

Herald and News

FRANK JENKINS
Editor

BILL JENKINS
Managing Editor

Entered as second class matter at the post office of Klamath Falls, Ore., on August 20, 1906 under act of Congress, March 3, 1879.

MEMBER OF THE ASSOCIATED PRESS

The Associated Press is entitled exclusively to the use for publication of all the local news printed in this newspaper as well as all AP news.

SUBSCRIPTION RATES

MAIL	BY CARRIER
1 month \$ 1.35	1 month \$ 1.35
6 months \$ 6.50	6 months \$ 6.10
1 year \$11.00	1 year \$10.20

BILLBOARD

By **BILL JENKINS**

Was greatly relieved the other day to talk to Vern Schoringer and find out that I'm not the only one in this world who has become confused at Oakridge.

Vern was on his way back from a master plumbers convention up in Portland and stopped over in Oakridge for a bite to eat, still groggy from lack of sleep, he climbed in his car and headed right back for Eugene. Got almost back to the dam site before he realized he was going the wrong way.

I'm relieved because I've done the same thing at the same place several times. Drove all the way to the Springfield junction once. And last time we were there I was heading for Portland and drove about halfway to Dexter before I realized I was going home instead of to Portland.

It's a wild feeling, but I suppose there are a lot of us who have done it.

Emmett Sisemore back in town the other day with his face split in a grin from ear to ear over the "nice little rain" they were having up at the Port.

There's no getting around the fact that a rain this time of year, if it isn't followed by a killing

frost, sure does bring out the leaves and plants. And the dry land boys don't lose anything by it either.

Surprised that there has been so little comment in town about the recent change in the traffic lights. It is much easier to drive down the main drag now, and if you hit 'em right you can sail through without any loss of time.

A move in the right direction. Traffic is rapidly becoming one of the major headaches of every city over 100 population. Between keeping the flow of cars maintained and providing adequate parking facilities the city fathers really have a problem.

The suggestion that some of the meters be put on two hour basis is also sound, we think. Matter of fact we suggested it some months ago. It gives an out-of-town shopper enough time to get all his buying done and still get back to the car before he finds a ticket plastered on it.

After all, you don't have to plug it for a full two hours if you don't want to. And the take to the city is the same. There are only so many minutes on the things anyway, and if you figure full usage you can't get more out of it than there is.

CAUGHT IN THE ROUNDS

By **DEB ADDISON**

ADVERTISING MEMO:

Here's a short, short course in economics, having to do with advertising as a creator of new wealth. And that's in the overall economic sense, in addition to individual return to the successful user of advertising.

Just as "form utility" is created and added to the total utility of goods by manufacturing, and "place utility" is created by transportation, so "information utility" is created by advertising.

Just as rough pig iron has only a potential value until made into finished, usable form by manufacturing, just as the finished article has only a potential value until transported to the place of its use; so the finished product, delivered to the warehouse or store, has only potential value until the public has been informed of its existence there and is educated to its use.

It was announced at the annual meeting of the Bureau of Advertising, American Newspaper Publishers Association, that 1953 marked the eighth consecutive year in which national newspaper advertising has set a new high, and again that newspapers took their place as the number one medium for national advertising.

(Frank Jenkins of the K. F. Herald & News attended that meeting, whether his dispatches have caught up to that fact; and a session of the Bureau was addressed for the first time by a president of the United States, whether those reports have caught up with you or not.)

Also announced was the fact that in 1953 all newspaper advertising amounted to more than all advertising in all magazines and business papers and on all television and radio programs and on all billboards combined.

Maybe that continuing record is explained best in that newspapers are primarily an informative, rather than entertainment medium, and so contribute most to the "information utility" of manufactured, transported and stored articles.

Stuart Chambers of the St. Louis Post-Dispatch, who is retiring chairman of the Bureau Board, said that:

"We have more to offer advertisers this year than ever before. We can offer a constantly improving product. Today circulation stands at 54,500,000 copies every weekday. . . more than all the pieces of mail handled by all the post offices in the United States.

"Our family coverage is unmatched by any other medium, and newspaper readership remains at an all-time high."

The Herald and News contribution to that fifty four and a half million newspaper copies every weekday is 12,228. That's the Audit Bureau of Circulations net paid figure for H&N circulation for the first quarter of this year. It is an increase of 232 subscribers, about 2 percent, over the first quarter of 1953.

