays down costs, under-estimating deliberately to present a better picture as authorization is requested, or there is downright lack of qualifications and abilities in the staff of the agency to warrant putting costly projects in its hands.

Example: The Colorado-Big Thompson project, Colorado, Bureau of Reclamation was authorized at \$44,000,000. It is now admitted publicly it will cost \$160,000,000; a quadrupling. But — the Reclamation Bureau so over-designed and built the project it has been short 80,000 acre feet of water annually to operate the lay-out! And, so of now, surveys are being made, but not publicized whatever, to install more dams on other streams, build canals and the like, to gather enough water above the key dam, to make up for that gross error (if error it was) in underestimating runoff in the basin above the dam.

Example: The Boyesen Unit of the Pie-Slowan plan, Missouri River, originally estimated at \$8,302,000, rose to \$33,439,100.

Example: The Frypan-Arkansas project, I mentioned in an earlier column in illustrating the problem of diversion from natural basins — this plan illustrates the half-truths usually presented in the preliminary plan and estimate stage.

With certain exceptions not made public, that the project will be expanded, enlarged, run into compounding, pyramiding figures. The plan, if built, would divert 60,000 acre feet of water out of the Colorado drainage to the Arkansas Channel. This is the "Initial Phase" plan of the Bureau of Reclamation. The actual final scheme, according to the President's Water Resources Policy Commission report, contemplates trans-mountain diversion of 500,000 acre feet. The cost of the "Initial Phase" is represented at \$150,000,000 to divert 60,000 acre feet. What will the "final" phase cost in money out of the treasury? Those who foot the bill have a right to know, within some close limits, what the ultimate cost of the scheme may be.

There are all too many indications that the Army engineers and the position of this limb, the blood flow is partially cut off. There are several possible causes around the shoulder or neck, and it would probably be necessary to make X-rays and other tests for cervical fib or for some other cause for this distressing condition.

Q—My son and I live for about a year breathing small but constant amounts of natural gas fumes from stove and hot water heat in our apartment. Is this likely to cause us any harm?

R. F. A—If this was not harmful at the time it occurred it seems unlikely that there would be any chronic bad effects since in all probability the gases breathed in would have been eliminated fairly promptly. It is dangerous, however, to be in a room filled with gas fumes, and every effort should be made at all times to make sure that cooking or heating equipment is in proper shape so that it does not allow fumes to escape into the air you breathe.

Q—What is the successful treatment for bleeding piles? M.C.D.

A—Surgery.

NAME CHANGE

MARYVILLE, Mo. (P)—A street named Truman road is no more. The City Council, at the request of W. H. Burr, changed the name to North College road.

Complete line of instruments

kyte morgan piano

four radio dealers

1033 Main

THE DOCTOR SAYS

By EDWIN P. JORDAN, M.D.

This writer, like the author of today's first letter, also has a dog which became ill with hepatitis, and perhaps there are many others who may be worried about the same problem which she raises.

Q—I have been much concerned about our cocker spaniel puppy which we loved very much. She was sick about a week with fever and vomiting, and although treated by the veterinarian she died from what he said was hepatitis. The children handled her a good deal and I am worried sick about whether they might get this from the puppy.

Mrs. W. W. A—There is a disease of human beings commonly called infectious hepatitis or epidemic jaundice which is caused by a virus which attacks principally the liver. This disease in dogs is probably also caused by a virus, but probably the two are not alike, and at any rate, there does not seem to be much, if any, danger from contracting it from dogs. I have heard of no reports of human cases of epidemic hepatitis directly contracted in this manner.

Q—I am troubled with my right hand and arm going to sleep or becoming numb, particularly at night. The hand swells and burns. What can you suggest?

Mrs. F. L. A—It sounds very much as though there was some definite interference with the circulation in the arm and that during the night in particular, perhaps because of

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Sam Dawson

NEW YORK (AP) — Signs of a spring quickening in business are scanned today by those hoping that the slump may be nearing an end.

Some are negative, to be sure—like the slowdown in the drop in employment and a less than seasonal drop in retail sales.

Others are positive — like the pickup in auto sales and a spurt in demand for metals which is causing a contra-seasonal rise in their prices that may be the first herald of the end of inventory trimming.

For the consumer there's both good and bad news. Wholesale food prices in general have turned a little higher, mainly under the influence of coffee and cocoa. But pork prices are lower this week.

And a good shopper can feed the family with a variety of things on which prices are a little lower or at least no higher.

Commodity prices in general are holding remarkably stable — if you look only at the official reports and the various indexes. But these reflect only the list or reported prices. And in the commodity field, as at the retail store, purchasing agents can, and do, pick up bargains.

