

Herald and News

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BILLBOARD

By BILL JENKINS

The Modoc National Forest stole Klamath's thunder for the month with the appearance in Redbook magazine of a color picture layout and a story on the Round Mountain lookout. Jack and Shirley Pansborn and children are featured in the yarn, turned out by Robert de Roos, well known word slinger.

As we have remarked before, you just can't keep this old country out of the news.

Word from Sam Coon, our representative in Washington, tells us that his bill to eliminate the federal tax on non-profit community roads has passed all but the final hurdle. And it is more or less taken for granted that it will manage to get through the final house clearance as well.

A move in the right direction and one that makes the business of giving a rodeo much simpler. Taxes can take an awful whack out of profits. And without profits there won't be continuing shows, 'cause those old fairgrounds don't keep themselves repaired, painted and all the rest for nothing.

A new businessman, one who knows all about leverage, is on the road these days in a bright red truck. Buck Davidson, who will be remembered by Basin wrestling fans as a favorite for a good many long years, has gotten the Klamath County franchise for a car jack company and is really plowing into the business.

Whether he puts a half nelson on prospective customers or not we don't know, but we did listen to his sales talk and found out that his jacker-upper will do most anything except start the car on a cold morning. It'll also tighten fence wire, pull spikes and dig holes.

Buck says he's out of the grape racket for a while at least. Maybe next winter he'll go back to the squared circle and peanut route and maybe not.

If you are a descendant of an

TELLING THE EDITOR

CORDON DEFENDED

Senator Guy Cordon has been asked by his opposition to campaign this year on \$40,000—more than twice what the Senator spent on his 1948 campaign.

Let's emphasize that: Senator Cordon's opposition wants to spend on this year's campaign more than twice the amount the Senator spent last time he ran for office.

And — as the old saying goes: thereby hangs a tale.

In that same 1948 campaign, the Republican State Central Committee spent \$211,000, mostly trying to elect Thomas E. Dewey to the presidency.

Note that figure and what it was used for.

Because Senator Cordon's opponent used that Dewey campaign figure to pull an extremely clever trick at the Astoria AFL convention last month. Pay close attention to this: I am going to quote exactly what was said at Astoria and I wouldn't want this cleverness to escape you.

This is the quote: "The last time Senator Guy Cordon ran for office, the Republican State Central Committee spent \$211,000."

Unquote.

Now, this was a literal statement of facts.

But it was quite obviously designed for the sole purpose of leaving a false impression in the minds of the listeners. Anyone who went to the Secretary of State's report for that Dewey campaign figure could not have escaped a couple of other facts:

That this was not—I repeat — was not Cordon campaign money! Senator Cordon's campaign cost approximately one-tenth that amount!

Proof of the basic false intent by Senator Cordon's opposition rests in another fact:

Several newspaper reporters at the Astoria convention—who should have known better — twisted that statement the way it was intended to be twisted. They came right out and wrote that the Central Committee money was spent on Senator Cordon's campaign.

And nothing has come from the originator of the statement to clear up that falsehood.

Naturally.

Students of political history will recognize the technique of the "big lie". It consists simply of telling two unrelated facts in one sentence. The listener goes away with a completely false impression. That is the intent!

But the speaker can always say: "I told facts."

What this proves, of course, is that some very tricky maneuverers

with words are being twisted by a past master at the art.

Give him credit for it!

There is one big thing I can say for Senator Guy Cordon, however: He has the kind of rock-solid integrity which would never let him stoop to that type of campaigning.

Perhaps that's why he's a United States Senator!

Dave Hess
Radio KSLM
Salem, Oregon

COMPLAINT

Please tell me why you have turned your newspaper into a cook book? I do not object paying your subscription price for your newspaper but it goes against the grain to pay that much for a cook book when one can get about the same recipes for much less. I for one would much rather see our local items in print than the recipes you publish.

Very truly yours,
Mrs. Wm. F. Jinnette
Merrill

SUGGESTION

TOKYO — Foreign Office sources suggested Thursday that Russia demonstrate peaceful intentions by deeds as well as words if it wants to expand relations with Japan.

QUICKIES By Ken Reynolds

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ALONG NATURE'S TRAIL

by **KEN McLEOD**

Future increases in population will produce decided changes in the field of agriculture which will be especially noted in the kind of crops that will be grown. Any increase in the number of people admitted have a bearing upon the food supply as there will be an approximately proportional increase in the demand for agricultural products. The "clammy" predators who are attempting to care the American people out of their wits by posing behind a false doctrine attributed to Malthus have been crying: "When do we begin to starve?"

Strangely enough, in spite of the obvious absurdity of this propaganda and with reams of paper being written about troublesome crop surpluses; battles being fought over federal controls over agricultural production, and all the other evidence to the contrary, there are people today who actually believe that if we do not grow more food today we will find ourselves faced with starvation tomorrow. This "tomorrow" is not the indefinite future but in reality — next year, if not a few months sooner — so great is the power of this propaganda of fear.

