

Herald and News

FRANK JENKINS
Editor
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BILLBOARD

By BILL JENKINS
When we look back over last week's record of disastrous fires in California we can congratulate ourselves on our good luck to date in the Klamath Basin and the High Desert in general in the matter of forest fires.

We don't remember a year yet where so little damage has been done, so little timber lost, so few acres of valuable forest, timber and browse burned and so few dollars expended in the suppression of fires.

The real tragedy of forest fires lies in the fact that ninety percent of them are man caused. A total waste in that they could so easily have been avoided. Sure, there are lightning fires every year. There are extenuating circumstances in some cases where industrial operations of one kind or another are to blame for fires. But in the main the fires are caused through carelessness. Just that and nothing more.

I can think of no more enviable record to achieve, nor one that would carry more civic pride, than to be able to say at the end of a fire season — "our country did not suffer a single man caused fire this season."

Our big lumber companies and many of the smaller ones are already well into the conservation field. Sustained yield is a solid fact in almost all major cutting areas today. Tree farms are springing up in every section of the country. All efforts are pointed at not only saving our existing timber but in increasing the available supply.

Prevention of forest fires, we do as much toward this aim as all the rest put together, maybe. It is certainly the duty of every American to at least be careful in the woods. After all, the timber, the game and the browse belong to all of us. Not to any one individual. And without this resource we lose much of the economic value of our land. Not to mention the irreparable loss of cover for our water-sheds.

Lets keep on keeping Oregon green.

Almost anywhere you go these days you'll run into small groups of men all talking about the same thing: deer season.

And nine out of ten of the groups will be talking about the fact that the places they hunted when they first came to the country are now infested with "outsiders."

Sadder tale of all probably belongs to Vern "Shotgun" Schorger, who a few years ago found a hunter from the wilds of Illinois squatting under his pet juniper tree way out on a flat the other side of Big. And, just to make it worse, this fellow had been directed to that very tree by a brother-in-law who lived over in Grants Pass. How small can the world get?

There were a lot of losers the other morning between Fremont Bridge and Main Street. Some chap on his way to work had a busted direction signal and we all had to creep along behind him waiting for him to make his threatened left hand turn.

This seems to happen quite often, and will probably get worse as we get our autos more and more complicated. I suppose it won't be long before they'll drive themselves.

As far as I'm concerned what we need is less power steering and braking and more power thinking when it comes to driving.

CAUGHT IN THE ROUNDS

By DEB ADDISON
A REPORT by Winston Purvine, director of Oregon Technical Institute, as the junior college braces itself for a near 50 percent increase in enrollment, is that there is still capacity on the hill for more students, providing there are funds for putting more existing buildings into usable condition.

One of the good things about the swelling enrollment from an outside cost standpoint is that the cost per student declines as enrollment goes up.

An example as seen in the report by Jack Douglas, who is understanding Henry Doerr as business manager against the day of Hank's retirement. He estimates that a million dollar budget for the 1954-55 year will take care of 50 percent more students than the \$845,000 for 1953-54.

Of strictly local interest, entirely aside from the matter of education, is the estimate of these officials that \$3 million will be spent in Klamath Falls in the next biennium, not including what will be spent by the students and their families, individually.

Director Purvine, in a talk to the Rotary Club last Friday, reviewed the school's accomplishments on five objectives in the short 7-year life of OTI.

The first objective was to provide the kind of courses that would bring a volume of student enrollment to put the school on an economical operating basis. Present enrollment shows that as being well carried out.

A second objective was to provide the kind of student training that would put graduates into immediate gainful employment. A record of what graduates have done shows that the school has been very successful and also points the way for further improvement.

A third objective is that of parent acceptance. Purvine ruefully admitted that the school is a long way from reaching this objective. More interest cards have been received from high school graduates at Oregon Tech than from any other state school except Oregon State. More students have shown initial interest in OTI than in the University of Oregon; enrollment, of course, hasn't followed that ratio which leads to the conclusion that the new technical institute doesn't have the parent acceptance of the old established schools.

General acceptance of the school (for instance, the excellent acceptance by employers) is better, Oregon Tech is generally becoming known as Oregon's only junior college. OTI is not a junior college in some senses of the term but it falls more accurately into that category than any other.