Advertising in the Herald & News in 1953 was just over a half million columns inches, an increase of 5.4 percent over 1952.

THE DOCTOR SAYS

By **EDWIN F. JORDAN, M.D.**

"I have a mongoloid baby, but have missed reading your remarks on this condition" writes an anxious mother.

Although, as the writer said, I have had columns on mongoloid children before, this is a subject of continuing interest and does deserve discussion from time to time.

The birth of a mongoloid child comes wholly unexpectedly, and is naturally a terrible shock to parents, relatives, and friends. This is a condition of delayed mental development, associated also with physical differences from normal.

In a mongoloid infant the skull is small and round, the eye-slits narrow and tilted. The cheeks are characteristically cherry red, the hair is coarse, the tongue tends to protrude, the teeth come in late, and the nose is stubby and depressed.

These physical signs are responsible for the name because of the supposed resemblance of such an infant to the far-eastern race known as Mongols.

Unnumerable possible causes have been investigated, and most of them have been discarded. About the only thing which seems certain is that on the average, that is statistically, older mothers have a somewhat greater chance of bearing a mongoloid child than young mothers.

Even this, however, does not mean that the vast majority of children of older mothers are not perfectly normal.

One thing is sure: parents should not blame themselves if they have a mongoloid child, neither should they feel that the obstetrician, the diet, or any other known factor is responsible for this tragic event.

The diagnosis of mongolism can be made at or shortly after birth. Since mental development

will never proceed very far, most doctors recommend that a mongoloid infant should be separated from the parents just as soon as possible and cared for in an institution.

Naturally, this is a difficult thing to contemplate, but it seems much better both from the standpoint of the parents, and particularly from that of other children in the family who are likely to be perfectly normal.

Prospective mothers should not worry about this too much. There is only about one chance in a thousand that any child will be mongoloid.

Even if one has had one mongoloid child, the chances are still 19 or 20 to one that subsequent children will be normal.

Girls Wins 4-H Scholarship

Shirley Ann Michel of Powell Butte, will receive a 4-H summer school scholarship as outstanding 4-H Club girl with an Angus project, Cal G. Monroe, state 4-H Club agent announced.

First alternate is Roxanne Wilson, Malin, followed by Barbara Kinderman of Corvallis.

The scholarship is given by the women's auxiliary of the Pacific Coast Aberdeen-Angus Association.

The state winner has carried a beef project six of her eight years in 4-H Club work, Monroe stated.

Malin Nursery

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Klamath Falls

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ALONG NATURE'S TRAIL

By **KEN McLEOD**

Before we leave the Trinity River Diversion program of the Bureau of Reclamation I must mention one of the amusing incidents that demonstrates how provident that organization is when it comes to matters of the budget, making sure it can keep its hand in the taxpayer's pocket, even though some requests in favor of certain projects may be rejected. This amusing incident is of interest in the light of recent news story headlines to the effect that: "House Committee Cuts 59 Millions From Interior Department Budget," and then the follow up headlines "McKay Seeking Original Budget For Department."

The House Committee took a slice out of the Interior Budget, small in size because it amounted to 14 per cent of \$422,118,430 request. One thing, however, the committee placed a much heavier hand upon other Interior agencies than the Bureau of Reclamation which was only sliced around 20 per cent, \$15 million from a \$155 million request.

The committee apparently was unfavorably impressed with what it termed the Reclamation Bureau's "general practice" of overdesigning structures and facilities.

The group said in its report that nearly 20 per cent of the construction-rehabilitation program was for "personal services" which "impose unnecessary engineering and supervision costs" on water and power users.

"The programs — gave the impression that the bureau's efforts are scattered in all directions in an effort to investigate every conceivable possibility for a project, and in many instances to go back to once-abandoned projects in an effort to bring them into the realm of feasibility," the committee added.

The resulting screams and moans were most horrible to hear and especially loud was the cry from the Trinity River Diversion boosters. The Reclaiming paper had bold headed to the effect that the Trinity River Project was eliminated: "The president's budget had recommended \$90,000 to start the Trinity unit, authorized by former Secretary of Interior Oscar Chapman," and this had been stricken from the roll by the tight-wad congressmen.

