

# Editor Tells Of Modern Demands Made On Papers

AUSTIN, Tex. (AP)—A growing awareness of the world around them has led newspaper readers to demand "a lot more explaining" a Tulsa newspaper editor told a seminar of journalists here.

He is Jenkin Lloyd Jones, editor of the Tulsa (Okla.) Tribune, principal speaker at a dinner for newsmen attending a Texas Daily Newspaper Assn. meeting.

Never before, Jones said, has there been such a "general thirst to be informed" and if newspapers are to continue to grow and meet competition for the public's time and interest, they must satisfy that thirst.

"There is a growing public appetite for the complete story that we have not met," Jones said.

Newspaper circulations have continued to grow in the face of heavy competition because the long effort to expand and increase public education is "steadily paying off" and because people are more intensely aware of the world around them, Jones explained.

The role of government has become immensely important, Jones said, and it is up to the newspapers to tell what has happened in many fields, and to explain what it means.

The newspaper's old competitor radio, has whetted the public's appetite for "solid news," Jones said.

"Just as we always read the newspaper account of the ball game we saw last night, so has the smattering of headlines that comprise the average radio and TV news report created a curiosity and demand for fuller information that only the press can supply," he said.

The news magazines have demonstrated how important it is for news to be wrapped up in a neat package and delivered to the reader so he can get his hands around it, Jones said.

"In our struggle for attention let us concentrate our best efforts on our primary and best function," Jones advised. "The secret of our continuing success will be to tell the news, to tell it more completely, more entertainingly and more understandingly than we ever have before."



**NEW DIRECTORS** of the Klamath County Chapter of the American Red Cross were elected at the annual meeting held in the city library October 4. Seated, (l to r) Mrs. Paul Landry, reelected secretary; R. H. Tisdale, reelected chairman; Virginia Dixon, executive secretary of the Klamath County chapter. Standing, same order, John Heyden, vice chairman and Mrs. Fred Lawrence, new director and vice chairman in charge of volunteers.

## Tisdale Again Heads RC Here

R. H. Tisdale was reelected chairman of the Klamath County Chapter, American Red Cross at the annual meeting held Monday night, October 4 in the city library club rooms.

Serving with Tisdale will be John Heyden, vice chairman; Mrs. Paul Landry, reelected secretary and Loren Dalcourt, reelected treasurer. Mrs. Fred Lawrence is the new member of the board of directors and vice chairman in charge of volunteers. Other members of the board serving for one year are Nelson Reed, Warren Bennett and Mrs. E. A. Geary.

Mrs. Virginia Dixon is executive secretary.

Daniel Herrera, South American student enrolled at OTI was a guest, Herrera expressed appreciation from the people of Ecuador for the help given by the American Red Cross following a major earthquake in his native country.

A film on Red Cross work was shown.

## Modoc Bull Sale Slated

CEDARVILLE — The 11th annual Modoc County Range Bull sale promises to be the finest one ever held, according to the sponsor, the Modoc County Cattleman's Association and the Modoc County Fair.

Sitting and grading of the bulls will start at 10 a.m. Saturday with Dr. Harry Lingren of Corvallis, Sedge Nelson of Yreka and Bruce Christensen of Likely as graders.

The sitting committee will be Dr. M. E. Horning, Dr. Robert Goulding, both of Alturas, Rob Flouroy of Likely and W. T. Rodman of San Francisco. Public is invited to attend the grading and sitting of the consigned bulls.

A buffet dinner will be held Saturday evening at 7 o'clock followed at 10 o'clock by the Bull Sale annual dance at the fair hall. Music will be provided by Hank Johnson and his Rythmaires.

The barbecue, sponsored by the Cedarville Rotary Club, will start at 11 a.m. Sunday with Chef Ray Golden in charge of meat preparation.

The sale will start promptly at 1 p.m. Sunday. Howard Vaughn of Woodland will be auctioneer.

## Mt. Carmel Mission Set

CHLOQUIN — The Rev. Father Edward Spear, OSC, Mt. Angel Seminary, is conducting a week long mission at Our Lady of Mt. Carmel Catholic Church. Final services will be Sunday morning Mass at 9 o'clock.

Father Spear, who was principal at Mt. Angel Parochial High School, will speak on the following subjects the remainder of the week:

Wednesday: "The Church — Teacher, Guide and Legislator."  
Thursday: "The Sacraments of Baptism and Confirmation."  
Friday: "The Eucharist, Mass and Communion."  
Saturday: "The Sacrifice of Christ and Its Meaning for Us."

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## Ore. Hunting Fatalities Up

By THE ASSOCIATED PRESS

Another Oregon deer hunter was shot and killed Tuesday, putting at nine the number who have died since the season opened Saturday.

Only two have been gunshot victims. The others died of heart attacks. A tenth man was killed in a highway accident Friday while en route to a deer hunting camp.

Carl Melvin Koepfel, operator of a dental laboratory at Albany, was the latest shooting victim. He was hunting near Currier Camp, 100 miles northeast of Klamath Falls Tuesday, with Dr. Clarence Arthur Woods, Lebanon, and Dr. Floyd M. Scott, Albany. Both Woods and Scott are dentists.

State police said that just as Dr. Woods fired at a deer, Koepfel

stepped in front of the rifle, and was shot in the back of the head. The other gunshot victim was Gordley Bean, 30, of Gaston, mistaken for a deer Sunday near Forest Grove.

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**MORE BUILDING**

PORTLAND — Industry representatives and port officials told a subcommittee of the House Merchant Marine and Fisheries Committee Tuesday that the Navy should be urged to award more shipbuilding contracts to West Coast yards.

The hearing was arranged by Rep. Walter Norblad (R-Ore), a member of the committee.

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