Herald and News

FRANK JENKINS, Editor — BILL JENKINS, Managing Editor

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CAUGHT IN THE ROUNDS

By ROBERT W. KINCEY

(Kincey, of the Birmingham News is "Caught in the Rounds" while Addison celebrates National Newspaper Week in the mahogany thickets.)

If money makes the mare go, as they say, then advertising makes the wheels turn and I've never sold a nickel's worth in my life.

There just simply isn't a subject on earth so all-embracing and with such a maze of ramification. Verily and without doubt it is the answer, in one form or another, to just about everything we think, eat, do, wear and go in this bewildering world of ours.

Advertising! Without it there would be no progress and the probability is only the elect and the very select would be far beyond the primitive stage today.

Was looking at a magnificent new automobile the other day all air-conditioned and done up in every imaginable sort of finery. It probably sold for somewhere near $7000, maybe more.

And then the thought occurred that were it not for the demand created by advertising, in one or more of its multitudinous forms, the limited number produced would put them completely out of the reach of all but a handful of millionaires.

And the same identical thing is true, in varying measure, from a box of cake mix to a baby grand piano.

Advertising, in its broad and ethical aspects, is informative. Information is knowledge. Both are conducive to competition. And since competitive effort is what has made America great, it is safe to assume that the intensified competition will, of necessity, call for intensified selling effort—advertising.

So potent and vital a factor has advertising become in the general scheme of things that cities, towns, states and other community advertising programs now flourish on national and even international scales.

All because people believe in themselves and in what they make, do or sell and are determined that everybody, everywhere shall know it.

Which is an exceedingly fine thing for folks like you and me and for the very simple and obvious reason that we would stand little chance of having even such things as a radio or electric refrigerator or an automobile unless they were mass produced.

Demand causes mass production, advertising creates demand, and competition is the force eternal behind the story American industry has to tell through the medium of advertising.

ALONG NATURE'S TRAIL
by KEN McLEOD

The straws are in the wind to indicate that in the future, great public works projects as are being proposed by the Bureau of Reclamation to irrigate every acre of the West and provide electricity to every sheep herder's cabin is going to have some rough and rocky roads to travel before these bureaucratic dreams come to flower. Over the past two or three decades there has been a growing opinion among many Western people that it is the duty of the federal government to set up their Western communities in the power and irrigation business regardless of what the cost might be.

Opposition to this type of thinking appears to have started to break out into the open during the Truman administration and finally flared openly over the Hells Canyon proposal. Here is one public squabble we conservationists are quite thankful cannot be placed upon our shoulders as no notional conservation organization has entered this controversy. Hells Canyon is at the moment purely a battle between the American ideology of free enterprise as against the ideology politics has fostered that in the hands of government the people can get something for nothing.

A decision upon Hells Canyon may be months in the making and a decision in favor of the Bureau of Reclamation could result in the Snake River running through Hells Canyon for years before its power is harnessed by the hand of men. Approval for a government dam does not guarantee immediate construction for money must be appropriated by congress and people must be taxed. The big question is will the people who will have to foot the major tax burden be willing to continue to subsidize our Western states with fantastic sums of construction money?

It could be that Eastern States are beginning to rebel against being taxed for the special benefit of the West. The defeat of the Colorado River Storage Project was a decided expression that some people East of the Rockies are becoming conscious of the tax problem. The Colorado Project however was a stupendous dream and one might argue that the public is not yet ready to take such a deep plunge into remaking the great Western country — perhaps this could be true.

On the other hand, even some minor proposals fell by the wayside as well. There were two measures which were widely approved by the Western States and which would have made possible the making of noninterest bearing loans from federal funds for water development, these measures were buried in the Senate on the final day of the Congressional session. These bills, known as the Miller-Bill and the Engle-Bill came up on the floor on August 20 when Senator William Knowland of California asked unanimous consent of the Senate to consider the measures. Senators Gore and Johnson of South Carolina objected and so the measures were dead. Can it be that the people of the East and South are beginning to object to the federal subsidy that has been pouring into our West for the past couple of decades in ever increasing volumn?

