

# Herald and News

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MAIL BY CARRIER

## BILLBOARD

**By BILL JENKINS**

Had a call from a woman who lives in our neighborhood taking me to task in a mild manner for stating that we had a few mosquitoes. Seemed to feel that in commenting on the pestilence I had insinuated that it wasn't the best place in Klamath County to live.

Just to keep the record straight let me state right here and now that I think our neighborhood is the best. I wouldn't want to live anywhere else.

Of course that statement will get me in dutch with all the other neighborhoods, but then, ducks a fan has to stand up for his own country.

And on top of that the cool weather over the weekend drove the mosquitoes out. And I hope they stay out.

Even cool weather over the weekend didn't stop the usual number of people from driving up the beautiful Westside highway. At least two ex-Klamathites that we know of took the trip on Sunday and were mightily impressed. Harlan and Marie Bosworth, over for a little speech making at the ham convention, stopped in on their way by and made very favorable comment. Bos is a one-time manager of Copco here, now in the company's top offices over in Medford.

As for us, we don't think there can be found a prettier drive anywhere in the state. It should be bragged up by all of us. After all, where else in the Pacific Northwest can you find a lake like ours or a road as pretty?

Speaking of the amateur radio convention here reminds us that we should go out of our way to be pleasant and courteous to the groups who come here for their meetings. It's big business in case you hadn't noticed.

Whenever a group hits town they buy a lot of meals, a lot of hotel and motel accommodations and a certain amount of merchandise.

## CAUGHT IN THE ROUNDS

**By DEB ADDISON**

**RETAIL MEMO:**

The most conclusive evidence so far that business has not only stabilized but is picking up was provided recently by the Federal Reserve Board, said the New York Herald Tribune.

The board's index of industrial production, adjusted for seasonal factors, rose a solid two points in May to 128 from 126 in April, the first increase in the index in two months.

Output of major household durable goods continued to improve in May, reaching 133 per cent above the December low.

consumer buying of durable goods have been the chief causes of fluctuations in retail sales levels during the first four months of this year.

According to Department of Commerce figures, almost one third of non-durable goods store sales and about one-fifth of total retail sales was accounted for by grocery stores.

The Klamath-Deschutes Potato Promotion Council is out to get an increased share of this food dollar. It is going after it the right way — looking at advertising as a tool for continuing use in selling the crop, in a program that goes hand in hand with the continuing one of raising a better crop.

The Council, through its agent, Pacific National Advertising Agency, is going after it the right way. It will advertise its superior type of potato, the Russet, and the superior growing areas, Klamath and Deschutes. The name, Klamath, already represents potatoes from the Klamath Basin on both sides of the line.

The advertising will go where the potatoes go, when the potatoes go, to particular consumer markets. It will be one program but it will be "Klamath Russets" in Klamath markets and "Deschutes Russets" in Central Oregon markets.

Highest priced media that is contemplated for the advertising is the Los Angeles Times. The rate is just 10 times as much as the Herald and News, and of course, the Times does have nearly 400,000 subscribers.

Recent studies by military sources, colleges and insurance companies show that the number of men in the six foot and over class has increased so greatly that "extra longs" in men's wear can no longer be considered outliers.

Despite this new generation of giants, "Men's Wear" magazine reported that in the male population between 35 to 65, 27 per cent fall into the category of "stouts" weighing 165 pounds or more and measuring five feet eight and a quarter inches tall.

Alert retailers are adding to their clientele by stocking ample supplies of "extra longs." When these tall lads have finished growing up and start broadening out, look what it will do to the men's clothing business.

Last year, for the eighth consecutive year, Sears, Roebuck & Co. invested an increased amount in newspaper advertising. Edward Gudeman, Sears' retail merchandising vice president announced the amount for the year as \$36.3 million, an increase over 1952 of 6.4 per cent.

Sears continued to be the biggest advertiser, putting 81.4 per cent of the budget in newspaper space.

Grocery stores have played a major part in keeping total retail sales at a high rate, while shifts in

## HAL BOYLE

**NEW YORK (AP) —** Any girl who falls to ambush a husband during the summer open season on his chejors can soothe her pride by going to Africa and mowing down an elephant.

Miss Beverly Putnam is organizing the first all-girl elephant safari in history. The 49-day trip, starting Sept. 10, will cost \$3,120, plus \$214 for a license that "allows one elephant only."

