

# Herald and News

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## BILLBOARD

**By BILL JENKINS**

While the controversy over whether or not cigarettes cause lung cancer or not I'd like to add another stone on the pile of present day problems.

Tension!

Everywhere you turn you find that in this mad, mad modern world of ours even the dogs and cats are cracking up because of the terrific tension that we have built up as a companion piece to civilization at its highest peak.

The head shrinkers and other great thinkers have outlined many reasons for this. Crowded cities, noise, worry over the future, war and its dread aftermath, and on and on.

We disagree.

We think that ninety per cent of the tension in the world of today is caused by the coffee break.

This modern innovation has added a burden to our already heavy load that is practically insupportable.

You get to work in the morning breathless because you had to gulp your last cup of coffee and then run like the devil to make the office on time. No sooner are you settled at your desk and the shackles of trade adjusted to your wrists than you start worrying about the morning coffee break.

When will it be convenient for you to go? Will they still have plenty of glazed doughnuts at the shop? Who were you lying to yesterday about that vacation fishing trip and what did you say?

Then on top of that there is always the fear that a customer might drop in at the wrong time and delay your going. And you can't afford to stay too long or it'll cut into your lunch hour.

And no sooner do you finish lunch than you face the same problems all over again. With the afternoon break.

We look on the whole thing as little less than a world-wide plot to wreck civilization as we know it. Along with our nerves. Probably more harmful than the H-bomb in many ways.

And I suppose that as soon as

we finish the hassle over cigarettes maybe we can get started worrying about the coffee break. Until then I guess we'll just have to struggle along somehow. The only known cure to date is substituting gin for coffee. And, next to brandy before breakfast, that is the most dangerous thing in the world.

A word from Frank Fleet the other day reminded us that there are a couple of organizations around here doing some pretty good work in the line of cheering people up. The American Legion and the VFW, at least, are still making the rounds of the hospitals every week, visiting every ward and passing out cheery chatter, candy, cigarettes and the rest of it.

But the main thing is that they are making an effort to relieve the tedium of those who are unfortunate enough to be confined to sick beds. There isn't anything in the world that gets as monotonous as lying in the same room for days or weeks on end, staring at the same four walls and wondering if you're ever going to get out. Any chance visitors are like a drink of water to a thirsty man. Good work, men. Hope you keep it up.

A little item in the current Tax Outlook tells us that a great many of our hobbies are still going to be expensive due to the excise tax. Not that we didn't already know that.

But some of the listings are really out of this world. Under the heading of yachting, for instance, the only taxable item named is "binoculars" at ten per cent. If a chap can afford a real yacht I doubt that he'll worry about the tax on a pair of field glasses.

Also carried as hobbies are such items as, and I quote: Gambling, Night-clubbing, Pinocle, Poker and Canasta and Tinkering with cars.

We, too, have a hobby but I guess we better not mention it here.

## CAUGHT IN THE ROUNDS

**By DEB ADDISON**

**RETAIL MEMO:**

A last minute shopping spurge before Easter saved Easter business from continuing behind last year's volume, according to a "Business Week" roundup.

The big thing everywhere this Easter was children's apparel. Business in adult apparel was spotty. Dresses seemed to be best. Men's wear results were mixed. In appliances, sales were slow. Home furnishings business struck a buoyant note. Auto sales suggested there has been a genuine upturn all along the nation's auto rows.

From this picture emerges a profile of today's customer. He's buying close to the time of need. He's cautious, has money, but isn't rushing to spend it. He still wants quality merchandise.

Is that your profile?

Another kind of a turn was found in auto sales here last Sunday by Balsiger Motor Company.

For several years it has been the practice of a number of Klamath auto dealers to wholesale used cars to independent used car dealers in larger towns in Oregon and California. New car sales have been proportionately better here than some of these other towns, and the Klamath dealers used this means of opening up the final used car bottleneck.

More recently the picture has changed and this outside wholesale market has pretty largely disappeared. To answer this problem, Balsiger held a used car auction—and sold 30 cars in about an hour and a half.

The auctioneer said it was one of the best used car sales ever held anywhere.