The committee said it was sticking by the policy, announced last year, of not considering appropriations for any new projects costing \$5 million or more which have not been authorized by congress. The Trinity River project was authorized by Chapman under a "blank-check" authority given to the Interior Department by congress during the "good-deal" days which allowed the Bureau of Reclamation to have anything it could find a case of "feasibility" for. The present administration declined to use the "blank-check" system and has returned the burden of decision back to the shoulders of congress.

When the \$90 million was stricken from the budget, the telephone company picked up a bit of loose change from the Boosters calling their congressmen to save them from destruction. Rep. Clair Engle reported from Washington he would immediately do all in his power to get the funds restored. Engle stated, "apparently the committee was under misapprehension" that the funds budgeted for the Trinity project were for construction, whereas they were for "advance" planning. . . . The money was to bring the plans up to date. Cutting out the funds would delay completion of this advance planning."

The steam-roller ran over the favored child, so there was much excitement and no doubt a truck load of letters and telegrams was rushed into the defense—then, five days later.

The headline were just a third in size of the former: "Trinity River Fund In Budget After All." The daily paper reported: "Trinity River Project's \$100,000,000 fund for advance planning is back in the appropriation bill today. . . . Last week the house appropriations committee report showed a \$99,000 item for Trinity project

Northwest History Highlights

By **DAN E. CLARK**
Professor Emeritus of History, University of Oregon

Today's Question: What were the causes of the Indian wars during the territorial period?

There were a number of fundamental causes of the Indian wars that raged throughout the Pacific Northwest during the latter half of the decade of the eighteenth fifties. One of these was the increasing tide of settlers coming into the region and the fear of the Indians that they would be dispossessed of their homes and hunting grounds. There is reason to believe that in some cases the Indians felt that their only hope lay in exterminating the whites before they became too numerous.

Another fundamental cause of the wars was the delay of the federal government in adopting a definite policy with respect to the Indians in Oregon. Thus it was left to the local authorities to deal with each new crisis as it arose. The donation land law of 1850 was a departure from the established land policy in that it permitted settlers taking advantage of the law to select land without waiting for the extinguishment of Indian titles. Thus Indians were aroused by the settlement of white families on their lands before any treaties had been made. Finally, as has been previously indicated, a large number of treaties were not ratified by the United States Senate. In these treaties the Indians agreed to give up their lands, but they felt that they had been cheated when they did not receive the annuities, merchandise, and services which had been promised them. In many cases the Indians resented being moved to reservations where conditions were different from those to which they were accustomed.

In addition to these underlying

Henley Honor Roll Reported

HENLEY — The following names of students were posted on the fifth, six weeks period honor roll.

12th-grade — Richard Balsiger, Myron Hurlburt, Patsy O'Donahue, Ernest Mathes, Kaye Robinette.

11th-grade — Rosemary O'Keefe, Karen March, Jim Robinette, Jeanette Thornton.

10th-grade — Londa DeLaP, Marilyn Kendall, Glenda McBride.

9th-grade — Barton Brown, Kathleen Marshall, Bon Rodgers, Ronald Short.

8th-grade — Norma Jean Lyons, Judy Woodruff.

7th-grade — Georgia Flowers, Carolyn Hunt, Robert Marcum, Janice Marshall, Rebecca Short.

Three more young men enlisted in the United States Air Force through the local U. S. Army-U. S. Air Force Recruiting Station April 27, 1954. It was announced today by T-Sgt Don Adams, recruiter. Their names are, Dennis L. Dunlap, son of Mr. and Mrs. O. L. Clark, 773 Old Fort Road; George D. Hard, son of Mr. and Mrs. Clarence C. Hard, P.O. Box 962; and Carl L. Petty, son of Mr. and Mrs. Aubrey Petty, 123 Wendling.

All three were members of "D" Battery, 732nd AAA BN, National Guard, prior to enlistment in the regular Air Force. They are presently enroute to Lackland Air Force Base, Texas, where they will take basic training later attending specialized technical training in one of the Air Force specialties.

causes of the wars there were numerous special episodes which precipitated conflict. Especially was this true in the Rogue River region during the gold excitement. Many of the miners were bold and reckless men who were contemptuous of the rights of the Indians. The Indians in turn resented the encroachments of the miners and settlers on their lands. The result was a series of thefts and murders of which whites and Indians were about equally guilty. These personal encounters often led to outright wars of extermination in which the innocent members of both sides were forced to pay the penalty for the acts of a few hot headed individuals.