"But the ivory from an elephant ordinarily sells for about \$300," said Beverly, practically, "so that should cover the cost of the license. It isn't necessary to buy an elephant gun. They can be rented."

Beverly, tall, pretty, dark-haired and 32, is no stranger to Africa. Since her childhood days in a convent, she had dreamed of adventure in far places. Last winter she threw up her job with Scandinavian Airlines to lead a group of 14 girls on a 38-day safari to Africa.

The party, ranging in age from 27 to 60, included housewives, single girls, widows and divorcees. Two of the ladies took one long look at Africa, and headed back home. But a durable dozen stayed and had a fine time, banging away at the landscape.

"Only 6 hunted with guns—the rest used cameras," said Beverly. She herself bagged a buffalo, a zebra, two gazelles, a wildebeest and a harebeest.

Can a dozen or more women actually have any fun together on a safari?

"Of course they can," said Beverly. "We'll have 5 white hunters and 45 native boys in the party."

"We'll have hot water at all times, plenty of ice cubes (we take along a refrigerator), homemade ice cream, and fresh eggs every morning. The native chef specializes in dishes such as

antelope soup and gazelle barbecue.

"The first three days are rough — personality-wise. You average 50 to 75 miles a day in hunting cars, and your bottom gets real sore. The sun gets you down at first, too, and sometimes the tsetse flies are bothersome."

"But there is so much else to make up for it...the excitement during the day...the nights around the campfire, listening to the coughing of distant leopards and the howling of hyenas."

"The women soon learn to get along — if they are ever going to get along. Of course, sometimes there are some petty jealousies. The fight to get seats next to the white hunters at dinner time can become pretty fierce."

However, the possibility of romance isn't altogether ruled out. Africa is studded with all-male hunting safaris, and when they learn that there is an all-girl safari roaming the veldt, too, well—

"The men sometimes like to ride over to our camp in the evening and discuss the day's shooting," said Beverly.

But why an elephant safari?

"I can't explain the fascination of an elephant," said Beverly, "but he does have a glamor. Tracking an elephant you are on foot, not in a car, and if he does turn and trample you, he can make a bigger mess of you in a shorter time than any other animal."

"But the girls will always be under the protection of a white hunter. He'll be at her side every moment."

If this trip turns out well, Beverly would like to run a series of low-cost safaris for the poor working girls of America.

"You'd be amazed how many stenographers and secretaries

dream of going hunting in Africa," she said.

Beverly also has hopes of leading further all-girl tiger hunts in India and all-girl diamond digging expeditions to Venezuela. But she has temporarily shelved her plans for an all-girl voyage to harpoon whales.

"A captain I discussed with said a group of girls on a whaler would wreck the ship," he sighed.

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## They'll Do It Every Time By Jimmy Hatlo



## ALONG NATURE'S TRAIL by KEN McLEOD

Joaquin Miller, whose point of view of Indian life was gained among the Shasta Indians, while still in his teens, during the gold rush days of the "roaring fifties," was exceedingly ironic in his writings on the subject of the treatment of the Indian by the white man, and, particularly, the role of the federal government. Miller lived in our country at the time of its conquest by white men and before any attempt was made in the Klamath country toward giving the Indian some recognition to separate him from the wild creatures of the wilderness. Writing in London, England, in 1873, Miller states:

"I am constantly asked: 'does not the Government interfere?' Does not the Government take charge of these Indians after having taken their lands, and lakes, and rivers?"

"Nonsense! The Government! The Indian Bureau, Indian Agent, or whatever you may choose to call that part of the North American Republic deputed to distribute red blankets and glass beads to the North-American Indian, had not yet put in an appearance at Klamath. I doubt if he has reached the interior to this day."

Joaquin always wrote Klamath as "Klamat," following his idol John C. Fremont who used this spelling of the Klamath name. At times Joaquin has lapses of memory when he "doubts" that the agents had of the Indian department had reached "this particular portion of the interior to this day," since he had just completed telling a narrative about Chief Worrototot rejecting the orders of the Indian Superintendent to go on the Reservation. But that's Joaquin, for he never lets a minor detail like that spoil his line of thought as it would in the following paragraph.

