

Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

RETAIL MEMO:

Do-it-yourself sales will gross four billion dollars this year (which works out to \$97 for every family in the nation). Growing steadily since the war, DIY has become a distinct and forceful market since 1951 and it's here to stay.

That's how "Printer's Ink" magazine sums up this burgeoning market in a progress report on the industry. Items:

- 1) 42 percent of plywood stocks go to do-it-yourself; 50 percent of all wallpaper; 50 percent of floor tile.
- 2) 200 thousand new homes were built last year by owner-contractors.
- 3) 8.5 percent of U.S. families plan new homes this year. Better than half will do some of the work themselves.
- 4) There are 12 million home workshops.
- 5) 75 percent of interior paint is applied by homemakers.
- 6) Do-it-yourself exhibits are drawing big crowds: 70,000 at Dallas; 90,000 in Boston; 182,000 in Los Angeles.
- 7) 94 percent of men are Mr. Fixits, 80 percent own work clothes—according to a check of suburbanites by Young & Rubicam advertising agency.
- 8) How-to and do-it-yourself books are multiplying. About 40 different titles were on sale at the New York do-it-yourself exhibit.

The average American last year consumed 13 percent more food than he ate in the average 1953-54 year. This is a major factor behind the surging volume of food store sales while many other businesses lag, reported the Wall Street Journal.

People also are eating better and more expensive foods. P.S. Willis, president of the Grocery Manufac-

turers of America, said, "American consumers today spent 27 percent of their disposable income on food."

He compared his figure with the 18 percent spent for food in the pre-war period.

Operators of other types of business, who complain that their biggest competitor is the grocer, might take a tip from the following:

Daily newspapers maintained their commanding role in retail food advertising during the past year, according to a survey by the Super Market Institute.

Virtually all companies (97 percent) covered in the survey disclosed they advertised in newspapers.

The study also showed that 91 percent of the operators spent more money on newspaper advertising for their stores in 1953 than on any other advertising medium.

A total of 94 percent reported they spent more money on newspaper advertising than on all the other media combined.

And 62 percent reported they invested more than three-quarters of their total advertising dollars in newspapers during the past year.

Handbills and circulars were the most important advertising medium for 6 percent of reporting stores, radio for 2 percent, and "other" for 1 percent.

COST OF LIVING MEMO:

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 273.39 on Thursday, June 3, against 273.29 a week previous.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, dropped one cent last week to 47.38. This is 12.5 percent above the corresponding level of last year.

They'll Do It Every Time

Humorous & I. News Office

By Jimmy Hatlo



HUGH PRUETT

James Marlow

Venus, the glorious "evening star" which for many weeks has dominated the western twilight sky, has been mentioned a few times recently in this column. So splendid is this planet that it deserves an article all of its own with more description than has been possible when tangled with other discussions.

Venus is often called the earth's twin sister, since the two are of about the same size. Our earth has an average diameter of approximately 7920 miles; Venus, about 7600 miles. Venus encircles the sun on an orbit inside the earth's path and completes a round trip in nearly seven and one-half months as compared with one year for us.

The Doctor Says

By EDWIN P. JORDAN, M.D.

A complicated subject is raised by Mrs. L. who asks for a discussion of "scrub typhus." She says, "Why isn't the public warned about it coming into the country in packages from the Orient? Why is the Health Department so hush-bush about it?"

First, there is no need to warn the public of the danger of contracting "scrub typhus" in packages coming from the Orient, since the disease is not spread in that way and, therefore, there is no risk involved.

Secondly, so far as I know, there is no intention on the part of any Health Department to conceal the facts about the disease known as "scrub typhus."

The disease — which also carries several other names — is caused by a small living organism belonging to the Rickettsia group, other members of which are responsible for Rocky Mountain spotted fever, other kinds of typhus and several other diseases.

The disease is not native to the North American continent and, in fact is found only in certain regions of Japan, Formosa, the Philippines, Malaya, Indochina, Burma, India and some other places in these general areas.