Clip and paste in your history scrapbook. (If you have a question you would like answered, about Oregon or Northwest history, mail it to Dan E. Clark, care of this newspaper.)

Hal Boyle

HOMETOWN, U.S.A. — Trellis Mae Peeble, America's average housewife, gnawed her fingernails in despair as she sat at her writing desk scribbling on a sheet of paper.

"Oh, Wilbur, I'm glad you're home!" she exclaimed, as her husband entered.

"Why?" he asked warily. Like most husbands, Wilbur was too practical a man to see any real reason why his wife should be glad to see him.

"I need your help," said Trellis Mae. "Tomorrow it's my turn to make the weekly current events report to the Ladies of the Minerva Literary and Gin Rummy Club. And I'm stumped."

"What's your subject — 'New Trends in Girdles'?"

"No it's that McCarthy-Stevens hearing in Washington. I've been watching it on Mrs. Smith's television set next door, and I can't make heads or tails of it. The most interesting thing happened the third day."

"What was that, dear?"

"Mrs. Smith's baby got her first tooth."

Wilbur shook his head and sighed. "Well, honey, what do you want to know about the hearing?"

Lifting her pencil to take notes, Trellis Mae asked:

"First, why is Secretary Stevens trying to draft Sen. McCarthy into the Army? That confuses me."

A look of suspicion crept into Wilbur's face, then wonder, then utter joy. At last he thought he saw a way to get even with Trellis Mae's club ladies, whom he thought a bunch of dizzy, time-wasting dames.

"Why, that's easy," he said, thinking fast. "Secretary Stevens wants to send McCarthy on an Army mission to Africa to organize the Mau Maus there against the Indochinese invaders. But Adm. G. David Schine—he—you've heard of him?"

"Of course, silly. Everybody knows him."

"Well, Adm. Schine is fighting against Sen. Stevens for McCarthy's services. He wants the senator to direct a secret Navy project to build an atom-powered rowboat. I'll free the Navy of oars forever — if it works."

"What won't they think of next? How about Roy Cohn? Is he against Secretary Stevens and Adm. Schine? He doesn't seem to be too mad at Sen. McCarthy."

"Far from it. He has a third plan. He wants McCarthy to drop with some paratroopers on a Sioux Indian reservation out west — it's the Custer massacre."

"I should think it's high time we did something about that," said Trellis Mae warmly. "Sen. McCarthy must feel pretty lucky that all fighting to get him to come to work for them. But tell me, when will we see the midget?"

"The midget?" Wilbur was at sea.

"Yes. Remember the midget they put on old J. P. Morgan's knee the time he went to Washington to ask the government to please be more careful of its money? Don't they always have a midget at those Washington hearings?"

"One way or another," said Wilbur, grinning. "They will bring out the midget when the mystery witness testifies. They always have to bring out a mystery witness at a hearing to solve the mystery. But right now he's being kept incommunicado."

"In where? Oh, never mind — if it's a secret. Just one question more. Why do they have all those klieg lights in the hearing room?"

"The politicians are trying to find a way to make daytime politics as popular as night baseball."

"Well, I'm not much of a baseball fan, but I will say that even in a night ball game it's easier to tell who's got the ball," said Trellis Mae, folding up her notes.

"But at least, thanks to you, dear, I know now what the hearing's all about. Men do have clearer heads than women when it comes to politics."

The next night Wilbur came home late and opened the door cautiously. A grimly silent wife met him.

"How did the ladies like your current events talk?" he asked, smiling.

"Oh, they said it was wonderful. The best talk of the year. They asked me to make another talk next week on the same subject

Letter From Washington

By **HARRIS ELLSWORTH, M.C.**
4th DISTRICT OREGON

This session of Congress is now past the halfway point, so a sort of summing up would seem to be in order. As a matter of fact, I have just finished reading some copies of "Washington Letter" services which businessmen subscribe to, and some newspaper columnists which purport to give such a summary. If I believed them, which I do not, I suppose being a member of Congress I should blush a deep red. Those reports indicate that Congress has just been sitting here for more than three months and has done little or nothing. But since I am a member and since I think I know more about what this session has done and is doing than they do, I think I am able to report on this subject with a considerable more accuracy than are these highly paid "correspondents."