Acceptance and recognition of the merits of the school in Klamath County is good. It is excellent by all persons who are well informed on the school's operation; not so excellent by those who know little about it.

The only trouble spot in the school's operation now is in keeping student body activities solvent. Student activities must stand on their own feet; use of state education funds for student activities is not allowed. This program comes mainly from the fact that the school is young, has a very small alumni. The old state schools get a large amount of student activity financial support from their alumni.

It's the annual practice that KUTIS student body presidents are student members of Rotary Club for the year. It is also the annual practice of the club to call on this student member for predictions of the score before each high school game.

Bob Boyd, this year's student proxy, is doing better than some of his predecessors. He missed on the Grant game, by predicting a Klamath win of course; he named the winner of the Eugene game; and he predicted a score last week of 19 for Klamath to 13 for Redding. A miss of one point is a very near miss.

PARDONS
MAIZURO, Japan — Four hundred and seventeen Japanese war criminals recently pardoned by Red China returned from North China Monday morning aboard the registration ship Koan Maru.

They'll Do It Every Time



ALONG NATURE'S TRAIL

by KEN MCLEOD

All over the world we can find illustrations of the prolific ability of wildlife to fill a suitable habitat if it is allowed to do so without interference. In fact, without some form of check and balance to the wildlife population being present, the unrestricted increase very quickly reaches the limit of its food supply and then malnutrition, disease and death results to limit the unrestricted spread of the species.

If the habitat is not favorable to a species, then all the time, effort and expense to which man might go to introduce a species or even increase a native species will be wasted. Man has been one of the most dynamic elements in creating changes in habitat potentials and by so doing has unwittingly destroyed vast numbers of animals. The destruction of animals by gun, trap or poison is by far less important than by the destruction of habitat. Animals have learned, in numerous cases, to live with man and escape his personal destruction of the individuals. No better illustration of this is to be had than in the case of the English Sparrow, the Starling, the house mouse and rat. When the habitat is destroyed, however, the species itself is destroyed unless it happens to be highly adaptable to new and fast changing conditions — few animals are so constituted.

The program of wildlife management therefore rests upon the fundamentals of habitat restoration, or expansion, for those species in some cases of the term but it falls more accurately into that category than any other.

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By Jimmy Hatlo

Sam Dawson

NEW YORK (AP)—Mergers may help the ailing textile industry. But many executives now think the real cure lies in better styling. The aim: get the consumer to shell out a larger share of his spending money for clothes and home furnishings.

Or, in the words of one mill executive: "The textile business has been production-minded too long. What we must do now is create new consumer demands for our merchandise."

Lure a woman into changing the draperies and other decor of her home.

Make a man yearn irresistibly for a new suit, instead of trying to get more mileage out of his old so that he can use the money for some other consumer product.

For two years the textile industry has been plagued by overproduction, sticky inventories, flabby prices, rising costs, foreign competition, and red-ink bookkeeping.

This has led to a wave of mergers. In the last year and a half, about 100 mills, hiring 40,000, have been absorbed by larger textile companies.

The main objects: saved money through combining sales, overhead and operations; unite sales efforts and cut costs; diversify products and be able to jump quickly from one fabric or fiber to another as styles change.

Textile consumption for all purposes, from dresses to tire cords, now averages 40 pounds per person per year in America. That's up 10 pounds in 30 years. But the industry says it should go to 50 pounds to take up the slack in the present over-capacity to produce.

Styling, good merchandising and sales effort to create consumer demand will do it, says James E. Robison, president of Indian Head Mills. He says sales of his firm's mill, and is absorbing Pacific Mills, which turn out cotton and wool fabrics, and Goodall-Sanford, known in the field of blends.

Another example: J. P. Stevens & Co. acquired Utica-Mohawk to get a bed sheet line.

Back of the merger fever have been major shifts in the textile business since the war.

One is a change from privately-held to publicly-owned companies. Another is the shift of the mills to the South. A third is the rash of competing man-made fibers.

Unusual postwar demand sent the companies pell-mell into production. Many kept up the pace even after consumer demand drifted away from re-stocking soft-goods necessities to buying appliances and services with their discretionary dollars—that money left after spending the minimum for food, clothing and shelter.