It is just about as profitable to speculate about the world starving to death as it is to speculate about how soon man will destroy himself by some fanciful concoction of atoms, in fact, the latter may be more real than the former. The same economist, however, knows that in spite of even doubling our present population the farmer will still be faced with economic problems of production.

What the farmer can profitably grow is not measured in terms of what man can eat in the form of calories of production per acre but long-term trends in food habits and the income level of the people. When we begin to think of agriculture in terms of calories per acre and grow soy beans instead of beef for human food then we might begin to wonder when starvation will sweep the people from the land. As it is and will still be for a few decades to come, agriculture will have to cater to man's taste in the consideration of crops that will be profitable to raise.

Varden Fuller, writing in the "California Monthly" has this to say for California agriculture, "The demands based upon national population are of more significance than those based upon the state's population. This is because only a minor proportion of the state's agriculture is on a state self-sufficiency basis; the bulk of our products — fruits, vegetables, nuts, rice and cotton — is exported from the state and sold on national and international markets. For this major category of commodities, California production is accommodated much more to national and international demands than to those arising from within the state."

Such crops as meats, poultry and feed grains, Fuller classifies as being "a secondary major category."

*** PICTURE FRAMING**
Underwood's CAMERA SHOP
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GUEST EDITORIAL

Mr. Fisherman:
Glen Crouch, District Ranger of the Sacramento District, Shasta-Trinity National Forest states that on either Saturday July 17 or Sunday morning July 18, you were fishing at Grey Rocks Lake at the head of the South Fork of Castle Creek.

You built a campfire at the North Shore of the Lake, had your meal and afterwards you returned home.

You most likely had a wonderful time but here is what you did, what you caused and what your actions has cost the taxpayer.

You did not extinguish your campfire before you left for home. You abandoned campfire began to spread and the Girard Ridge lookout picked up the smoke. Being in a remote area and due to the heavy ground wind blowing at the time, a ground fire crew would not have been able to reach the fire soon enough to prevent a major fire. It was necessary to call 3 smokejumpers to parachute to the fire, followed up by a 4 man ground crew. The fire burned one acre of Forest Land before it was controlled. The only thing that prevented a larger fire was being able to get smokejumpers to the fire shortly after discovery.

The smokejumper and ground crew went equipped with regular fire fighting tools and food. These men used these tools to control the fire but as the area is rocky and there was a deep layer of duff and humus burning inside of the control line, it was necessary to parachute additional fire equipment to the crew today, Monday July 18. The tools parachuted to the fire crew were a gas portable fire pump, 10 gallons of gasoline, suction hose, 650 feet of fire hose, additional food and miscellaneous pump supplies.

Carelessness of this sort is an unnecessary cost to the taxpayer. You can see that your carelessness was costly. Had you taken just a few minutes of your time to have carried water in a pot from the lake to your campfire, wet it down good, mixed the embers in water and then re-wet the embers and mixed them again, then left the embers to be certain that they were dead out, this fire would have been a camp fire that had furnished its user with warmth and comfort. Yes, it would have taken five minutes of your time to make sure that it was out but you can now see what your carelessness has caused.

SAM DAWSON

NEW YORK — Mergers are flourishing these days as business firms realize themselves in the big competitive battle for your spending money.

Auto companies have been joining forces—and there's talk of still more mergers in this field.

Banks in many parts of the nation have been merging, or readying plans to merge.

Textile company realignments have spiced the business news for weeks, as this harassed industry seeks ways to cut costs and lure enough consumer dollars to go around among its many small companies.

Other industries — paper, machinery, gas, to name a few—also report merger moves under way.

Since mergers make big ones out of little ones, the whole question of "big business" is likely to be kicked around this year.

Federal agencies are reported looking some of the mergers over, to see if the anti-trust laws are involved. Competitors of the newly formed or enlarged concerns may feel increased pressure on sales, or more difficulty in getting raw materials. If the bigger firm takes a dominant position, if the competition hurts, they can be depended upon to squawk about the mergers.

The New York Stock Exchange is reported looking into some of the stock trading that has accompanied or brought about some of the mergers.

When the mergers might mean the closing of some plants and the concentration of the newly enlarged company's activities in other plants, communities affected may raise a protest.

But mergers offer many advantages in certain industries.

Take banks. More than 700 commercial banks have been absorbed into other banks in the last eight years. But the banking facilities for the nation, bankers say, haven't been cut because during the same years almost as many new ones started up, and the opening of new branches has added about 2,000 banking offices to the nation's total.

In the textile mergers, one advantage usually stressed is diversification—with many types of products a firm is hurt less from shifting style trends. Another is that in developing a broad range of products a firm can build up the appeal of a brand or company name. Costs are cut by having one sales force do the merchandising for two or more.

Another advantage is financial. The industry's earning record isn't too hot just now. But the assets value of many companies are much better than present earnings indicate.

And the costs of replacing plants at present inflated prices make an old company's facilities look like a bargain to any concern wanting to expand.

CONVENTION
TORONTO — Nearly 15,000 Jehovah's Witnesses crowded the Canadian exhibition grandstand Thursday for the watch tower society's annual five-day convention.

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