The general complaint is that this session has been slow. Taking up and enacting the recommendations of the President. In his "state of the Union" message, the President gave a general outline of what he planned to propose in detail later. Some weeks later his detailed proposals were received. Committees have been working of them. A few have been passed. Meanwhile the House has met the situation in which it found itself by reversing its usual procedure. This year as the result of pleidid effort on the part of

the Appropriations Committee we have already passed all of the major appropriations bills except the one for the Defense Department which will be on the floor next week. Ordinarily several of these bills drag on until near the end of a session. With the money bills taken care of the House can now bring to the floor the legislation pertaining to the President's program which, in the meantime, the legislative committees have been perfecting.

However, in addition to handling the appropriations bills, the House has thus far passed tax bills making reductions to tax-payers of more than seven billions of dollars; a housing bill aimed at helping people build lowest cost homes; a billion dollars in Federal support for highway building; more hospitals and better public health facilities; sound measures to strengthen our internal security, and some others.

Pending and nearing final action are: Cooperative building with Canada of the St. Lawrence Seaway on a self-liquidating basis; equitable revision of the Taft-Hartley Act; sound legislation for agriculture; statehood for Hawaii and Alaska; expanded social security for millions who are not now covered by the law; and other items listed by the President.

Several bills which I have introduced in the House are making progress through the legislative mill. Following is a brief progress report on each one:

H.R. 5934 — to settle an inter-departmental dispute relative to the jurisdiction over certain O & C lands. Favorable reports received from departments. Public hearings have been held. An executive hearing will be held on this bill by the committee on May 10th.

H.R. 8184 — to provide for the construction of the Talent Division of the Rogue River project and rehabilitate irrigation districts. Bureau of Reclamation favorable report awaiting comments by state governors and interested government agencies.

H.R. 4929 — to provide for a system of timber access roads. Has had a favorable report by the Department of Agriculture Forest Service. Now being considered by Bureau of Budget.

H.R. 7818 — to authorize power at the Cotuit flood control dam. McKeezie and permit contract with Eugene Water Board to build and operate power generating facilities. Favorable reports have been received and hearings held by the committee.

H.R. 8661 — to authorize the inclusion of power in the Green Peter flood control dam on South Santiam with authority to contract with local interests for construction and operation of power generating facilities. Departmental reports have not been received by the committee. Hearings and action by committee may be anticipated within a few weeks.

Outdoor Classes To Be Held

The fourth annual outdoor workshop, sponsored by the leadership training council, will be held at Moore Park, at the day camp site, on May 11, May 18, and May 25 from 9:30 a.m. to 2 p.m.

Classes this year will be divided to provide an opportunity for new people to learn the fundamentals of day and weekend camp leadership, with emphasis on safety, good food and fun, with a minimum of hard work and worry. Those who have attended in previous years, will go on to new skills in outdoor cookery, nature study and recreation.

The course will be open to any woman interested in outdoor living. Whether she wants to go fishing with her husband, camping with her children, be responsible for a youth group on a weekend trip, or just cook in her own back yard, any woman will benefit from the course and have fun while attending classes.

Additional information can be obtained by calling the Camp Fire office, Mrs. Naomi French; the Girl Scout office, Mrs. Keith Cobor; or the council chairman, Mrs. Charles Leik.

QUICKIES

By **Ken Reynolds**

"It was so interesting."

"They did?" Wilbur's face fell.

"Then what are you mad about?"

"Well, I don't think a single member heard a single word I said. Two ladies showed up wearing new dresses that were exactly alike. . . down to the last pelka dot. And everybody was watching to see what would happen."

"What did happen?"

"After the meeting both ladies flounced up and tried to resign from the club. But we voted to accept only one resignation."

"Which one?"

"Why the one from the lady who never serves us anything but peanut butter sandwiches when the club meets at her home-of-course," said Trellis Mae.

Wilbur felt a clanging in his ears. He slumped down in his chair, opened his newspaper. After a moment Trellis Mae said, "Wilbur, what's the matter with you? You're reading the newspaper upside down."

"Just trying to confuse myself," said Wilbur. "A man with a clear head can get pretty lonely in this world. I want to see if it isn't more fun to live in a fog."

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