Clothing standards changed too, to informality and casual styles. Accent on outdoor living puts people into jeans and casuals. Many staying at home in their old clothes instead of going out for the evening in more formal and stylish attire.

So the industry now is turning too: mergers for cost-cutting at the financial level; styling and advertising to get consumers to spend more discretionary dollars on textile products.

HAL BOYLE

NEW YORK (AP)—Any parent who has to read the comics aloud regularly to his children may sympathize with Judge Charles F. Murphy.

In the next few weeks Judge Murphy, the new czar of the comics book industry, intends to study every comics publication in America, line by line, drawing by drawing.

"There are 350 titles," said the judge, a tall, big-framed, 44-year-old Irishman, "and I intend to read every one of them myself, until I can assemble a staff."

Disturbed by criticism that the so-called "funnies" had become a bad influence on children, the Comics Magazine Assn. of America, headed by John Goldwater, decided the 200-million-dollar-a-year industry needed a code of ethics — and a strong man to enforce it.

Because of his record for helping youth, they offered the post to Murphy, former legal advisor to Mayor LaGuardia and a city magistrate for the last 9 years. They promised him complete authority, full cooperation and a \$100,000 annual budget to do the job.

"I wouldn't have considered it at all if I weren't given a free hand," said Murphy. "Even so, it was a difficult decision to make."

"So I put it up to my wife and three children. We had a family council. I asked them whether they thought I could fill the role naturally, and after we talked it all over, they decided I could."

Murphy, who has neither false pride nor false modesty, said he would use his authority forcefully.

"I don't intend to let any family down in this job, and certainly not my own," he said.

"The publishers who conform to the code will carry an approved seal on the covers of all their books. Those that don't conform will be denied the seal — and they'll be publicly expelled from the association."

Many educators already have offered help in drawing up the code, which Murphy says will be stringent but simple.

"There will be no more horror and terror books," he said. "They will have to conform to the ordinary standards of good taste."

"Criminals won't be glorified. There will be no more suggestive art. Family life will be shown in the right perspective."

In his years on the bench Judge Murphy organized several projects to combat juvenile delinquency.

"I found that once a kid landed in court there were a number of agencies to help him," he said, "but there weren't enough agencies working to keep him from getting into the kind of trouble that led him to a courtroom."

Murphy founded a weekly radio program, "Youth Talks It Over," in which high school pupils could talk over their own adolescent problems with him. He is also founder of Teen Plan Inc., a private organization devoted to helping teen-agers find suitable careers.

"Paramount in my mind in dealing with young people," the judge said, "was the desire to avoid the frustration many people feel throughout their adult life because they got off to the wrong start."

"All kids, whether they show it or not, are deeply troubled over the future. They worry over what they are going to make of themselves."

"They all need an adult with whom they can talk over these problems. But they can't stand to be laughed at. And no matter how ridiculous their dreams may seem to a grownup, he should never laugh at them."

Murphy doesn't believe that comic books in themselves are ever "the initial cause" of juvenile delinquency.

"It all goes back to the initial training in the home," he said. "You have to housebreak a child as you do a dog, except that you go farther — you teach him he must live up to the standards of the community as well as those you set in your home."

"Home training is forever basic. If children don't get the right discipline from the start, they'll later get into trouble by the hundreds, no matter what kind of homes they come from — rich, middle class or poor."

4-H Delegates Selected

Selection of the four young people who will represent Oregon at next summer's national 4-H Club camp in Washington, D.C., has been announced by Burton S. Hutton, state 4-H Club leader.

They are Alma Lindsey, 18, Grants Pass; Ivy Nelson, 18, Lakeview; Howard Jones, 18, McMinnville, and Jack Johns, 19, Fox.

Each year, two boys and two girls are selected to attend the week-long camp. Citizenship activities, leadership ability and community service all contribute to their selection.

Reds Predict Rocket To Moon

LONDON (AP)—Moscow radio says Soviet scientists are confident they will be able to send a rocket to the moon "in the near future."

A weekend broadcast said Russian experts already have fired rockets to an altitude of "around 400 kilometers"—near 250 miles.



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