

# Herald and News

FRANK JENKINS  
Editor

BILL JENKINS  
Managing Editor

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

MEMBER OF THE ASSOCIATED PRESS

The Associated Press is authorized to use for publication of all 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

Just in case we get too carried away with our sparkling new world of today it might be a good idea to go back and take an occasional peek into the past.

We reprint here the lead story in the January 10 edition of the Klamath Falls Express from 1895. And well worth while it is, too.

**RAISING OF CATTLE**

The principal industry in this country at present

**TEN THOUSAND HEAD**

A YEAR

Louis Gerber gives some timely advice to those engaged in the business.

Much has been said and a good deal of complaint made during the year just passed about beef cattle being low in price. But if our stock raisers will just stop and consider that with wheat selling at 85 cents a hundred, wool from 6 cents, hops down to 5 cents, grapes from 7 to 9 dollars a ton and horses nearly worthless, they will discover that every article mentioned was raised at a loss to the producer.

The geography and topography of Klamath county is most admirably adapted for the raising of the finest quality of beef in the world; all the essential qualities are to be found here—the nutritious bunch grass, the fine mountain water and an abundance of shade and pure air. Yet much can be done to improve the business.

I am strongly of the opinion that there is much imbreeding in this country. Cattle raisers should change their males every two years.

For quality and size and symmetry, there is nothing which surpasses the cross of the Durham and the Devon. The Herefords are a most excellent beef family, provided they are not inbred too much. Cattle raisers should weed out at least thirty percent of their

yearling heifers, picking out the ones which will be most likely to make good matrons and spray the balance; by so doing you will sell one-third more beef cattle every year.

Small growers in particular, should winter their stock well; by so doing they will be marketable by July; and when in condition sell them. The large cattle raisers cannot do this and generally we see a glut in the market during the fall months. The number of beef cattle bought in Klamath county during the year 1894 by the California buyers, J. C. Mitchell, J. D. Carr & Son, C. Swanson, and the writer, and a few small lots driven by different parties will reach the respectable number of 8,500 head.

These consisted principally of two and three year old steers, sprayed heifers, and dry cows. The average price paid was about \$17 per head. "Will cattle advance?" has been the question put to the writer daily during this season. My opinion is that they will not, and if the cattle raisers will take into consideration the prices paid to our laboring men in the large cities who consume this most useful item of food, he will see that if beef went up to prices realized here, the consumption would fall off, and but a precious few of the rich could afford to have meat on their tables.

My advice is to our stock raisers—improve your herds with new blood; winter them well and when in condition sell them at a fair figure. I think it is a fair estimate to say that the cattle industry is as good as any at the present time and with judicious management will pay reasonable interest on the investment. It certainly brings in about 85 or 90 percent of all the revenue brought into this country.

L. Gerber  
Horse Fly Valley

## ALONG NATURE'S TRAIL

by KEN McLEOD

"Water," is the one word and a resource that will be the most hotly contested of all resources under the pressure of expanding population. The people of the Klamath Basin are well aware of the growing pressures developing in central, southern and northern portions of California. They were greatly excited over "The Ladder to the North" description of the ambitions of the Bureau of Reclamation to serve those alleged requirements. Out of this concern developed an Oregon Commission to study the water requirements of the Klamath Basin in Oregon, that has been quite tactful when it comes to keeping the Oregon public informed over the fast developing crisis. California, however, has not been so shy and a large amount of information comes from the typewriters of the publicists of the State-Wide Water Resources Investigation.

It is very evident from the published reports emanating from this source that in the ultimate end California must depend upon waters from the Klamath River, if the goal of 17,000,000 acres of irrigated land is to be reached, along with an astounding demand for water coming from the tremendous population the State will possess by the time this goal of irrigation development has been reached.

So far, I have not seen any "imetable" that would envision the thinking of economists upon this subject though they are quite ready to admit a population of 20 to 25 million by 1975. The coming two decades are going to be very dynamic ones and it will, in all probability, depend upon just how fast population builds up that the pressure of population will speed the course of action in the field of water development.

As this column has pointed out, not all the pressure for water development has been due to the honest demands of population expansion. The lush profits that could be made from the development of cotton and other crops have been of tremendous importance in developing political pressures to speed development. A second great pressure stems from the fact that with water, land can be sold for much more than it is worth at present without water; the people riding in this "band-wagon" have no intention to earn a living as farmers or even "agriculturalists."

