

Herald and News

FRANK JENKINS
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Managing Editor
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BILLBOARD

By BILL JENKINS
Just back from the Modoc-Tribe Ride, full of health, dirt, bruises and high spirits. In fact, if there wasn't such a thing as earning a living I'd like to take off again and do it all over again. As it is, all I can do is feel thankful that Gop Schloss and the gang down there were nice enough to invite me along.

That is country, man, real country. And lots of it. Any way you look, some of 24 men took advantage of the four day trip this year, leaving the Pepperdine ranch on Thursday, riding up through the mountains, down through the Owl Creek canyon, up and over the rim above Pine Creek Basin and down into Mill Creek to the permanent camp.

Wild and rugged country, the kind an outdoorsman really looks forward to getting into. The kind that takes a good horse to cover, a good man to keep up with and furnishes the finest deer cover in the world.

On this particular trip we saw more deer than I would ever attempt to count. Even if I had you wouldn't believe me when I told you, I'll only say this much: where you ordinarily see a deer or maybe two or three, over in that country they run in bands of from 10 or 12 on up. And some of those old bucks, particularly the ones over in the game reserve side, are packing a rack that makes them tilt their heads when they run between a couple of trees.

I know it is bad taste to tell other people about the good times they have had when they study to stay home and work in a hard office, but this one was of such caliber that I'll probably be talking about it for weeks to come.

Briefly, the history of the thing goes back to a time some 12 years ago when a bunch of men got together and thought it would be fun to get off in the hills for a while.

CAUGHT IN THE ROUNDS

By DEB ADDISON
RETAIL MEMO:
"The months ahead promise a great deal to retailers. From all evidence available to us now, there is every reason to expect the rest of the year to be good. It is also clear that it will take merchandising enterprise and promotional imagination to get sales. More than that, we will have to operate with all our skills as storekeepers to realize adequate earnings from the sales we do get."

That was H. M. McBain, chairman of the board of Marshall Field and Co., as quoted in "Women's Wear Daily."

Freedom, Freshness, Good Style Sense. These are the keys to the why and how of promoting home-furnishings for the fall season. In a comprehensive analysis of the trade, "Retailing Daily" suggests these are the trends to watch:

Furniture: Freedom, a word little associated with home-furnishings, is today one of the greatest assets of furniture design. An indication of the freedom offered the homemaker is evident in the upholstery of case designs and in the versatile pieces to meet the needs of different kinds and sizes of homes.

Operating profits of new car and truck dealers showed a substantial gain in the quarter ended June 30. But the National Automobile Dealers Association warned that profit margins remained well below the levels of 1953, and were still at dangerously low levels, according to the "Journal of Commerce."

The headway dealers have made in recent months in reducing inventories, coupled with improvement in consumer demand for cars, was responsible for the upturn in dealer profit margins during the second quarter. NADA announced that during the first six months of 1954 dealers throughout the country realized an average operating profit of 1.9 percent of sales before taxes, compared with 4.4 percent realized in the first six months of 1953.

A funny recession, this. Taking

They'll Do It Every Time



ALONG NATURE'S TRAIL

by KEN McCLEOD

Some students of history have criticized the Francis Fletcher narrative regarding the discovery of the Klamath Coast in 1579, their chief point for casting suspicion upon the narrative is Fletcher's story of extreme cold for the region. To one extent there is exaggeration, but it is only a natural one that you can listen to today in the contemporary accounts of outlanders who visit our California coast. Particularly is this noticed on any trip to San Francisco, the native San Francisco going about in shirt-sleeves while his cousin from the hot interior valley shivers in his best winter top-coat.

Historians have failed to consider the human reactions involved in Fletcher's narrative in their insistence of "fact" as regard to June temperatures at latitude 42. While the temperature may not have been excessively low for June on our coast in 1579 it must be remembered that the people of "The Golden Hind" had spent long months in the warm waters of the tropics; and then to suddenly pass the "cold wall" to the cross from the warm current from the Japan Sea into the cold current flowing along the California coast, was, to these men accustomed to the warmth of the tropics, like opening the door of a refrigerator. The fog, and fear of being driven aground by the storm in an unknown land, likewise, did not add much to their comfort. One can readily understand how the cold felt to the people of "The Golden Hind" and how they bitterly complained at the sudden change. It's an old, old story to the people who live upon our coast.

Fletcher, like many another writer was not adverse to making life appear a little more rugged than it actually was. The point brought up by Fletcher narrative is the question whether Drake made two landings, the first near the California coast, the second at Drake's Bay at 38. Fletcher's account of the anchorage from the storm reads much like the bay at Crescent City, obviously it was not Drake's Bay as Fletcher writes.

"In this place was no abiding for us; and to go further North, the extremity of the cold... would not permit us, hauling again, to go to the Southward whether we would or no. From the height of 48 degrees in which we were, to 38 degrees, we found the land, by coasting along it, to be but low and reasonable plain; every hill (whereof I saw many, but none verie high), though it were June and the sunne in his noerest approach unto them, being covered with snow. We conjecture that either there be no passage at all through these Northern coasts, (which is most likely) or if there be, that yet it is unvailable. Adde, hereunto, that though we searched the coast diligently, even unto the 48 degree, yet found we not the land to trend so much as one point

Poet's Corner

ONE MORE WEEK POETRY
By Orpha Collins
There's "apple" week and "new" week
And several more we could be speak.
Perhaps, one more that we should add,
It's just a "week-knead week," my lad.

