

Herald and News

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BILLBOARD

By BILL JENKINS
For years and years we have been reading of the troubles of San Francisco people with the pigeons. They keep cluttering up the public buildings.

But an answer may be in sight. We find now that a house painter down there by the name of Steve Bogner, who happens to be president of the Bird Guardians League in his spare time, has offered to trap and ship to the country all those puffy pigeons that have been eating out of our hands in Union Square, St. Mary's and Washington. Bogner claims that ranchers and farmers are eager to get the birds as an aid in pest control. One fellow, says Bogner, even built housing for 3000 of the big chested birds.

If you want any pigeons you might contact him by writing to 1194 Market Street, San Francisco, 2.

Note for all those planning to attend Hart Mountain next July. The middle day of the celebration, July 17, is also the birthday of Fred Heffronner. And he'll be there, all right.

CAUGHT IN THE ROUNDS

By DEB ADDISON
RETAIL MEMO:

We've just read some statements by Bernard Gimbel, chairman of the board of Gimbel Brothers, to the effect that this summer slump in business is fiction, not fact.

"Consumers need and will buy as much of our merchandise in the summer months as they do in any season—if we make the goods available and advertise them with strong promotion and selling," he said, and outlined that the economy "will be influenced directly by what retailers accomplish this year."

"And what they accomplish will depend in large part on how actively they go after summer business—the most neglected, the most underpromoted area in our whole merchandising system. Our lazy summer minds have failed to recognize that times have changed."

Stressing that Department of Commerce figures show that business is there all summer long, Gimbel concludes: "We're going after it."

It occurs that we don't have to look clear ahead to next summer to see another "underpromoted area." We've just passed out of the official winter season, and a lot of people now are clucking over how dull things are in the winter and how particularly dull they were this time.

They were dull—but why? Things were dull partly, we suspect, because everybody expected that they would be.

Evidence is seen in the report from the National Foundation for Consumer Credit that there was a reduction of \$363 million in outstanding installment credit in the month of January.

In other words, the people of

tricked out in his fancy topped boots and is big old beaver that is now a trademark of the bill.

Skinny McMillan was in town not too long ago toting a package labeled Idaho Spud Bar and which proved on investigation to contain a candy bar made in the shape of a spud and turned out by the Idaho Candy Company, I think. Anyway, it's pretty good advertising.

Major Underwood passes along the information that his boy, George, is now an aerographer's mate 2nd class and is stationed at the U.S. Naval Air Missile Test Center at Point Mugu, which is way to heck and gone down in California.

At least he picked a fine climate. Hot in the summer and warm in the winter. Ideal.

For the benefit of those traveling highway 66 west we might say that a chap just dropped in and left a card on our desk saying that Omar's will open on April first. And there you have it.

Hal Boyle

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But I doubt if she heard me. She was studying herself in a wall mirror. That is the trouble with so many lovely ladies. Being beautiful is a career with them. But no girl makes a full time job of being homely. A homely girl has time to listen to a man tell his dreams, time to help him achieve his dreams, and that is probably why men who are successful so often do have charming wives.

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As Cleopatra, reportedly a home-

They'll Do It Every Time

JONQUILL IS AN EXPERT ON LABOR RELATIONS—CUPID HE PLAYS TO LABOR AND MANAGEMENT...



By Jimmy Hatlo

BUT ON THE HOME FRONT HIS BATTING AVERAGE IS STRICTLY NO HITS, NO RUNS, NO NOTHING!!



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Soroptimists To Give Award

The Soroptimist Club's "Woman of the Year," recognized for her outstanding service to this community, particularly in the field of advancement for women, will be named and introduced at tonight's Soroptimist banquet in the Willard Hotel.

The award will be made by Mrs. Robert A. Thompson. A social hour is planned from 6:30 to 7 p.m. preceding the dinner hour.

Mrs. Bessie Campbell of a Eugene radio staff, widely traveled in the Orient, will be the guest speaker. She will be introduced by Mrs. Charles Larkin, toastmistress, Mrs. Campbell will be an overnight guest of Mrs. J. Frank Adams, club president.

Mrs. A. C. Backes, is general chairman for the banquet. The KUHS girls' sextet will sing.

Invitations have been extended to presidents of other service groups, their wives and husbands. Places will be marked also for husbands and guests of the awards.