They are merely dealers in real estate posing in a rural garb. The third group which is most vocal is the idealistic idea that the land should be broken up into small farms so that the rural population can be increased and more families become self sustaining by life upon the land. This group has no consideration for economics—we have land, we have people, let's give the land to the people—it's just as simple as that.

Back in the horse and buggy days, or at least when Main Street at a Saturday afternoon had more horse drawn rigs tied up than carefree carriages, the prevailing thought in the sunny southland was: "What this country needs is to be broken up into 40 acre farms with a happy contented family on each farm." The gasoline tractor was a luxury, you spent most of your time putting in new bearings, fixing broken gears, fish-planting the frame, or just plain everyday town to the earth again, ending up by finishing the job with a team of mules. Forty acres was a

lot of land those days, yet even then, when a dollar was worth 100 honest cents, the ideal was recognized as false as it would be today if we said: "What the Klamath Basin needs is to be broken up into farms not over 40 acres in size with a happy, contented family on each farm."

It may be true that there are many successful small farms but their success depends upon their ability to be a specialist but because a few may be able to succeed it does not follow that this could be the pattern for everyone—yet this is what the idealist proposes in many a starry-eyed settlement proposal.

All these factors, however, work together for the rapid expansion of land for agricultural crops and water development. The engineers of the California State Water Resources Board have done much work in planning for the future for water is the biggest business of the State. In 1950 the 7,000,000 acres of crop land under irrigation in the state required 22,160,000 acre-feet of water. Consumptive uses in the same year for all purposes were estimated to be 24,900,000 acre-feet. When California gets her 17,000,000 acres under irrigation

## They'll Do It Every Time

By Jimmy Hatlo



## FRANK TRIPP

Well, I asked for it—and I got it. The works from folks who think I'm nuts about the Fourth of July; oldsters who don't think it important to restore Young America's day, like The Fourth used to be.

Some letters read like my Fourth of July column advocated wholesale slaughter of children via every known means from arsenic to atom bomb. Between the lines, most of the dissenters just seek their own comfort—fear the return of that 4 a.m. cannon cracker under their bedroom window.

None of them appeared to catch the idea that we have robbed our children of an impressive means by which to instill in them an undying love and understanding of their country, and why they are free.

That is the trouble with reformers. They destroy something because of its faults, then fail to replace the virtues which it possessed. Exactly that happened to the kids when fireworks were taken away from the Fourth of July.

For a century or better nobody got hot and bothered about the din or dangers of the ancient and accepted celebration of Independence Day. The hurrah survived the days of cautious and exacting people, of generations which didn't take to the roads and murder five or six hundred on the highways of a holiday.

All went well and The Fourth stayed glorious until the development of explosives advanced from gunpowder to dynamite and TNT; until a tiny firecracker, the size of a thumb, became as powerful as a rock blaster's charge.

So, the jittery launched a finally successful crusade to ban the whole works because a part of it was, admittedly, dangerous.

We successfully control a lot of things at their source of manufacture and distribution without eliminating them entirely. We save the parts that serve a purpose and are safe.

As long as I can buy a lead pencil, I'll make it write that kids didn't have to be deprived of the land will require 45,500,000 acre-feet of water and for all purposes it is estimated the State's water demand will be 56,230,000 acre-feet. The estimated mean seasonal runoff (including the Klamath) is about 70,800,000 acre-feet. This of course varies with the season from a high of 135,347,000 acre-feet in 1937-38 to a low of 18,347,000 acre-feet in the dry 1933-34 season. In addition to these amounts should be added the State's rights to 5,362,000 acre-feet per year from the Colorado.

of their greatest enthusiasm, next to Christmas, because a part of their noisemakers became lethal.

The good old gunpowder firecracker, that we used to tie by the bunch to dogs' tails, even exploded in our hands, never brought more than a thrashing as penance. The harmless pin wheels, roman candles, little rockets and flower pots, that so often duded, posed no more burn hazard than the kitchen stove or a tea kettle.

That an occasional kid tried to make a cannon out of a length of gas pipe and got into trouble didn't put the kibosh on our greatest day of summer and leave us flat. The import of the day, its source and glory became a part of us—because we participated.

