

# Herald and News

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## BILLBOARD

**By BILL JENKINS**

Someday when I have nothing else to do for several years I'm going to do some intensive research into the question of whether deliberate misspelling really attracts attention or not.

Things like Kozy Kourts, Koffee Kup, and here in Klamath Falls our trash cans which read Keep Klamath Clean, the Klamath Kurstone Kowpokes and other such weird spellings.

I have a sneaking hunch that instead of attracting favorable notice such spelling tends to drive business away. If we were going to improve on the situation we wouldn't go in for deliberate perversion of spelling as we were taught in school. We'd probably go along the lines of phonetic spelling, which would make things much easier, or trying to straighten out a few spellings which lead to confusion.

It is certainly true that we have gotten our language, which is not a flexible one to start with, into pretty bad shape as far as spelling goes, but I doubt if we have to compound the error.

I say let's spell things correctly, to the best of our ability, and make the idea the thing that attracts and not the obvious error.

but I don't.

In my third or fourth year of college I was forced by a teacher of English literature (who knew all of Browning, Keats, Shakespeare and Beowulf by heart but never knew the time of day, who was running in the fifth at Santa Anita or what to do with himself out of the classroom) to attend the dumb-bell class after hours because I couldn't make neat little drawings of all the nouns and verbs in any river line of Shakespeare. And at the same time I was at the top of my class in creative writing and the only one in the lit class that knew what Shakespeare was talking about. In fact, he eventually flunked me because of this inability to cope with the precise arts of grammar.

I've often wondered if he ever changed his methods and came to realize that an appreciation and understanding of the thoughts of men and not the dull, dry mechanics of composition are more important.

At any rate I hope that things have cleared up for the scholars of today. And I'm sure of at least one thing: Mrs. O'Neill was awful glad to get me out of her class in English. I tried, but I just never did learn to put a name to that conjunction. Or is it conjunctive?

Ever stand on the street when the big flusher went by, pouring water into the curbs, and notice how the temperature on a hot day dropped appreciably?

I think it might be a pretty darn good idea to make it a law that there must be running water in the curbs of all our cities during the hot months. It would serve a double purpose of cooling us off and carrying away a good deal of the litter and rubbish of downtown life.

## CAUGHT IN THE ROUNDS

**By DEB ADDISON**

**RETAIL MEMO:**

Proof that what a person likes to hear best is himself is seen in the mounting sales of tape recorders. Americans will buy better than \$10 million worth of magnetic recording tape this year, compared to \$8.5 million last year and \$6.0 million in 1952, reports the NY Herald Tribune. Industry estimates place this year's sales at some 500 thousand recording units, compared with about 275 thousand recorders sold last year.

"Advertising Age" reports that the home entertainment market accounted for about half the sales racked up by the magnetic industry last year.

Another thing that people like best is pets. Within the past decade the pet supply and care industry has grown into a big business, accelerated by the growth of the pet population, according to NY University's School of Retailing.

The sale of live pets amounts to between \$50 million and \$65 million annually. Anyone in the Klamath country would expect that this included mostly Weimaraners, Labradors, Chesapeake, Golden retrievers, spaniels, pointers and setters.

"Tain't so. While at present there are 22.5 million dogs -- and that includes a goodly per cent of "meat" dogs -- there are 26.7 million cats, not to mention 5.9 million canaries, 9.4 million parakeets, and 644 thousand miscellaneous birds.

Something that women like best is jewelry.

Retail jewelry store sales during the second half of 1954 are expected to increase 24 per cent above sales during the corresponding period of a year ago, according to a forecast from the National Jewelers Association.

Total sales for the year are expected to beat last year's figures by eight per cent. That's in spite of the fact that during the first four months of the year retail jewelry store sales average 20 per cent below the same period in 1953.

**CHANGED ECONOMY MEMO:**

The readjustment of 1953-54 is turning out to be about as mild as that of 1948-49. While business fluctuations must still be expected, changes are good that the ups and downs in the economic cycle will be held within reasonable proportions, says Dr. Leo Barnes, chief economist of Prentice-Hall, Inc.

Among the most important changes in the last generation (not just this 1953-54 period) that have helped tame the business cycle, Dr. Barnes elicits:

- 1) Extraordinary population growth;
- 2) Increased power of trade unions and their consequent influence in the increasing wage rates;
- 3) Growing importance of women as workers and consumers;
- 4) Shift in income distribution, and buying power;
- 5) Growth of the nation's productive capacity;
- 6) Expansion of higher education;
- 7) Improved business management; and
- 8) Increasing government participation in business.

**COST OF LIVING MEMO:**

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 272.25 on July 29 against 271.98 a week earlier.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell 9 cents last week to \$7.14. That was 6.6 per cent above the corresponding level of last year.

**Syngman Rhee Visits N. Y.**

NEW YORK (AP)—Throughout a day and night crowded with honors, South Korean President Syngman Rhee repeated dark prophecies of an inevitable showdown between the free world and the Communists.