The responsible organism is transmitted to human beings when one state of a great deal of activity on the part of our health authorities and disease investigators. Thus, a great deal was learned about it in a very short time.

Some knowledge was obtained about prevention, including the use of mite repellents. Several drugs of the antibiotic family proved fairly effective in treatment. Unless our troops should again become involved in an area where this disease exists, however, scrub typhus probably will not constitute a serious health hazard to residents of the North American continent.

RELIEVED

CAIRO, Egypt (AP) — Kamal El Mallakh, the original discoverer of a 5,000-year-old "solar boat" alongside the famed Cheops pyramid, has been relieved of direct supervision of its excavation. An intradepartmental feud apparently is behind the move.

QUICKIES

By Ken Reynolds



"I don't care how smart she is—she's not driving this used car I got in the Herald and News Want Ads!"



THESE LOVELY SWIMMERS will be on the program June 19 at the municipal swimming pool when the Tokete Lions Club sponsors a dedication ceremony there. The show is free and the public is invited to attend. City officials will be invited guests, according to President Len Sures. Shows will be at 2:30 and 7:30 p.m.

velopment during the war, had been investigated before. In December he gave Oppenheimer the choice of being dropped as an AEC consultant or asking for a hearing. Oppenheimer asked for the hearing. The AEC appointed a special three-man board of inquiry to conduct it.

Last week, this special board found Oppenheimer both loyal and discreet. Nevertheless, by a 3-1 vote, it said he should not be let in on any more secrets. The two-man majority expressed concern over Oppenheimer's 1949 opposition to the all-out H-bomb program.

Oppenheimer appealed to the full five-man AEC commission to review his case, and it has agreed to do so.

Meanwhile, the Senate-House Committee on Atomic Energy is holding hearings to consider, among other things, changing the atomic energy law to make the chairman, now Strauss, "principal officer of the commission." This proposal was made by two top Republicans on the congressional committee; Rep. W. Sterling Cole of New York and Sen. Bourke B. Hickenlooper of Iowa.

Strauss and Joseph Campbell generally went along with the idea. Opposing it were three Truman appointees: Dr. Henry DeWolf Smyth, Thomas E. Murray and Eugene M. Zuckert. They said they feared it would mean making the chairman boss and the other four commissioners rubber stamps. Under present law all five commissioners have equal authority.

Now the five commissioners are in public dispute about how much authority the chairman, Adm. Lewis L. Strauss, should have. In addition the status of Dr. J. Robert Oppenheimer, one of the world's great scientists, has been dumped in their lap.

In 1949, when Strauss was just one of the five commissioners and not chairman, he favored an all-out effort to make an H-bomb. Three of the other commissioners disagreed with Strauss. So did Oppenheimer, then an adviser to secretary of state, and other scientists. Former President Truman solved that dilemma on Jan. 31, 1950, by ordering all-out work on the H-bomb.

Last July Eisenhower made Strauss AEC chairman. A few days later Strauss ordered an investigation of Oppenheimer, who, having been director of the A-bomb de-



A TUITION SCHOLARSHIP, presented by the Oregon State Mother's Club, went this year to Richard Dick, (right) KUHS graduate. Dick is the son of Mr. and Mrs. A. G. Detroit, 2334 Radcliffe Street. He will attend Oregon State. Alternate chosen by the club scholarship committee was Ted Siemens, valedictorian of Chiloquin High School. He is the son of Mr. and Mrs. John Siemens, Chiloquin. The scholarship will revert to Ted if not used by the winner. This is the first year the OSC Mother's Club has awarded a full tuition scholarship. Contributions in the past have been made to the state group. Mrs. J. P. Elmore is president of the local club.

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ALONG NATURE'S TRAIL

by KEN McLEOD

Bancroft conveniently fails to mention that the citizens' posse went with Superintendent Odenael to meet Jackson and his cavalry on the road but spaces mentioning the "citizens company" a few paragraphs later so one gains the impression that this was a spontaneous gathering of local people who acted upon their own without association with Jackson's force.