Food prices are a good example of how the reported indexes and the shopper's own experiences may differ.

One widely followed guide, the Dun & Bradstreet index of wholesale food prices, this week has reached the highest figure in the last three years. But the index represents the sum of a pound each of 31 foods.

Look at the ones that advanced this week and figure how many of them bought a pound for the family:

Corn, wheat, barley, lard, sugar, cottonseed oil, tea, cocoa, prunes, steers and lambs.

Advancing prices in these items, if continuing, might show up in time at your grocery store — but most housewives agree that the food prices, high as they are, don't pinch quite as badly as a year ago.

Aboard the Maurelania at Sea (P) — My idea of a pleasure cruise is pretty much like that of most married men—it's the journey between the dinner table and the nearest couch.

And you make it on foot.

Wives have a different idea of a pleasure cruise. They think you have to dress up and leave the house. They think a ship is involved.

For 14 years I satisfied my wife's yearning for an ocean cruise by taking her on an annual vacation voyage on the Staten Island ferry. A round trip cost us a dime apiece.

"Smell that bracing sea air!" I'd explain, coughing in the harbor smoke. "See the Statue of Liberty? Look at that Manhattan skyline! You can't beat travel, can you? But it sure does make you appreciate home. Let's go home."

Whenever Frances murmured that she would like a longer voyage, I told her that there was no mountain water, dangerous sea monsters, hidden reefs — and perilous Miami winter hotel prices.

I told her Europe was a myth, Asia a legend. When she inquired about Africa I said there was no point in sailing there as Tarran had moved on to Hollywood, leaving the place absolutely deserted, except for a few literary lions who chased zebras by day and read the collected works of Ernest Hemingway by moonlight.

As Frances, like most wives, never knows when to believe her husband, I got along pretty well — or thought I did. But this year, when I remarked it was about time to change a quarter and make the long voyage to Staten Island, I ran into rebellion.

"Don't be silly, Rover," said Frances. "We are going to take an 18-day sunshine cruise to the West Indies and South America."

Well, at first I tried to tell her the West Indies had been overrun by a herd of man-eating walrus, then I told her the natives still shrank tourists' heads in South America. No go.

"Don't give me that tired old guff, Rover," she replied. "If a native wants to shrink your big head, all I ask is that he start with your jaw."

"But we can't afford a cruise," I groaned.

"Oh, yes, we can," she said. "They have a nice new man at the bank who says he is willing to lend money on character rather than on suspicion. I showed him your picture, and he said, well, if you didn't have character you certainly didn't have anything. Anyway, he lent us the money."

"I'm not getting mixed up in any deals between you and a near-sighted banker. We're not going. Sorry, I won't put my foot down."

"Well, sorry right back. We are too going. I have to put my foot down. What do you say to that?"

"Ouch!" I said. "Get off my foot!"

"Why don't you really want to go, Rover?"

"It's that I get seasick," I confessed, finally. "Terribly, terribly seasick. Even in a bathtub. That's why I've taken showers all these years."

Then Frances pulled her clincher—a magic new seasick remedy. She held up a bottle. Positively guaranteed. One pill to cure a dizzy blonde. Two pills and a man can't see the waves in a wire-haired terrier. Three pills and even a seasick elephant will swagger to the rail and spit in the ocean.

"Okay," I said, "when do we sail?"

"Surprise," said Frances. "Tomorrow. Start packing, I've had the tickets for days."

So it was that my wife, our 8-month-old daughter, Tracy, and I moved seaward aboard this liner, carrying 18 pieces of luggage, of which only 14 were full of papers.

"Are we going to visit the West Indies, or settle them?" I asked.

"Why did you leave the sofa behind?"

"Oh, quiet down, Rover," Frances called from the porthole.

Excited Dogcatcher Forgets Truck

BERKELEY, Calif. (AP) — Poundmaster Leo S. Vingo got so excited "chasing this female dog" that he lost track of things yesterday.

So police issued a bulletin: "City truck stolen while poundmaster chasing hot dog."

Then Patrolman K. C. Pine found the truck right where Vingo parked it and then helped the poundmaster capture the lady dog, a very tired white and tan cocker spaniel.

"Come to the window. I want to show you something."

I looked out and said all I could see was the Statue of Liberty.

"That's what I meant," said Frances. "Bon voyage, Staten Island. Bon voyage."

"You know," I said, looking out at the Statue of Liberty again. "The way the sun hits the old girl right now it looks as if she were laughing."

"I wonder why," said Frances, smiling.