Past recipients of the awards and the years they were honored include: Mrs. Victor E. O'Neill, the first in 1940; Mrs. Harlan Bosworth 1941; Mrs. Lawrence A. French, 1942; Mrs. B. C. Johnston, 1943; Mrs. E. A. Geary, 1944; Mrs. R. P. Ellington, 1945; Mrs. Don Zumwalt, 1946 and Mrs. J. P. Kerns, 1947.

Members of the Soroptimist Club are not eligible for the award.

WAGE POLICY

BUENOS AIRES, Argentina (AP) — President Juan D. Peron has announced a new hands-off policy toward labor-management wage negotiations. Speaking over a nationwide radio hookup Monday, Peron urged quick agreement on new contracts between the powerful general confederation of labor and members of the employers' group.

FRANK TRIPP

When bus drivers and plane pilots shuttle from bus to bus or from plane to plane they carry with them an identification tab which bears their name. They post it in the passenger compartment where all riders can see it.

It is a symbol of competency. Car drivers carry their identification in their purse or pocket. No body save an authorized officer is free to demand proof that a driver is licensed, not until an accident happens and the damage is done.

Cars and trucks must carry numbered plates specifically issued to them in the name of the owner. But the catch is that the owner need not always drive his own car. He may loan it, hire a driver, or it may be stolen. The juvenile light-of-his-eye may sneak it out of the garage for a joy ride.

The killer that is tagged so all may see is harmless until a human presides at its controls. Once there, any incompetent or criminal may while it through traffic for hours, days or weeks until he is caught. With luck he can cross the continent unnoted, unless he has an accident or comes upon a road block.

It is the driver, not the car, that ignores traffic laws, destroys property, maims and kills people; yet the states issue the only visible evidence of right to use the highways to a machine rather than to its driver. This enables countless incompetents to conceal their illegal status from the unfortunates who are endangered by their antics.

If it were possible for any citizen to know on sight that a driver isn't licensed, as readily as he can spot an unlicensed car, the roads could be rid of many potential maimers and the work of traffic officers greatly simplified.

There is a way to accomplish this. Suppose that, with the driver's license, there was issued a distinctive thin plastic emblem the size of a playing card which a driver must attach to any vehicle that he is driving, then carry it away with him, as he should his car keys.

The emblem to display it should be conspicuous and uniform, such as a slot at the lower left hand corner of the windshield. A place where its absence would immediately attract attention.

Obviously such a gimmick would be no cure-all, driver not stop car thefts nor help a driver who left

ALONG NATURE'S TRAIL

by KEN McLEOD

One of the final points in the discussions of the Outdoor Writers Committee on water policy I find the following quotation:

"Finally—Water is basic wealth. It is indispensable, there must be all-wise planning, unified, correlated and in balance. To not achieve such planning, and swiftly, can imperil the future of the individual, community and national life."

Throughout this discussion of water policy, if you have followed it to some extent, there are three essential points developed. First—water belongs to the people. Second—Beneficial use of water must prevail in its management. And, third—"The people of the watershed should have the first decision as to how the waters of their watershed shall be applied to beneficial use."

In the Outdoor Writers Policy Statement for water the term "beneficial use" has not been directly used, though we will hear a great deal about this term as the arguments for water applications develop. In general, a great many people look upon the term "beneficial use" as a sort of priority system of management. First in the list of beneficial uses they say, is the demand for water to sustain human life, our drinking water. Second to this factor comes water for the production of human food.

From this point on there is a scramble by many uses to gain top ratings in priority. Sanitation, hydro power, industry, recreation, and so on.

In certain instances the term "beneficial use" has been attempted to be used to cover "consumptive uses" and establish arguments by special edict, as to what constitutes "beneficial use" in the actual management of water applied to the soil. One reason the Outdoor Writers did not discuss this special problem is because they believe that this is a management problem and not a basic part of policy. The Outdoor Writers

point of view was that all uses which contribute to the good of the community are beneficial and it must be up to the community to decide the order of importance and allocation. In their words, "The allocation of water to all uses must be in proportion to the contribution of any one use to the sum-total of all uses combined. No one use or all uses combined can be allowed to demand, and get, water beyond a point where that use will result in greater losses to the community than the good it may do as it is monopolized by those demanding and getting that water for their one use."

This column might be accused by other interested parties of being biased in favor of the field of recreation because in this discussion of water policy I have used many illustrations drawn from this field, however, the basic point I wish to make is that recreation is not the only factor which must be considered in the days ahead. Industry is fast coming into the picture and will make a strong bid in the community for its place in the water picture. Industry, unlike recreation, will be a great consumer of water.

