

# Herald and News

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## CAUGHT IN THE ROUNDS

By JANICE WILLMONT  
 Miss Willmont, with her entire family, spent the war in Santa Tomas Internment camp in Manila. Now a high school senior, Janice won first prize in an essay contest sponsored by the Advertising Federation of America this year with the following article on "What I Think About Advertising." She is "Caught in the Rounds" while Addison celebrates National Newspaper Week on the seaboard flats.

Today advertising is recognized as one of the most powerful influences in our social and economic system. The everyday life of all consumers is largely affected by advertising in one form or another, yet how many people take the time to understand or analyze advertising and its effects on the average consumer?

The dictionary defines "advertising" as "any publicity intended to enhance the demand for particular services and products." Besides this commercial use of advertising, there is a tendency to use it in the selling of ideas. Education, political beliefs, and religious creeds have been taught through advertising. It has aided the country in settling industrial disputes by putting the issue before the public, thereby enlightening the forces of public opinion.

During World War II, the government encouraged people to save rather than to spend and to produce instead of to consume. Advertising has definitely been an asset to the democratic way of life. From the advertiser's viewpoint, advertising is a method of selling his products; from the consumer's viewpoint, it is a method of gaining useful information which helps him in buying. Thus, unless advertising has an educational value, it is very likely to fall in its selling purpose.

Through advertising, the smart advertiser tries to serve the public with honest values. He wants the consumer to know the quality of merchandise, the price, and the reason why his product is better than his competitor's products. Many United States business firms use advertising to spread the sale and distribution of food products, to sell them at the lowest possible price, and to develop new domestic or foreign markets.

## SAM DAWSON

NEW YORK (AP)—A price seesaw is starting off the fall business season with the consumer getting a break here and there—and facing a new drain on his pocketbook in other things.

Food price changes, whenever there are any, usually favor the consumer. This is as it should be at the time of harvest and plenty. But in several past autumns the momentum of inflation kept food prices going up when they should be coming down.

There are less attractive trends in some other fields. Here are a few price hikes made this week or announced for the near future:

Fuel oil and kerosene prices are starting up at wholesale, especially in the Northeast, where their consumption is the greatest. Producers have supplies well in hand and cite production and distribution costs as the reason for the hikes.

Also, they are making up in a measure for an easing in wholesale gasoline prices. The price seesaw marks the seasonal switch from high demand for gasoline to high demand for heating fuels.

Television set makers are reversing their price trends. Sets were being marked down only a short time ago as manufacturers worried about the effect on de-

mand for black-and-white sets of all the talk about color sets being on the way. This week a number of companies have announced boosts on black-and-white sets.

Publicly, they cite increased manufacturing costs. Privately, some say the sales outlook is so good now that they feel they can increase their profit margins without disturbing the market.

Tire prices continue to strain at the leash on the up side. A leading maker is raising by 3 to 8 percent the prices on some of its tubeless passenger car tires. It predicts the price trend will soon spread to all makes and be followed by most companies.

The price of natural rubber is on the way up too. And this won't help hold the price of tires down any.

These price changes are going on against a background of fairly stable commodity prices in general. Take all commodities together and the average price has varied only slightly for about two years.

Food prices at wholesale, however, are tending to the downside just now. If little of this shows up at the grocery, the food processors explain that all handling costs are up, offsetting the drop in prices at the farm.

## They'll Do It Every Time



## HAL BOYLE

NEW YORK (AP)—The rift between Marilyn Monroe and Joe DiMaggio, thrown out at home plate, is certain to cause 50 million self-appointed moralists to ask that old question:

"What is wrong with Hollywood marriages?"

But the real puzzle isn't that so many film colony marriages end up in the divorce courts. The enduring wonder is that so many people in Hollywood bother to get married at all.

Mae West once observed, reviving a joke older than the bustle: "Marriage is a great institution—but you want to live in an institution!"

The divorce statistics obviously prove that actors of film stars don't actually want to live in this institution. They merely want visiting privileges. They go in and out of marriage as it suits their convenience.

Hollywood is a factory that for 40 years has been largely devoted to the manufacture of implausible celluloid fairy tales in which a pauper can marry a princess and any smart working girl can land a millionaire.