"When he (the Agent) does arrive, he will find now only falling lodges with grass growing rank about the doorways; he will find round of encampments reaching back to a time when the Chaldeans named the stars; he will find perhaps an old woman or two, or a bent old warrior, sitting in rags and wretchedness, lamenting, looking back with dimmed eyes to another age, and that is all."

"Twenty years ago (1833?) the Indians of the Forks of the Willamette (near Eugene) rode by my fathers cabin in bands, single file, fathers cabin in length. They rode spotted horses, had gay clothes and garments of many colours. The squaws chanted songs of monotonous kind, not without some melody, as

they rode by astride, with papooses swinging on boards from the saddle-bow, and were very happy.

"They saw the country settling up day by day, but never raised a hand against the whites.

"The whites were insolent. It is true, for had not the Government given them the land, and had they not journeyed a long way to possess it?"

"Then the country was fenced up and their ponies could not get pasture; the lands were ploughed and the squaws could not get roots or acorns. But worst of all, the whites killed or frightened off the game, and the Indians began to starve and die. Once or twice they undertook to beg, about the Forks of the Willamette, but the settlers set dogs on them, and they went back to their lodges and died off in a few years by thousands. The world wondered why the Indians died. They are passing away, said the substantial idiot who edited the 'Star of the West.' They are a doomed race," said the minister.

"I think they were."

"Less than six months ago (1873) I visited this spot. How many Indians do you suppose I found there of the permanent old settlers? Two! Captain Jim and his squaw. All along the silver river, where it makes its flashing course against the sun, the banks are black and mellow, and the grass grows tall and strong from the bones and ashes of the 'doomed race.'"

"Captain Jim declines to surrender to the Reservation. They caught him once, him and his squaw, but he got away after a year or two, and not only brought back his own squaw, but one of a neighboring tribe, and has ever since been dodging about through the hills overlooking the great valley where

his fathers were once lords and masters, with only the Great Spirit to say yea or nay to them.

"Captain Jim is a harmless fellow, and a good hunter. Sometimes in harvest he goes down in the fields and binds wheat, and gets pay like a white man. His squaws gather berries and sell them to the whites. Sometimes they take a great fancy to children, and give them all the berries they have, and will take nothing for them. Captain Jim says that is not good management. One day some one asked him why he had two squaws. He studied awhile, and said he had two squaws so that they could bury him when he died."

**Wife Divorces Bridge Expert**

NEWFARE, Vt. (AP)—Mrs. Ely Culbertson has been granted an uncontested divorce from her famed bridge expert husband on grounds of "intolerable severity."

Windham Court yesterday granted the former Dorothy Baehne the care and custody of the Culbertson 20-month-old son Alexander. Support and property arrangements were settled out of court.

## QUICKIES By Ken Reynolds



## HUGH PRUETT

**Astronomer, Extension Division Oregon Higher Education System**

Early July finds three naked-eye planets easily observable in the evening sky, and two so near the sun that they are not visible. The sun now rises far over toward the northeast and sets well toward the northwest.

Venus is still the most gorgeous of star-like objects in the entire sky. This goddess of love and beauty now sets in the west-northwest two hours after the sun has disappeared. It may be spotted as a white dot high in the west about as soon as the sun has set.

Mercury and Jupiter are now in practically the same direction as the sun, so are unobservable. One and one-half hours after sunset, yellow Saturn is well up in the southwest, while somewhat farther to the right is its constant companion for months, the star Spica. Note that the star twinkles while the planet does not. Red Mars is somewhat above the horizon in the south-southeast. It now outshines any object in the evening sky with the exception of Venus and the moon.

Strange as it may seem with summer heat here, our earth is now at its greatest distance from the sun for the year, 94,450,000 miles. This is 3,000,000 miles farther away than at the closest approach early last January. Despite our relative remoteness, our northern hemisphere is now tipped

sunward and receives more direct solar heat than when tipped away six months ago. This inclination for more than offsets the effect of greater distance.

For the location of the brighter fixed stars, let us observe around one and one-half hours after sunset. Low in the south, Antares, the throbbing heart of the Scorpion, is flashing its red rays with real vigor. Antares is very distant and has over 400 times the diameter of our sun. Spica in the southwest has already been mentioned.

Very high above Spica and in line with it and the zenith, orange Arcturus shines at the lower end of a kite-like figure. Regulus, the brightest star in Leo, the Lion, is in the west not far above the horizon.