Agriculture is deeply concerned with this developing picture, in fact I would say that agriculture is becoming alarmed at the speed with which new demands are being placed upon the water supply by industry and far distant municipalities, not to speak of the "dog fight" over water existing within the agricultural fraternity itself.

The Klamath Basin is well aware that agricultural interests of the great Central Valley of California would like to reach out and acquire the water that is being applied to Klamath Basin lands. The mounting "stairway to the north" upon the program of the Bureau of Reclamation is no mere "bad dream" which will be dispelled with the break of dawn tomorrow. It is a fact of life, a result of our recognized fear of this vital growing menace we seek to pin down a figure to cover our future demands of water. The chief basis of our claim, as it would appear at the present, will be based upon our ability to apply water to the land. So many thousands of acres of soil to be brought under irrigation in addition to what we already have. I really wonder if this is actually the best approach to meet the oncoming struggle—can any estimate of ours, today, based on present agricultural demands, actually measure our demands as a community of diverse interests a couple of decades hence?

It is true we have the land capable of development—but—who is going to pay the cost? Already our agricultural industry is being faced with the problem of water shortages even though ample water supplies are available, because our supply system is becoming inadequate to meet the demands being placed upon it. Further development and expansion means new systems, the enlargement of existing ones, actually measure pumping units and so on. Who is to pay the cost? Will we seek to have good old Uncle Sam step in and save the day and then continue to cry about the growth of bureaucracy?

PRIESTS ARRESTED
HONG KONG (AP) — Roman Catholic headquarters in Hong Kong announced Tuesday that 28 Chinese Catholic priests were arrested in Peiping March 2 in a new Red crackdown on religious activities.

Thousands With Insomnia
SLEEP
Sound All Night—Awake Fresh

Users of new safe Dormin Sleeping Capsules have found—no drowsiness, no hangover, no loss of energy, no loss of memory, no loss of appetite, no loss of interest in life. The world of medicine progresses slowly toward a sleepless night that makes you tired, no safe no prescription capsule you can find the rest you need. Dormin costs but \$2.25 for 36 capsules—no safe no prescription capsule you can find the rest you need. Dormin costs but \$2.25 for 36 capsules—no safe no prescription capsule you can find the rest you need. Dormin costs but \$2.25 for 36 capsules—no safe no prescription capsule you can find the rest you need.

QUICKIES By Ken Reynolds

"No, we sold our parakeet with a Herald & News Want Ad—that's Alvin you heard singing!"

FREE LECTURE
Christian Science

LECTURER Dr. Archibald Carey, C.S.B. of Detroit, Michigan

Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts.

SUBJECT Christian Science: "How Scientific Prayer Can Help You"

TIME TUESDAY, MARCH 23, 8 p.m.

IN FREMONT SCHOOL AUDITORIUM 715 High

Given By First Church of Christ, Scientist, of Klamath Falls, Oregon

ALL ARE WELCOME

Hal Boyle

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POET'S CORNER

TO FLEETING FRIENDS

By PETERS ROSS

Sometimes you get to thinking, Nobody really cares, There's nobody to remember, Why, if you fell and got your neck broke

They would probably up and say, "Old Bill was awful careless," Then, forget you in a day.

Then sometimes again your thinking, of the friends you thought you had, and it makes you kind of sad, Why, before you even know it, 'Rears come that you can't fight, Just to think those friends, that used to be, forgot you over night.

Then all of a sudden, when you get laid up in bed, and your almost half unconscious,

ly girl herself, probably would put it: "It ain't how a gal looks that's important — it's who she can get to look after her."

ST. JOSEPH'S BUY IT TODAY YOUR CHILD MAY NEED IT TONIGHT!

Large Shade and Fruit Trees

American Elm, 12 to 20 ft. Weeping and European Birch, 12 to 14 ft. Apples, three varieties, 8 to 10 ft. Redleaf, Pissardi and Thunder Cloud Plums, 3 to 4 ft. Hawthorn and Chinese Elm, 16 to 12 ft. Mountain Ash, 8 to 10 ft. All large catalog. Large Evergreens and Fir-spruce, 6 ft. Ask about F.H.A. Plan. Home-del. **MALIN NURSERY** Phone 5502 and Harlan

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WATCH FOR 11

LUCKY NUMBER

11

Springtime Money

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