Farmers always have used the auction to dispose of equipment and miscellaneous farm goods. Now this age-old means of exchange is successfully used again on one of our most modern kinds of goods.

**TIPS AND TRENDS:**

Do-it-yourself has pushed into adjoining fields. A men's furnishings maker held a fashion show with 44 sports and work garments available for D-I-Y chores. Too, an ad agency checked suburbanites in 10 cities, and found that 94 percent of the men are Mr. Fixits, 80 own work clothes.

Travel expenditures by Americans will rise 7 percent by fall, marking 1954 as a top travel year because: more travelers, more vacations with pay, off-season promotions, faster transportation.

A gas price war in New Jersey brought a 9 cent markdown. So far, gasoline consumption in the first quarter has run 2.8 percent ahead of a year ago, but competition never was so keen.

**COST OF LIVING MEMO:**

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 277.00 on April 22, against 277.45 a week before.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, rose 6 cents last week to \$7.41. This is 16.1 percent above the corresponding level of last year.

**People Do Read SPOT ADS - you are!**

The business of satisfying the appetites of the nation's army of household pets is big—and growing, says the New York Times. Companies catering to the food

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## They'll Do It Every Time



## ALONG NATURE'S TRAIL

by KEN McLEOD

In yesterday's column I saluted the finest piece of "baffle-gab" I believe the Bureau of Reclamation has ever produced: the "extended benefit" extended and extended. I wonder how many profits can be made out of a profit? It must be kept in mind that the so-called "benefits" are presented as hypothetical assets, at least that is the impression given by the engineers, however. I wonder if even the RFC would loan money upon such hypothetical assets?

There is a third hypothetical "benefit" proudly added to the "benefit" computation by the Bureau. As compared to the other two hypothetical measures this one is hardly worth mentioning, you can figure it out for yourself from this statement by the Bureau:

"The third indirect or utilization benefit is that realized in the final use of energy for production of goods and services. Electric energy must be used in producing these goods and services, so a proportionate part of the profits or benefits resulting from them may be ascribed to the power utilized. In case of residential power used, such benefits are not measurable, but these benefits may be estimated for commercial and industrial use. Studies by the Bureau of Reclamation have led to the conclusion that these benefits may be estimated at about three per cent of the revenue derived from the sale of Bureau energy for commercial purposes and about eight per cent of the revenue from its sale for industrial purposes. When Bureau energy is transmitted through an intervening utility's system, approximately one-half of the utilization benefit is considered as applying at the point of Bureau delivery. The resulting annual utilization benefit for conditions of full development (on the Trinity Diversion) amounts to \$315,300 annually."

I was extremely surprised that the boys were so modest, surely they could do better than this for federal power has qualities that are different than that produced by grasping private power utilities. For example, the customer could use some other form of power like a windmill or one of those power rigs operated by horses or mules. Surely, electric energy should have qualities that could be credited to the total "benefit" of the Bureau.

In the case of the Trinity River proposal the Bureau ends up with power benefits to the sum of \$14,678,000 of which only \$4,651,100 is presented as a direct saving to the consumer and this estimated saving is obtained by comparing the cost of power produced by the Bureau against the cost of a steam-electric plant operated by a private utility — not by comparison against actual power rates in the region.

Of course there are other "benefits" to be added in the forms of "benefits" to Fish and Wildlife, Recreation and Irrigation. It is not my intention to go into these other forms of "benefits" though it is reasonable to expect that the hypothetical assets are just as nebulous as in the case of power.

In the Trinity River report we have an opportunity to see how these hypothetical considerations are used in justification of the project when the report discussed the "Benefit-Cost Ratio" — the report states:

"Comparing the annual equivalent benefits of \$35,384,500 (the total

benefits estimated in the Trinity Diversion) with the annual equivalent federal costs of \$11,509,000, the benefits are found to exceed the costs by a ratio of 3.07 to 1.00. It should be recognized that the benefit-cost ratio compares solely the benefit to the nation to federal cost. The ratio, favorable as it is, cannot be used and is not used herein as a measure of the ability of project beneficiaries to repay reimbursable costs. However, it indicates clearly the economic justification and desirability from the national standpoint of developing the Trinity River Diversion."

What a sweet bit of "baffle-gab" that is.