When I saw our kids, trying to celebrate The Fourth with flags and sparklers, I felt so sorry for them that I was tempted to loan them my shotgun. Huskies who scale the cliffs like squirrels, spend hours on the lake bottom as frogmen, compete on rough seas in sailboat races, swish powerful outboards around the lake like toys and earn five bucks a day picking berries, still couldn't buy a gadget to celebrate that made more noise than the spunk of their bellies under their springboard.

Give 'em back something to rescue the Fourth of July from the state of boredom—something that'll make noise and lots of it. And let the old codgers who can't take it hit themselves to their storm cellars; there to celebrate in gloom and solitude the day that they once made equally "miserable" for the elders of their time.

Somewhat, let's give The Fourth back to the kids—and reap a harvest of patriots, God knows, we'll need 'em.

## Telling the Editor

**MORE MORSE**

By EULALIE WOODWARD

Dear Mr. Reed, I have just seen your poem in the paper. Can't imagine why you've not known that he always cuts those capers.

Windy Wayne is just the same as in the days of yore. In those days, I heard him praised. In fact I heard it more.

I used to read it every day. In Jenkins' daily news. No matter what he said or did you never got the dues.

He used to ride an elephant And grazed him in tall grass. It seems absurd, now you're disturbed. That now he rides an ass.

He then wore a big brass hat Sat on the "upper" side. His voice was loud, while in that crowd, As he traveled far and wide.

O yes he roars, same as before I surely agree with that. He hasn't changed, just rearranged. The hat band on his hat.

## POET'S CORNER

**THREE CORNERED POETRY**

The very happiest marriages — I s'pose you've heard of them, maybe.

Are those without any triangles— Except those that are worn by the baby.

Insure with Norland and save, 627 Pine St.

## Sam Dawson

NEW YORK (AP)—You know about the farmer's daughter. But how about the salesman's wife?

The way she reacts to her husband's irregular hours to those sudden calls out of town, can lead to lifts at home. Unhappy home life can put a salesman in a most unsmiling frame of mind.

In this competitive era, perhaps companies are underestimating the power of the salesman's wife.

They may train the salesman carefully, yet undo it by failing to brief the wife on the nature of his work, the reason for irregular hours, the value of sales conferences ("they're more than just cocktail parties").

A poll of 15,513 salesman's wives across the land, made over a two-year period by the Research Institute of America, shows them picking the salesman's job as the most frustrating. Only 9 per cent of them would advise their sons to follow in their dad's footsteps.

Many wives complain about long separations and say: "Have him near home at least one week a month." One adds: "We can't afford two cars and when he is on the road, I'm stranded."

Of life with the salesman at home, the wives offer this common complaint: "The crush of paper work at night takes time that should be spent with his family."

A third of the wives ask for better cooperation and understanding of their husband's work by his employers.

Some wives want to go along on the selling trips. Many ask to be included in the serious sessions of a sales conference. One notes that at the home office, "secretaries are included in social functions but never the wives."

The wives rate their husbands' job in comparison with other kinds of work this way: "The greatest number choose engineering work as providing the most security and newspaper reporting as the most interesting (but they gave it a security rating of exactly zero)."

They credit salesmanship with paying the most money and giving the highest rewards in accordance with ability and efforts.

More than half of the wives think salesmen encounter discouraging experiences more often than other employees. Less than half would like to see their husbands spend the rest of their lives selling.

## HUGH PRUETT

Although our early August days seem long, they are definitely shorter than that of June 21 by about 50 minutes at latitude 44 degrees, and shorter yet farther north. But it is still summer and officially will be until September 23.

Venus, gorgeous in the western twilight sky, is now setting almost due west two hours after sunset. This splendid planet will be our "evening star" for about three months yet and will continuously grow brighter until mid-October. Keen eyes can now spot it as a white dot high in the west before sundown. On Sunday evening Venus and the crescent moon will appear quite near each other.

Yellow Saturn is the non-twinkling object now in the southwest one hour after sunset. Its faithful companion of all years, the distant star Spica, is still not far west of Saturn. Saturn is a little the brighter of the two.

Red Mars is still brilliant low in the south as soon as the sky is well darkened, but is now only 0.6 as bright as a month ago due to increasing distance from us. It will remain a nice object all this month.

Jupiter and Mercury are very close together in the dawn sky. They rise in the east-northeast 90 minutes before sunrise. Jupiter is the brighter of the two.