The formula behind most plots is simple and changeless: Boy meets girl; there is a problem that keeps them apart; they solve the problem; boy and girl then clinch in a fadeout that is a prelude to endless bliss.

That is the main thing—the happy ending.

The trouble with many delivers in the Hollywood vineyard is that they come to believe in the plots they set out. They feel unconsciously that if they just marry all their high-tension woes will be over, and they will have put the last, great reel of their lives in the can—happines.

They sometimes think of marriages as they do a sleeping pill—something to calm them down. But marriage doesn't ordinarily work that way. As countless thousands of ministers patiently preach, "Marriage isn't a happy ending—it is only a happy beginning."

Contrary to the sugar-coated fairy tales about life it offers for sale to the public, Hollywood itself is a pretty rugged jungle ruled by a financial and social caste system nearly as inflexible as that of old India.

## JAMES MARLOW

WASHINGTON (AP)—In a special message to Congress last January on labor problems, President Eisenhower urged the lawmakers to make a "thorough study" of union welfare pension funds.

He proposed this with the idea that Congress, after an investigation, might pass "such legislation as will protect and conserve those funds for the millions of working men and women who are the beneficiaries."

How many welfare funds are there in the United States? No one around Washington could be found with the answer. How much money is there in those welfare funds? No one knows that either. But it's in the billions.

Before the President sent his message to the Capitol there had been numerous suggestions from management and members of Congress that such funds should have public supervision, similar to insurance regulations now in effect.

Some scattered investigations, particularly by the state of New York, have uncovered evidence of some mismanagement of welfare funds by union members.

For example, Union members on a board of trustees administering a fund chalking up as legitimate expenses a Florida vacation and a high-priced car, with the money for the expense coming out of the fund they administered.

Congress took up the President's suggestion and set up two special labor subcommittees, one in the Senate and one in the House, to investigate welfare funds.

The work of these committees may not be completed for a year or more. That would make new legislation covering welfare funds seem unlikely for a couple of years.

But meantime the big labor organizations, the AFL and the CIO, have become deeply concerned about the problem.

The AFL has offered to help in writing a law regulating welfare funds. Its president, George Meany, announced the AFL Executive Council has ordered a yearly audit of all its affiliated unions' finances, including welfare funds.

And this week the CIO Executive Board:

1. Created a standing committee

to search out any irregular handling of union welfare funds and to throw out any racketeers discovered.

2. Pledged cooperation with federal and state investigators and said that if additional legislation is found necessary, as Eisenhower suggested, the CIO will support it.

The AFL and CIO have good reason for wanting to keep their member union's hands clean in administering welfare funds, created for the benefit of millions of organized workers.

Many of these funds, probably the vast majority, have been set up through negotiation and agreement between unions and employers in collective bargaining.

Unless they can be protected against the raids of thieves or racketeers, Congress might decide to pass a law forbidding any collective bargaining for welfare funds at all.

These funds take various forms, ranging from pension to hospital and surgical care.

**BURNS**  
 CAMDEN, N.J. (AP)—The old Market Street ferry building, recently converted into a produce market and auction house, burned to the ground last night. Damage was estimated at \$100,000.

The stubborn blaze, fanned by strong winds blowing in off the Delaware River, brought out virtually all of Camden's fire-fighting equipment and two fireboats from Philadelphia, across the river from Camden.

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## Poet's Corner

**FOR RESEARCH WORKERS**  
 By Orpha Collins  
 Can you find a home Either near or far, That hasn't been mortgaged To buy a car.

**SCHOOL BOY'S COMPLEXION**  
 By Orpha Collins  
 At the end of the summer We doubt if you can Tell which is the dirt And which is the tan.

**MUSIC FOR THE OLD HUNTER**  
 By Orpha Collins  
 He was far too old to follow the chase Yet he loved the thrilling sound That came ringing down the canyon: The cry of the old lead hound.

**AGREE**  
 MANILA (AP)—The representatives of Britain, France and Australia advised Philippine Vice President Carlos P. Garcia today that their governments "in all likelihood will ratify" the Southeast Asia Defense Treaty signed at Manila last month, a Foreign Office spokesman said.

**QUICKIES** By Ken Reynolds



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**fashion for fall**

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