Yellow Capella is now twinkling near the sky line only a little west of due north. Where skies are clear, hills do not interfere, and the observer's latitude is greater than 44 degrees north, this star does not set at all, but skims the northern part of the horizon going east in its counterclockwise encirclement of the North Star. Later in the night Capella will be in the northwest.

Very high in the east-northeast we find Deneb. Still higher and nearly due east, Vega shines brilliantly. Much lower than either of these, bright Altair is conspicuous in the east-southeast.

## The Doctor Says

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

With the sun in the northern hemisphere beginning to reach its greatest strength it seems advisable to say a word about sunstroke and heat exhaustion, both of which come from too much exposure to the sun or the effects of excessive heat.

Both are serious conditions and it is far better to prevent than to treat them.

In sunstroke or heat stroke there is complete loss of consciousness. The face develops a peculiar red flush and the skin is hot and dry.

Fever, sometimes up to 100 or more, may be present. Both the pulse and breathing are abnormal. It is a highly dangerous condition.

If the victim can be kept alive for two days recovery is probable. However, one attack increases the susceptibility to heat in the future.

In sunstroke, the normal metabolism of the body has of maintaining its heat regulation seem to be entirely upset. It calls for prompt and even radical treatment.

Heat exhaustion is a less severe reaction to hot sun or excessive heat. It is related to sunstroke and shades gradually into the more serious condition.

In heat exhaustion, the principal symptoms are dizziness, excessive sweating, decrease in the amount of urine, a feeling of great weakness, paleness and a rapid pulse rate and breathing rate.

Generally speaking, people do not become unconscious with heat exhaustion.

Sometimes muscles of the abdomen or the limbs develop a pain of a cramp-like nature. The mouth temperature is likely to be below normal or only slightly raised.

Heat exhaustion tends to come on much more slowly than sunstroke, headache, loss of appetite, constipation, and muscular weakness may precede for several days the development of characteristic symptoms.

Rest in a cool place for quite a long time may be enough to take care of heat exhaustion but other measures are often necessary.

## SAM DAWSON

**NEW YORK (AP)—** Having shot the rapids without major damage, businessmen at midyear look for pleasanter sailing come fall.

The summer doldrums may help in a number of cases. The factory shutdowns for July via a calendar should trim inventories a little more, let new orders and consumer demand build up.

For fall the outlook is for more new orders on the books, better sales, fewer layoffs, high weekly work hours, with factory employment rolls either at their present levels or rising if orders come in as now seems likely.

Most retailers seem confident now that in the next six months they can equal sales volume of a year ago. Some think they can surpass it. If so, it'll be a merry Christmas.

Few in industry and trade, however, look for sharp gains. They think, rather, that the long decline in business is over or about so, that the adjustment will continue here and there in some industries till fall, that after Labor Day there are likely to be more plus signs than minus ones in the economy.

All but the most ardent booster, however, look for the upturn to be moderate and its pace as measured, and pleasant, as a wedding march.

This confidence is a reversal in their thinking of six months ago. The year started on a pessimistic note with worry increasing as the early months brought a string of factory layoffs and shortened work weeks.

Industrial output continued its downward slide until May, a total drop of 10 per cent.

Factory sales dropped 8 per cent, with the sales of durable goods down 12 per cent and the soft goods selling about as well as ever.

In sections where the economy is based largely on the manufacture of durable goods, the winter and spring were not happy ones.

Some manufacturers aren't out of the woods yet. As a whole, they've knocked down their inventories of raw materials by 10 per cent and pared their stock-in-process a little, but it's only since late spring that their stocks of finished goods have stopped piling up.

The two saving notes in all this are:

1. The consumer goes on buying about as much as ever, although shifting considerably from one class of goods to another and becoming more insistent in looking for a bargain.
2. Earnings hold much better than output and sales.

Tax cuts help in both instances. The consumer has the benefit either of less of an income tax bite on his paycheck, if he's drawing one, or of unemployment benefit payments, if he isn't. On some goods, moreover, his dollar goes farther in the stores because of the excise tax cut.

Many a company expects its profits statements for the last half

of this year to reflect rising sales and thus to top the same period of last year, when sales were dropping.

(Tomorrow: What's ahead for the consumer for the rest of the year.)

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