For the identification of the brighter stars let us observe the

heavens about one and one half hours after sunset. The red star Anares, the heart of the celestial Scorpion, is conspicuous somewhat to the east of Mars. (The name "Anares" means "the rival of Mars.") Very high in the west orange Arcturus shines at the lower end of the star arrangement known as the Kite.

Almost in the zenith, white Vega is splendid as the ornament of the Harp of Orpheus. Lower and toward the northeast, Deneb, of somewhat lesser brightness, holds forth at the head of the Northern Cross. Very high in the southeast, Altair, with a dimmer star on each side of it, shines in the constellation the Eagle.

Note the Big Dipper sliding bow first down the northwestern sky. Later in the night it will be low in the north and moving eastward. Clearing the horizon in the east is the large square of Pegasus made up of four moderately bright stars and blanching on one corner. High in the northeast the rather awkward W of Cassiopeia, consisting of five stars, is easily spotted.

Readers sometimes ask if the planets are in the same positions in the heavens on the same dates from year to year. By no means. Even Saturn, the most distant naked-eye planet, is shifted a little after a year. Mercury, Venus, and Mars seem to run wild among the fixed stars.

## QUICKIES

By Ken Reynolds



## Newspaper Guild Holds Meetings

LOS ANGELES (AP)—Two hundred delegates representing 27,000 members in the United States and Canada convene Monday for the formal opening of the CIO-American Newspaper Guild 21st annual convention.

Mayor Norris Poulson welcomes the delegates after the invocation by James Francis Cardinal McIntyre, archbishop of Los Angeles. George Meenes, president of the Los Angeles Guild, presides.

The opening address scheduled was by the A.N.G. president, Joseph F. Collins, assistant managing editor of the Wilkes-Barre, Pa., Record.

# SAFeway MONDAY, TUESDAY and WEDNESDAY ONLY SPECIALS!

- |                        |   |         |
|------------------------|---|---------|
| Bel-air Orange Juice   | 12-oz. can                              | 29¢     |
| Columbia Dill Pickles  | 1/2-Gallon Jar                          | 49¢     |
| Royal Satin Shortening | 3-lb. tin                               | 63¢     |
| Silk Toilet Tissue     | 650 Sheets Per Pkg.                     | 5¢      |
| GROUND BEEF            | Pure lean beef. No filler added.        | lb. 39¢ |
| RIPE CANTALOUPE        | Sweet-meat Ripe to maturity on the vine | lb. 9¢  |
| Boneless Swiss Steak   | U.S. Choice Grade                       | lb. 85¢ |
| Select Tomatoes        | Red, ripe and firm Nice slicers         | lb. 25¢ |

# SAFeway

## Get your Locker or Deepfreeze

# BEEF WHOLESALE

Broken quarters, quarters or halves select feed lot beef.

- |                        |                                 |         |         |
|------------------------|---------------------------------|---------|---------|
| 1/2 BEEF SQUARE CHUCKS | All Pot Roasts                  | 30¢ lb. | 29¢ lb. |
| LOINS                  | Trimmed, T-Bones Sirloin Steaks | lb. 49¢ |         |
| Prime Ribs             | Rib Steaks                      | lb. 39¢ |         |
| Front Quarters         |                                 | lb. 27¢ |         |
| Hind Quarters          |                                 | lb. 39¢ |         |

Get your locker now before deer season

**DEAN HALL LOCKERS**

O. R. Heavilin, Mgr.

4707 So. 6th Phone 4758

# LUCAS FURNITURE!

# August STARTS TODAY!

# SALE!

★ OUR LOCATION SAVES YOU MONEY ★ USUAL TERMS AVAILABLE ★ AIR CONDITIONED

**SALE!**

Reg. \$1 size now **50¢** plus tax

**Tussy PERMASTICK**

The fabulous super-smoothing lipstick that stays on... won't smear... won't dry lips! Just smooth PermaStick on... let it set... then press a tissue to your lips until no color comes off. Then kiss your beau or drink your coffee or eat an B-course dinner... PermaStick will keep on looking lovely for hours!

Five Glamorous Tussy colors: Midnight, Midnight Pink, Contraband, Apricot Brandy, Yonetime Pink. This offer LIMITED TIME ONLY!

**CURRIN'S - for drugs**

9th and Main Phone 2-3475