Standing in a drizzling rain before City Hall yesterday, after a ticker-tape parade and praise by city officials for a lifetime dedicated to freedom, he sounded the day's first warning of open conflict.

"War must come soon and it is necessary that the United States, the champion of the free nations of the world, be saved from a terrible catastrophe," he declared.

"The later it comes the more terrible it will be."

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

**You NEVER KNOW WHEN STILETTA WILL CUT YOU DEAD—VERY BAD EYESIGHT, YOU KNOW....**

HELLO, STILETTA—WHY THE NERVE OF HER SAILED RIGHT PAST AS IF SHE NEVER SAW ME!

THE OL' BRUSH, HEY? THAT'S CAUSE YOU'RE WITH ME! I KNEW HER WHEN! NEXT TIME YOU SEE HER, SHE'LL GIVE YOU THAT OLD BALONEY ABOUT BEING NEAR-SIGHTED.

**PHOOM!**

**But WHEN SHE WANTS TO... OH, BOY! 20-20 SHARPSHOOTER AT 50 YARDS IN FOG, SMOG OR NIGHTCLUB HAZE!!**

YOO-HOO! OCARNA! YOO-HOO! GOT ROOM FOR LITTLE OL' ME AT YOUR TABLE?

THANK AND A GOOD NIGHT TO THE SHIRAZ DAVID. FALK. THIS TURK IS BEING SO BECAUSE HE CAN'T SEE!

## GUEST EDITORIAL

**By WALTER CHAMBLIN, JR.**

The controversy in Congress over atomic development points up sharply the long pending issue of whether business is to continue under private management or to be operated under government supervision.

A big hue and cry would be raised if the controversy were described as a struggle between Free Enterprise and Socialism. . . . But basically that is the correct way to describe it. . . . as the current controversy is just another of the initial skirmishes leading up to an all out Free Enterprise-Socialistic war.

The New Deal philosophy of government supervision of business has moved cautiously but nevertheless relentlessly toward its objective. The TVA project was initiated as a flood control-navigational project. Power development was incidental. But, now, with atomic energy there is a bolder approach. . . . and the advocates of government control are in the open with the flat demand that the government has authority to build atomic plants and sell the power produced.

To virtually insure government monopoly in the atomic power field the proponents of this philosophy would prohibit the private ownership of patents by requiring the compulsory licensing of all patents for five years. This would give the government a five-year start, as neither business firms nor individuals would be disposed to invest much money as long as government ownership was denied. In fact, it is recorded that in 1770 a bill was introduced which would have enacted that:

"All women. . . that shall, from and after such act, impose upon, seduce and betray into matrimony any of his majesty's subjects, by scents, paints, cosmetic washes, artificial teeth, false hair, spanish wool, iron stays, hoops, high-heeled shoes, bolstered hips, shall incur the penalty of the law in force against witchcraft and like misdemeanors and that the marriage, upon conviction, shall stand null and void."

## The Doctor Says

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

Eternal vigilance must be the watchword when it comes to considering the venereal diseases—syphilis and gonorrhea. In one sense there is reason to be pleased with the progress of the battle against these diseases and in another we can be far from satisfied.

On the favorable side the following figures can be mentioned: There has been a steady decline in the deaths from syphilis from 11.1 per cent per 100,000 population in 1939 to 3.7 per 100,000 in 1952; there has been a decline in infant deaths from syphilis from 0.57 per 1000 live births in 1939 to 0.02 per 1000 live births in 1952.

First admissions to mental hospitals due to syphilis have dropped from 6.6 per 100,000 population in 1939 to 2.1 in 1951. The number of reported cases of congenital syphilis has gone down from 17,600 in 1941 to 8021 in 1953.

Finally the rates for reported primary and secondary syphilis have dropped from 75.63 per 100,000 population in 1947 to 6.37 per 100,000 population in 1953.

So much for the favorable aspects of the campaign against syphilis. But this is a disease of youth with the risk greatest in the age group of 15 to 24, and in one study of early syphilis in this age group it was actually higher in 1950 than in 1949.

Furthermore, in the list of reportable communicable diseases (catching diseases) gonorrhea ranks second and syphilis third—a very satisfactory record.

It is estimated that at this time in the United States there are two million persons who need treatment for syphilis and approximately 91,000 civilians who acquired that disease last year.

The annual cost of maintaining the syphilitic blind is estimated at \$12,500,000. In 1950 it was estimated that the loss of income from persons dying of syphilis was \$126,000,000.

So far as gonorrhea is concerned there is even less evidence that the problem is nearing solution. In 1952, for example, over 240,000 cases were reported to state health departments.

Futhermore it is estimated that unreported cases far outnumber those which are reported and that therefore the true annual frequency is more than a million cases.

Since this disease can now be treated quite successfully if found early, the great problem remains that of finding all cases, beginning proper treatment promptly, and avoiding the spread of the disease to others.