Most writer's prefer not to mention the names of this party and so out of the 25 or so men who made up the company we have Bancroft merely stating: "In the meantime a citizens' company consisting of O. C. Applegate, James Brown, J. Burnett, D. Crawley, E. Monroe, Caldwell, and Thurber, had gathered at Crawley's to await the result of the attempted arrest." Bancroft gives the impression here that these few citizens met at Crawley's at an earlier period, however, it is clearly evident such an action would have been a direct warning to the Indians that trouble was impending, so I think that Bancroft's handling of the subject would have to be discounted.

Mesachin is even more laconic than Bancroft. He states that the citizens company, "was on the opposite side of the river, and took a commanding position on a bluff overlooking the Modoc Camp; which was located on the very spot where my party met Captain Jack in 1869."

Riddle, likewise does not wish to be very communicative upon this subject though he goes to length upon other more minor details. Riddle states: "If one could have penetrated the darkness, he could have seen 15 or 20 men, less than a mile from Curley Headed Doctor's lodge, and four or five other lodges on the north bank of Lost River, straight across from Jack's lodge. This body of men are the settlers. These men were very

anxious to secure a few Modoc scalps, at the risk of their own lives."

To the student who desires to obtain as much factual material upon the various incidents of the Modoc War it is unfortunate that the history written by O. C. Applegate never was published, this manuscript was used very freely by Bancroft and is probably the foundation for his account of the Modoc War. Bancroft in writing about Applegate's Modoc History stated "This is a full and competent account of Modoc affairs from 1824 to 1873. No one has a more thorough and intelligent knowledge of the customs, manners, ideas, and history of this tribe than Mr. Applegate." Perhaps someday, if this manuscript is still in existence, it may again become available to those interested in Modoc War history.

Colonel Thompson has a word to say upon this subject. Thompson writes: "Early in November, after repeated attempts to induce the Indians under Jack to go peacefully back to the reservation, Superintendent Odenael determined to turn the matter over to the military. The Commissioner of Indian Affairs directed him to put the Indians back peacefully if he could, by force if he must. He then referred the whole matter to Major Jackson, then in command at Fort Klamath, who had at his disposal six men of Company B, First Cavalry, and proceeded with his command to Linkville, where he was met by Captain I. D. Applegate, at this time connected with the Indian Department and stationed at the Yainax reservation."

Thompson has made several obvious errors and one is to get mixed in point of time. Colonel Green was in charge of Fort Klamath and "Major" Jackson at the time was but a Captain. Ivan Applegate was a sub-agent of the reservation the title of "Captain" was not to come until later. Ivan Applegate apparently had accompanied Jackson from the Fort rather than just joining Jackson at Linkville.

Thompson, however, substantiates a surmise made in this column of Applegate's request for military action to Fort Klamath. Thompson states: "Captain Jackson was warned by Applegate of the desperate character of the Indians, but informed him the force was sufficient in his opinion if proper precautions were taken."

Candy Bar Price May Be Boosted

CHICAGO (AP)—The 5-cent candy bar may become a treat of the past if the price of cocoa beans continues its rise, says the president of the National Confectioners' Assn.

Philip P. Gott said the price of cocoa beans, at present 70 cents a pound compared with 5 cents a pound in 1941, is forcing candy makers to decide whether to reduce the amount of chocolate in their products or raise prices correspondingly.

He said the problem heads the agenda of the group's 71st annual convention being held through Thursday.

Neuberger's Expenses Listed

SALEM (AP)—The Committee for Richard L. Neuberger, Portland, who was unopposed for the Democratic nomination for U. S. senator, reported Monday it spent \$3,045 in the primary election campaign.

Other expense statements: Charles O. Porter, Eugene Democrat, unopposed for Congressman, \$315. H. H. Stallard, Portland Democrat, defeated for Congress, \$686. S. Eugene Allen, Portland Republican, nominated for Labor Commissioner, \$432.