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"A MAN HAS TO BE a mariner as well as a builder on this job!" is Russell Wilson's (right) sentiments as he answers a call to "Bail out!" by fellow worker, Norman Gale. The men ran into difficulty at the site of the new Klamath County Library and Museum building, when, following excavation, water began seeping in — to a depth of five feet in the elevator pit. To drain the water, men knocked a hole in the sewer line — just one of the unexpected that come up from time to time, and are brought under control. Could this be an assurance, though, that books in the county library won't be dry???

JAMES MARLOW

WASHINGTON (AP)—The Eisenhower administration may have decided to put a damper on Sen. McCarthy but obliquely and without the party-shattering effect which might come from a head-on, public break.

One of the most highly placed Republicans, with the understanding his name would not be used, has indicated administration strategy is "to get McCarthy out of the headlines and get our story across."

This may take some doing since the Wisconsin Republican has a sharp sense of news and news timing. For instance: if anyone cracks at him, he usually replies at once so the attack and the reply appear at the same time.

But one thing is clear: last week he was riding high; this week he has run into a stone wall. Was this, in view of what the highly placed Republican said, the result of accident or method?

Last week President Eisenhower rebuked McCarthy for his tactics with witnesses, although without naming him. And McCarthy within one hour—an example of his fast timing—told Eisenhower in effect he'd handle witnesses as he saw fit.

Eisenhower has been criticized, particularly by Adlai Stevenson, for not taking a stronger stand on McCarthy. A stronger stand might have deflated McCarthy but it also might have angered him and split the party into factions.

By week's end McCarthy's undisturbed and undiminished. Then Saturday night in a Miami speech Stevenson criticized Eisenhower's administration, and McCarthy, anyone could have guessed McCarthy would demand the national give him equal radio-television time to reply. He did, but the Republican National Committee also demanded time for a reply to Stevenson.

The networks, which last fall gave McCarthy equal time to reply

to former President Truman, said "No" to McCarthy and "Yes" to the Republican committee.

High administration sources say Eisenhower himself called Leonard Hall, Republican National Committee chairman, and suggested the committee ask for the air time. Hall did.

The President may not intentionally have been trying to fore-stall McCarthy, but that was the result. McCarthy acknowledged the committee's right to time on the air but insisted he was due time, also, because Stevenson criticized him.

He said the networks would give him the time or they'd learn what the law is. The law says candidates for public office be given "equal opportunities" on the air. But McCarthy is not now a candidate.

McCarthy said the rules of the Federal Communications Commission, the federal agency controlling the airwaves, "provide I must be given time to answer his charges."

The networks didn't budge. And yesterday in New York, McCarthy refused to let NBC and CBS cameramen take pictures of him at a news conference.

FCC member Robert E. Lee said he thought it a square deal for the networks to give the Republican party time, instead of McCarthy, to reply to Stevenson.

"McCarthy's my friend," Lee said, "but in this case it seems I would have to say: 'Look, pal, it seems like a square deal to me...'"

"If that's the rule," McCarthy said, "the rule has got to be changed." He said he would hire lawyers to check whether he has a right to demand time from the networks.

But that wasn't all that happened. Yesterday Sen. Flanders (R-Vt) tore into McCarthy in the Senate floor. He charged McCarthy is "doing his best to shatter" the Republican party and by his actions is diverting the nation from "far more dangerous problems than internal communism."

Meanwhile, Vice President Nixon was picked—reportedly by Eisenhower—to make the Republican party's reply to Stevenson Saturday night.

Spring is near but for McCarthy this week brought the chilliest weather he has had to endure since the Eisenhower administration took over in January 1953.

Red Hostility Said The Same

OMAHA (AP) — Gen. Alfred M. Gruenther, supreme Allied commander in Europe, says yesterday's attack on two U. S. planes by a Soviet-type aircraft near the German border gives new evidence of Russian hostility to the free world.

Gruenther, a native Nebraskan, spoke last night in connection with Omaha's centennial observance.

A Soviet propaganda campaign "to show there is no danger," he said, was belied by the attack.

"There is no new look by Molotov," Gruenther said, adding it would be a "tragic error" for Western Allies to relax their vigilance.

The NATO commander cited long range strategic air power as a very strong deterrent to aggression.

He spoke of the "growing number" of B47 all-jet medium bombers in the United Kingdom and in Africa. These craft, Gruenther said, fly so high and so fast there is no defense by the Russians against them at this time."

QUICKIES

By Ken Reynolds

"Say! ... these salaries do look much larger when you read the Herald and News Want Ads this way!"



EAGLE'S DANCE

SATURDAY - MAR. 13th

DANCING 10-2

For Members & Their Guests

Music By The "SMOOTHIES"

EAGLE'S HALL

HAVE YOU EVER SEEN

Timber Mountain Inn?

On Alturas Highway

One of the largest and best collections of old time coin operated music boxes and hanging lamps in the west.