It is directly admitted that these hypothetical "benefits" cannot be used to purchase bread, nor are they assurance that the project will ever be able to repay its costs. However, in spite of this admission they become "economic justification" to prove the desirability of the project. Just you try to put two opposing points of view together and make them go in the same direction someday, then you will begin to understand this fine art of bureaucratic writing. I wonder what financial interests would think of an industry that presented to them such a statement in justification of obtaining funds for financing the industry's expansion? You and I don't have to be bankers to know what the answer would be: yet when it comes to the acts of government — it's something different — or is it?

## Telling The Editor

**NEED DANCES**

Would you write an editorial about why teen agers cannot have dances in Klamath Falls the same as in California or other small towns around Klamath? If we had our dances here in town, we wouldn't get in wrecks going to other small towns. As a member of the teen age group I'm interested in having dances in Klamath, instead of going all over the country in a dance. All my friends agree that we should have dances held in town. Parents wouldn't be worried about us rather than have them going out of town to a dance.

How come we have to go to California to a dance?

Jaon Lee Ortis

## QUICKIES

**By Ken Reynolds**

**TALKS**

"I don't get so tired since you stopped using Herald & News Want Ads - now it's all downhill!"

## James Marlow

WASHINGTON (AP) — For three days an elderly, gentle-looking Boston lawyer, Joseph N. Welch, sat almost speechless at the Senate inquiry into Sen. McCarthy's feud with Army officials.

Mild, almost detached in a room where emotions were steadily rising, he had a good-humored look in his eye as if he were saying over and over to himself: "Oh, dear, what a very strange place."

For a good part of three days Secretary of the Army Stevena, who had hired Welch to be attorney for him and his Pentagon partners in the case, was slammed with questions. For the first two days Welch said almost nothing.

A couple of times he asked Ray H. Jenkins, the Senate subcommittee's special counsel, to go a little slower on the questioning. Several times he repeated, but never with excitement, he'd ultimately give the committee all evidence requested.

He seemed to enjoy the effect created by a "slightly exaggerated phrase—as when he told Jenkins the latter could do no wrong and asked the chairman, Sen. Mundt (R-S.D.), to use his "enormous" power to get him a microphone.

Always punctuating his remarks with gracious gestures, Welch seemed at times like a man who had stepped out of an earlier and courtlier page in history.

Suddenly, yesterday, he turned out to be a needler. When Roy M. Cohn, chief counsel of McCarthy's subcommittee and one of the principals in the case, took the stand to testify under oath, Welch went to work on him.

He asked Cohn to look at a photograph. Cohn said he had to pull it closer because he was near-sighted. Welch, very softly and courteously, agreed that Cohn was nearsighted, implying that Cohn had displayed that tendency before.

Cohn was stopped cold—which was unusual for him: He confessed he couldn't match Welch's quips. He asked Cohn to look at a photograph. Cohn said he had to pull it closer because he was near-sighted. Welch, very softly and courteously, agreed that Cohn was nearsighted, implying that Cohn had displayed that tendency before.

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Welch may turn out to be heavy-handed too, but if he keeps the light touch he showed yesterday, his encounter with the senator may be the highlight of his hearing.

McCarthy has shown from time to time that he too can be needed, Nobody has ever used a light needle on him. So no one, perhaps not even McCarthy, can predict how he'd react to that.

It's possible the Army may have picked Welch for the very qualities he displayed yesterday in the belief that, while McCarthy had shown himself a match for the senator, he may be vulnerable to a light one.

This is how the photograph Welch showed Cohn figures in the dispute before the investigators: McCarthy's staff—it turned out to be Roy Cohn—provided Jenkins with a picture, taken by a service photographer, of Stevens and Pvt. G. David Schine standing side by side by the microscope.

The whole McCarthy-Army feud started, Stevens says, when he refused to let the McCarthy team pressure the Army into giving draftee Schine special treatment. McCarthy charged Stevens and his aides with trying to "blackmail" him into calling off his investigation of alleged communism in the Army.

Jenkins made much of the picture in quizzing Stevens: Why did Stevens have himself photographed alone with Schine? Stevens said he couldn't remember doing that.