The seriousness of the venereal disease problem cannot be exaggerated. While encouraging progress has been made, a relaxation of effort to combat these two diseases will bring about untold trouble, suffering and unnecessary expense to the entire community.

**SAM DAWSON**

NEW YORK (AP)—Businessmen today can study the difference between a nudie and pump-priming. And some, doubtless, will welcome either if it helps to get business off dead center, come fall.

Secretary of Commerce Sinclair Weeks says the government plans to give business a nudie this fall by spending money faster.

Old-fashioned pump-priming consisted of the U.S. Treasury pouring more money into industry and trade. This involved public works, buying materials for the stock pile, purchasing more hard and soft goods and services for defense, or making easy loans to various companies so they could expand and produce more.

The nudie that Secretary Weeks describes doesn't involve spending more money than previously appropriated. It involves spending the same amount of money, but spending it this fall instead of waiting until around the start of the year as first planned.

This boost is expected to help business to work out of the summer doldrums and take an upward path in the fall, rather than continuing to drift or even perhaps to slip back a little.

If the nudie works as hoped, business is supposed to pick up

## Telling the Editor

**MORSE DEFENDER**

Several months ago there was a series of so called articles in the Herald and News entitled "Wandering and Wandering in Europe," by Nelson Reed.

I see by his little dirty trying to slander Senator Morse that his mind is still wandering. His little poem proves he is not capable of recognizing the greatest champion of not only the people of Oregon but the nation as a whole.

If we had a few more men in Washington like Senator Morse I believe they could stop the whole sale give away of the rights of the American people and also save a little of the prestige and world friends we have gained since 1776.

As it is our foreign policy is nothing but bluffs that are called by the reds on every front.

For the first time in history practically the whole world considers us yellow.

So will some kind person take Mr. Reed by the hand and gently lead him to some secure place of confinement as a full grown animal with a bird brain is likely to become violent at any time.

G. H. Vinson  
3225 California Ave.

## ALONG NATURE'S TRAIL

by KEN McLEOD

In yesterday's column I mentioned one vital element upon which much depends of our whole point of view in this management of our water resource. The engineers of the California State Water Resources Board have very clearly stated the problem when they estimate that the "ultimate annual consumptive use of water in California for all purposes will be the equivalent to 56,230,000 acre-feet."

"So what?" you may be inclined to say. "Why worry about California, when we have enough worries of our own?"

Fifty six million acre feet of water is an astounding figure, as a body of water it would cover more than half of the State to a depth of twelve inches. Perhaps this example might give some idea of the size of the task facing the engineers in their task to manage the water resource so that it may be delivered to the people of the state in adequate quantity, when, where, and at the time it is needed.

Where this tremendous quantity of water is to come from is easily answered in a way that like the season 1953-54 when the total amount of runoff from the state was measured at 135,347,000 acre-feet of water and in this year the yield of the watersheds was better than 2.4 times the ultimate demand. In a wet year no one has a worry except to pray that the rains will stop and the floods subside in time so that a bumper crop can be obtained from the land.

The real problem comes in a dry season like that of 1923-24 when the watersheds of the state produced only 18,347,000 acre-feet of water — with a demand for 56,230,000 acre-feet of water — need the problem be better emphasized?

The demand will exceed the yield of water from the watersheds of the state by better than three times, and when that occurs, someone will have a task upon his hands.

In periods when the state is facing a wet season the problem of seeking a water supply outside the boundaries of the state would become a matter of little consequence if this natural supply was capable of being made easily available in supplying the water needs of the state. Unfortunately this is not the case for the areas that have the greatest demand for water are far removed from the areas upon which the greater proportion of precipitation falls. To get water from here to there requires gigantic engineering tasks for it is not enough to say that there is an over abundance of water in one portion of the state and a deficiency in another. It costs money to build the necessary water systems to supply the demands of the people therefore the less expensive projects are developed first.

It is for this reason that the waters of the Colorado River have become such a vital element in the California problem and the assistance of the state in any discussion of the water problem that its right to 5,362,000 acre-feet per year from the Colorado be emphasized. The old story of the sword of Damocles was never more perfectly illustrated in modern times than in the story of water in the state of California. Even the most

## McClellan Wins In Arkansas

LITTLE ROCK, Ark. (AP)—Sen. John L. McClellan has won the Democratic nomination for re-election by a 4,056-vote majority, a certified vote count shows.

Democratic nominees are virtually assured of election in Arkansas. William B. Bowen, secretary for the Democratic Central Committee, gave these figures for the senatorial race: McClellan, 164,905; former Gov. Sid McMath, 126,172; Paul Chambers, 31,286; Leonard Ellis, 3,391. Thus, McClellan's three foes polled a total of 160,849.

## QUICKIES

By Ken Reynolds

"You said send ALL of your clothes to that cleaner in the Herald & News Want Ads!"

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