Prior to the brief consideration of the measures, Senator Smathers of Florida said the objectors believed that, while the measures might be meritorious, they represented a fundamental change in the reclamation law and should be subject to full debate. Never let it be said that one Senator would slap the face of an appropriation directly.

The Miller - Bill provided for loans to districts to construct local works and had successfully passed the hurdles of the House Interior Affairs Committee, the House of Representatives and the Senate Interior Affairs Committee. Although amended in the process from the original version the bills proponents felt the measure which went to the Senate was reasonably satisfactory.

The Engle-Bill was aimed to give the districts in California's Central Valley Project the privilege of borrowing money to construct their own distributing systems. Engle's bill was combined with one by Knowland which had the same idea but made the action applicable to all projects in the West. The combined Engle and Knowland proposals had passed all the legislative hurdles prior to coming on the floor of the Senate.

There has been a lot of talk about working out these bills at the next session, however, there is some budding fear that perhaps the East is getting tired of donating vast sums to western projects. The West has been putting up an awful thin share in these multi-million dollar projects the combined 11 Western States contribute but 15.44 per cent to any federal subsidy. Even at that California's share alone is 52 per cent of the contribution of these Western States. It can be truly said that we have been getting a bargain in the Northwest on these projects as we contribute but 2.15 per cent to this federal windfall — needless to say some people are getting mighty worried that the East which contributes 84.56 per cent of the money might start turning off the faucet to this golden stream then how will we get money "for free?" It begins to look like the time is coming when we in the West will have to start supplying the sinue to row the boat — the labor will be tough — well maybe next session we can talk Congress into giving us interest free money, payable when we get around to it.

They'll Do It Every Time — By Jimmy Hatlo

TELLING THE EDITOR

BEST BET

About this time of year—on election years—the air is filled with strange music. This is the siren songs of the principal parties wooing the voters. Music is written to stir the emotions. Politics — as too often practiced—is based on the theory that the average voter is neither interested enough nor smart enough to understand or debate vital issues.

Democrats deny this. The Klamath Democrats are neither gloomy nor afraid. It would be nice to write in praise of our blessings. It is our problems, however, which need solving. Our candidates, therefore, will take no ostrich-like attitudes. They will talk of common problems.

T. V. Smith says, "Politics is the art of the possible." Good politics is that which gains for the people the things which are good for them. What are these things? They are the things that loyal Americans have been striving for the past 175 years—peace — the opportunity to work—a good life for themselves—a better one for their children. The right to think and to speak their mind without fear. The right to move freely in and about this great country—yes, and beyond. They want security. What is security but peace of mind—food and shelter—some comfort in old age—safety in the home—a sense of belonging? They want those things that Government is designed to provide. Read the Preamble to the Constitution, the considered statement of the men who gave America this precious document. Who wants to return to the Cave? Who wants to "Go it alone?" The alternative is government. Government is law, collective security, schools, churches, roads—yes, and government is policemen, firemen and soldiers—for neither nature nor man is entirely benign. The price of good government is eternal vigilance.

And yet we hear daily attacks against these very things. We hear that security is a false hope, an illusion. We hear that education is too costly—taxes ruinous. If these were true, the answer is so simple. Let us cut out our policemen, abandon our schools, forget our roads. Let each of us take all the money we will save and spend it as we please. Sounds silly—does it not? We spend collectively for things we can not buy alone. We might buy an automobile—but we can't provide ourselves with a highway system. Agreed that taxes aren't wholly bad. We hear then it is waste and corruption that makes the difference. No one denies either inefficiency or occasional downright thievery in government. However, business itself makes allowances for inefficiency in its budget, banks bond their employes. Honesty or the reverse is not a monopoly of either party. These arguments are a part of the strange music—an appeal to the passions.

And yet, behind the political oratory is the basic character of the two principal parties. Historically from the time of Thomas Jefferson the Democratic party has stood for growth and orderly evolution—a party not afraid to experiment and go forward with the times. It is and has been a Liberal Party—that is why the people have turned to it in trying times. In power or out, its members have fought for the rights of the common people. Today the world is witnessing a titanic battle between the forces of imperialistic totalitarism and the democratic freedoms of western republicanism. The final outcome is in the balance. Now—more than ever before we need imagination in government.