Indonesia Signs Red Trade Pact

JAKARTA, Indonesia (AP)—The Indonesian government announced today that it is about to sign a \$16,000,000 trade pact with the Chinese Communists.

The announcement said Indonesia would supply China with \$8,400,000 worth of copra, sugar, coffee and spices in return for farm tools, textiles, chemicals, fruit and vegetable oil.

Cost of Living Memo

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 274.94 on August 19 against 274.94 a week earlier.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell 3 cents last week to \$7.07. That was 6.9 percent above the corresponding level of last year.



JACK M. CHESBRO, Portland, executive secretary of the Oregon Chapter of the Arthritis and Rheumatism Foundation, here for a meeting Friday night, August 20, with the local committee, was met at the train by Martha McCollum, committee chairman. The arthritis foundation benefits through the United Fund. The meeting was held at the Backes and Daggett Insurance Agency office. Present were Chesebro, Mrs. McCollum, Dr. William G. Holford Jr., member of the board of governors of the Oregon chapter and regional vice president, Mrs. Lois Serruys, Mrs. A. Ivan Thompson, Mrs. Dena Backes, Gertrude Tolle, Arthur M. Millard, Ed Bell, A. M. Hattan, Klamath Falls, and Don Potter, Tulelake.

Council Hears Complaints Of Klamath Avenue Group

A delegation from Klamath Avenue, whose demands followed a series of complaint hearings, ran city council into overtime Monday night. The Klamath Avenue group, headed by A. H. (Red) Bussman, its main speaker, asked council consideration of the increasing truck traffic on Klamath Avenue.

Bussman told council the group was willing to accept 50 per cent of the rapidly increasing truck travel through the city, but objected to the present 100 per cent. He urged the city to sign the original agreement with the state highway commission which called for one-way traffic on Sixth and Seventh Streets, Main and Klamath Avenue.

At present, council is awaiting a new contract from the state which is expected to call only for one-way traffic on Sixth and Seventh Streets. The change was made in a verbal agreement with the state at a dinner meeting here August 12.

Mayor Paul Landry offered a hope that, through a plan under study by the city now, a truck route might be provided piecemeal using gas tax money. He urged the Klamath Avenue delegation, which also included F. O. (Red) Reynolds, Hans Juckeland and Christ Blanas, to work with the city on a project at a time, starting with one-way traffic only on Sixth and Seventh. Landry inferred that the bottleneck which will probably be caused by one-way traffic only on the two streets could be eliminated by establishing the same sort of traffic control on Main and Klamath.

Another complaint was registered by the master plumbers and journeymen through a letter read at council.

The letter, signed by Herb Waits Jr., business manager of the Plumbers and Steamfitters local union No. 191, and G. C. Motley, president of the Master Plumbers Association, asked that a sanitation committee be appointed to examine the city plumbing code and suggest revisions; investigate and arbitrate disputes between the plumbing inspector, the plumbing industry and the public.

Waits, spokesman for the group, objected to city's demand that journeymen be licensed, "which," he contended, "we have been advised is illegal."

Waits listed other criticisms.

IGNORANT

I see by Tuesday's paper that J. P. Linman is one of the many who find it hard to understand some of our editorial comments.

May I give you the statement of a man who is in a position to know and understand newspaper men and which may be of help to us in understanding our local situation?

Robert L. Riggs, chief of the Washington Bureau of the Louisville, Kentucky Courier-Journal, said in an address at the Missouri University School of Journalism, "After a quarter century as a working newspaperman, I don't have too many illusions about our craft. We have in our ranks more stupidity, more hypocrisy, more downright venality and ignorance than can be found in any other calling."

ROAD WORK

Enclosed is a copy of a letter we have mailed to the County Court. We will appreciate it very much if you will print the letter in your Letters-to-the-Editor column:

Gentlemen of the court:
Some time ago the members of the Midland Grange circulated petitions in this area, to be presented to the court, asking for the surfacing of Midland and Old Midland Roads.

While the oil is still fresh, we would like to thank you for granting this work.

The improvement is greatly appreciated by those living out here and by those others who have cause to use these roads.

All of Klamath County may well be proud of the exceptional roads constructed here. We wish to add our thanks to the many others you must have received.

Verland Huff, Master,
Midland Grange No. 781.

THANKS

The members of the 20-30 Club of Klamath Falls wish to take this opportunity in thanking the Herald and News and its staff for the excellent work which was done for us in putting over the 2nd annual Western States Square Dance Jamboree which was held on the 7th of August.

The cooperation and assistance which you gave us is to be commended. I personally want to thank the staff of the round table who gave us many exceptional and added write-ups and pictures which, I assure you, was needed by us.

The efforts put forth by you was really appreciated and we give you, one and all, our heartfelt thanks.

Sincerely,
Graydon Gwyn

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