At the very start of the hearing yesterday Welch produced another picture, which he said was the original, showing Stevens, Schine and an Air Force colonel standing together. Welch charged the picture given Jenkins had been "doctored" to make Stevens look better. In a moment, McCarthy was accusing Welch of lying. The McCarthy team spent most of the morning explaining.

**MISSIONARIES**

KONG KONG (AP) — All French missionaries imprisoned in Communist China have been released and are on their way out, Roman Catholic headquarters in Hong Kong announced Wednesday.

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**Law Student Wins First Court Case**

SYRACUSE, N. Y. (AP)—Maurice Reichman, a law student at Syracuse University, has won his first case in court. He was the defendant.

Reichman, 21, of Pittsburgh, Pa., was charged in Traffic Court with passing a stop sign. He argued the case before Judge Truman H. Preston, who dismissed it.

## Newcomer To Klamath Falls Gives First Impression

**EDITOR'S NOTE**

Al Jacobson, a new member of the Herald and News staff and a newcomer to the Klamath County, has been given the assignment of writing a series of articles from the standpoint of the newcomer. Many recently established citizens will find that they have wondered about some of the things that Jacobson has sought out, and it is the belief of the Herald and News that old timers can profit from the outlook of a newcomer.

Following this series, Jacobson will work with the advertising staff. He comes to Klamath from Spokane and has been active in newspaper and advertising circles in Washington for a number of years.



AL JACOBSON

**By AL JACOBSON**

You're probably wondering just why a "furriner" such as myself is writing this series of articles like a columnist. Well, it started this way. Before we decided to settle in Klamath I was invited to come down from the state of Washington and look the town over. "We," by the way, means the Mrs., our hound dog Midge (not so short for Midget), and yours truly. Just between you and me, I think the boss really wanted to look me over.

Anyway, I strolled around the downtown business district and later he, the boss that is, asked what I thought of the city. I mentioned a few things that had made a good impression. Of course I layed it out pretty thick. He got the idea that it might be a good thing for me to tell our readers the things I had told him.

At the same time, with a twinkle in his eye, he says, "Leave out the hogwash and the blarney", as he put it, "and just put down on paper your honest impressions, good or bad, of Klamath." So... that's how come I turned columnist.

Anyway, here I am sticking my neck out right from the start on a brand new job! The first thing I noticed about Klamath was the hustle and bustle on the downtown streets... the new and modern shop fronts... the attractive window displays and the many, many

A nice looking car pulled along side us. We were in the outside lane and when the light changed color, I started to go straight ahead. It's a good thing I was slow on the trigger as this guy made a right turn right smack in front of me, believe it or not! Twenty minutes and two more close shaves later I decided to get out and walk and give my nerves a rest. Even after that I was still in the mood to start a safe driving campaign.

Going back to that viaduct, and I don't mean driving back, it's so narrow I expected any minute to see a lot of new business for the body and fender shops in town.

While we're chatting about traffic conditions I'd like to say this. It seems to me that a couple of one way streets going north and south, and east and west, would help a lot to cut the downtown congestion. Believe me, they're far too narrow and there's too many cars for today's driving.

Well so long for now folks. Still got a lot of things I'd like to sound off about so maybe we'll be able to get together again soon?



MISS HELEN G. IRWIN

**BPW Plans State Meeting**

Miss Helen G. Irwin of Des Moines, Iowa, president of the National Federation of Business and Professional Women's Clubs, Inc., will attend the Oregon state federation convention to be held in Portland May 14, 15 and 16.

A BPW member for 27 years, Miss Irwin has served continuously in an official capacity since that time, including two terms as state president. In 1948 she was elected the first honorary president of the Iowa federation and from 1948-50 was third vice president for the National federation, serving as first vice president from 1950-52 and becoming president at the 11th biennial convention held in Boston in July, 1952.

Several officers and members of the Klamath Falls Club will attend the state meeting.

**DEFENSE FACT**

TOKYO (AP) — The upper house of Japan's parliament Wednesday night approved the Japan-U. S. Mutual Defense Assistance agreements by a vote of 124-68. The agreement, designed to help Japan build up her defense force, already have passed the lower house.

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