Your Committee sincerely believes that the Democratic party has shown itself to harbor less of the spirit of reaction, to be less timid, more imaginative, and more capable of governing in these most trying times.

W. H. Roark
Modoc Point, Ore.

CRUSADE

Here is a thought for a "crusade" objective which will be received, I am certain, with high popular acclaim. The new California Oregon Power Company rate schedule which went into effect last December was, as you know, the result of two (2) increases in the "excess" rate. This was first raised by an order of the Public Utilities Commissioner, Charles H. Heltzel, from 8 mills per K.W.H. to one cent. Then, upon request from Copco and a subsequent hearing, this rate was again increased to 1.1 cents per K.W.H.—all within a two- or three-month period last fall.

The Utilities Commission, which is charged with protection of the public, ordered these two increases which amounts to 37½ per cent, on simply one class of consumers—those who use more than approximately $8.00 worth of current each month.

In other words, to insure greater income to Copco (which is very possibly required), the Commission has penalized one class of customers only. The industrial and smaller consumers have been left practically untouched, and the quantity rate to larger rural and urban users has been penalized to the extent of a 37 per cent increase.

I have personally written both Charles H. Heltzel, Chairman of the Oregon Utilities Commission, and Leon M. Fuquas, Secretary of the Federal Power Commission in protest against this 37 per cent increase on one class of Copco consumers.

Walter F. Brittan,
Table Rock Estates,
Gold Hill

The Doctor Says

By EDWIN P. JORDAN, M.D.

The condition known as piles or hemorrhoids has been discussed on numerous occasions previously but the problem is still with us and probably always will be. In any event numerous readers of this column keep asking questions on the subject, principally about cause and treatment.

It is not possible to give a very good explanation of the cause of piles. They consist of enlarged or dilated veins known as hemorroidal veins lying around the exit of the intestinal tract. It would seem that anything which increases the pressure of the blood passing through these veins would be likely eventually to weaken the walls of the veins so that they remain permanently enlarged.

Certainly there are reasons to believe that long continued strain such as chronic constipation, childbirth, a severe cough contribute to the development of piles. It is also possible that the sitting for hours at a time which so many occupations now demand has something to do with the development of hemorrhoids.

Once present what can one do, and is there anything better than surgery? It is true that sometimes the veins become temporarily greatly enlarged and then may return to normal or almost so. This happens quite often at childbirth, for example.

But if the piles are permanent and are causing bleeding, itching, or discomfort, all of which are common, the best treatment is usually surgery. This involves cutting out or tying the enlarged veins, or both. Injecting them with an irritating fluid which causes them to close up is sometimes used but this is not always possible.

When a person with hemorrhoids understands what has happened he will not be so likely to expect some new and miraculous form of treatment. But there is another thing too, which everyone should realize.

There are a lot of these veins and no person with piles has them all enlarged. Consequently if the enlarged veins are cut out or injected it is possible that others will dilate and cause trouble later.

For this reason it is wise to try to identify and correct if possible such factors as constipation or coughing which may have had something to do with their development in the first place.

I am often asked also whether hemorrhoids increase the chances of developing cancer. They do not.

Poet's Corner

WHEN TO BE QUIET
By Orpha Collins

If you want to gain the women's vote,
Office seekers, and not lose,
Don't let your loud-speaker truck extol
Through the streets while the babies snooze.

THAT GREAT AMERICAN SPORT
By Orpha Collins

No foreigner tries to understand
In fact, but few of them can
Comprehend the energy so manifest
In the average base-ball fan.

REDEEMING FEATURE
By Orpha Collins

She knew all the recipes for crackers—
(Well—she wasn't a very good looker)
But as a cooker of crackery
She was the crackinest cooker!

A LADY'S VERSION
By Orpha Collins

The reason that men smoke pipes
Is proved as they sit or they walk:
It's just to have something to chew on
Or hold in their hands as they talk.

DURING THE SERIES
By Orpha Collins

There was no one at home
No work being done,
Everybody went "nuts"
Till the last game was won.

Prices On TV Sets Boosted

NEW YORK (AP) — Four manufacturers have increased prices on their television sets in a move expected to be followed by others.

Philco Corp. boosted prices $10 to $20 on 15 of its models Monday and Sylvania Electric Products Inc. made similar increases on five of its sets. A few days earlier Allen B. Du Mont Laboratories had brought out a new line priced $10 to $20 higher than comparable models by the previous line.

Emerson Radio & Phonograph Corp. notified distributors that increased prices on its sets would become effective Oct. 15. The amounts of the increases were not specified.

There were no changes by Philco, Du Mont and Sylvania on their lowest price "leader" sets.

Manufacturers have contended for some time that their profit margins had been pared too thin in competition for lower prices, and that price increases were inevitable. With set sales running at high levels, one industry official said privately, this appeared to be an appropriate time to make the boost in prices.

HAL BOYLE

NEW YORK (AP) — What would happen if you put the nation's 10 leading television comedians at the same dinner table?

Would everybody die laughing?

"No, you'd probably just have chaos," said Red Buttons.

It is unlikely that the comics would try to top each other with fresh gags. They would be more likely to mention their tension, and all break out crying at once. For being funny on television today is a gruesomely grave industry.

The red-eyed TV camera is a monster that eats up fresh material so rapidly the one-show-a-week comedian is never quite sure of his audience. He carries a little small gnawing doubt at the back of his brain, wondering whether his next wisecrack will turn out to be his epitaph.

"You can only hope you have something funny — but you can't be certain," said Buttons. "You don't have any out-of-town tryouts. If you do 30 shows a year, that means you face the strain of 30 opening nights."

The wear and tear was so rough on Red's nerves at the start of his TV career that he fainted one night, and the program had to be canceled. Luckily, the show wasn't sponsored then. You don't faint before a sponsored show in television. You either go on or you die.

"TV is a terrific challenge — much tougher than any other medium," said Red. "The lack of time is the biggest hurdle. Time is everything in comedy. You need it to polish your material, to perfect your performance. If you don't put the time in, you end up with a lesser product."

Red Buttons, who has a boyish face but a wrinkled mind, was born Aaron Chwatt on the lower East Side 36 years ago in a neighborhood so tough he spent most of his boyhood with his hands knotted into fists.

"I was 13 before I really knew I had fingers," he recalled wryly.

He started at 16 as a singing bellhop — that's how he got the name Red Buttons — and learned the comic's trade in burlesque, musical comedies, night clubs, and thousands of club dates.

Now he's in the top financial brackets in television, but he still looks wistfully back to the days when he did sketches in burlesque and vaudeville.

"Burlesque was a great training ground," he said. "They let you alone. You had to find your own laughs, build up your own sketches. You had a chance to be personally creative.

"In vaudeville it took from one to three years to put together a really good act, but then you had something solid that could last you for years.

"Look at Smith and Dale and their 'Doctor Kronkite' skit. They have been doing it for 50 years — just think of it, 50 years — and it's still funny."

But Red feels the day of comic sketches and the great sketch comedians is slowly coming to an end. Among the artists of this craft he listed Willie Howard, W. C. Field, Bert Lahr, Bobby Clark, and Olsen and Johnson.

"In television the only way you can live is to follow a story line and develop a situation comedy. Sid Caesar, Milton Berle, Imogene Coca, and Jackie Gleason had to switch to situation comedy. I've had to, too. It gives you the advantage of having familiar characters to build up week after week.

"Television uses the same technique as the movies. People won't go to the movies any more just to see a man telling jokes. They want a story situation with their humor. They want it on TV, too."

Red Buttons, the funny man, looked sad. Like all ex-burlesque performers he misses the fun he had in baggy pants — the zestful youthful years spent taking the pie in the face, the seltzer water on the head, the broken eggs in the hat.

Newspapers Join Press Association

SAO PAULO, Brazil (AP) — Directors of the Inter-American Press Assn. have approved 16 new membership applications, including those of 11 newspapers in the United States. This brings the total membership to 390.

New U.S. members include: The News-Tribune, Tacoma, Wash., The Daily Chronicle, Dallas, Ore.; The North Idaho Press, Wallace, Idaho; The Coeur D'Alene Press, Coeur D'Alene, Idaho; and The Spokane Daily Chronicle, Spokane, Wash.

QUICKIES By Ken Reynolds

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