Herald and News

FRANK JENKINS, Editor — BILL JENKINS, Managing Editor

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BILLBOARD

By BILL JENKINS

There's nothing I enjoy more these frosty Fall days than to curl up with a recent copy of Men's Wear, that sartorial gem of the trade magazine world, and find out what my fellow man has dreamed up for me this season.

The issue I'm cradling in my lap at the moment (and it's darn hard to cradle, what with trying to handle this typewriter and the cat at the same time) is the September 24th issue, the annual summer clothing survey. And we find that we have been sadly out of style all summer and it looks like we will be as badly out come next year.

I don't own a button-in vest for my casual jackets, nor do I have any charcoal slacks in sharkskin or gabardine. Nor do I have any patent leather Norwegian loafers with red linings for resort daytime wear, dressy wear at home or with dinner clothes for stag formal evenings. In fact, all the stag evenings I attend one is better off attired in a pair of caulked logger boots and stagged tin pants. They can save some nasty bruises and spikes in the sole of the boot have a tendency to hold the floor in one place.

I also find that I'll have to give up my slacks with the triple pleat in the front and go for the narrow version if I am to stay in high style. This, I fear, will tend to make me look a good deal like an ostrich that has half swallowed a football. A man of my bulk just isn't built for these dinky little pants they put out now. And slacks aren't the only thing that's going narrower. The same thing holds true for hat brims, ties, shoulders in the suits and jackets (oh for the happy days of padded shoulders) and pockets on jackets.

We are also informed by the experts that dungarees are on the down grade and that narrow twill slacks will take over for the school crowd.

There has to be some good in every dose of Men's Wear, however, and we finally found it in the have-you-seen department: a shoe horn that's 13 inches long so us fat boys don't have to bend over to slide into our shoes. Man, ain't science wonderful?

I guess, though, that there is no real cause for worry. If we just pin our faith and our pocketbooks on the products advertised we'll all look like collar-ad men. There are enticing ads by the score in the magazines showing a poor, fat, faded, slumping man in his old clothes made by the advertisers competitor. But the minute he goes into the store and buys one of the advertised suits he loses eight inches off his waist line, covers up the bald spot on his head, gains three inches in heighth, drops ten years off his age and usually, in some mysterious manner, acquires a new Jaguar convertible and a Boxer from some championship kennel.

I think someday I'll fall for that line and see what happens.

In the meantime look for me in my faded old full pleat slacks, a beat up flannel shirt and a pair of broken down moccasins.

And I'll still be driving the little truck. So far the fellow who sells me these rags has failed to come through with the convertible.

HAL BOYLE

NEW YORK (AP) — A year ago tomorrow Arthur Godfrey fired singer Julius LaRosa, the first man ever to lose his job on a television screen in full view of millions.

The incident quickly blew up the biggest tempest in video's brief history.

Startled by the storm he had created, the red-haired king of TV performers sorrowfully explained why he had dismissed LaRosa, the young Navy veteran whose career he had launched. His reason:

"Julie" lacked what Godfrey called — for lack of a better word — "humility."

This explanation merely fanned the controversy. Humility? What was humility? A nation wondered whether Arthur himself had set any course records in humility.

Broadway Cassandras — and some network executives, too — feared both "the great Godfrey" and his protege would be hurt badly by their public airing of private differences. They figured Arthur would end up with a big dent in his famous charm, and that LaRosa would make a fast buck out of the notoriety, then disappear from show business.

It hasn't worked out that way at all. Both Arthur and Julie have survived the parting, and time has even soothed the ulcers of a few CBS vice presidents.

What kind of a year has it been for the two principals?

Well, Godfrey lost and regained his air pilot's license. Financially, he didn't do as well as General Motors, but seems in no danger of having to sell apples on street corners.

LaRosa, on the other hand, has earned $360,000, more than ten times the $35,000 a year he was making with Godfrey. The money came from recordings, TV guest appearances and a nationwide night club and theater tour.

Julie averages about $7,500 a week for night club engagements, $5,000 for one night stands and pulled down $43,000 for two weeks at the Chicago theater, where he had a percentage deal.

I reached LaRosa by phone during a stopover at the Chicago airport the other day and asked him how he felt about Godfrey now.

"I realize that if it weren't for him, I wouldn't be where I am," he said, "but I can't quiet feel toward him as I did before. But I am honestly grateful to him.

"No, I can't say I like him. But I don't dislike him either. I'm just grateful to him."

Does LaRosa now feel he has learned humility?

"Well, I've made quite a study of that word during the last year," said Julie, "and what it really means. I've read what Thomas Aquinas, St. Augustine, and Bishop Sheen, and other philosophers have said about it.

"You know it doesn't mean what most people think it does. Humility doesn't consist in just being nice to people. That just makes you a nice guy but it doesn't make you truly humble.

"Very few people have real humility. If you had it, you wouldn't know it yourself. I have found I don't have true humility. It is something between you and the man upstairs...between a human being and his God. I'll tell you honestly, I don't have it."

"But I think that I am a 10 per cent better person than I was a year ago. In 10 years maybe it'll show up. I have learned to control myself ... and to try to understand people instead of getting angry at them for what they say."

His friends say LaRosa — he's now 24 — has matured greatly since his falling out with Godfrey. He doesn't throw his weight or his money around.

He has built a house for his parents, is building another one for his sister. He is investing in annuities for himself.

"The only thing he splurges on is his suits," a friend said. "He gets a kid's delight in being well dressed, and of course he has to dress well in his business."

He may pay up to $450 for a suit. Where does he buy them? From the same custom tailor Arthur Godfrey goes to.

That is the only link between Godfrey and the kid he started.

(Tomorrow: does Julius LaRosa have a real future?)

MEETING

HANOI, Viet Nam (AP) — Prime Minister Nehru of India and Vietminh President Ho Chi Minh discussed the Indochina situation here Sunday night, shortly after Nehru's arrival for an 18-hour stopover while en route to Peiping, capital of Communist China.

They'll Do It Every Time — By Jimmy Hatlo

ALONG NATURE'S TRAIL
by KEN McLEOD

Cerve in his book "Lemuria" which seeks to confirm the Lemurian Tradition of "The Mystery People of Mt. Shasta" goes to some length to attempt to show that the Modoc Indians were using words that had a strange resemblance to Latin. It is rather obscure how he expects such a connection to prove the presence of Lemurians and without a bit of knowledge of the Modoc language he has been perfectly willing to write: "but it was found that these words were not like any other words in their Indian language or dialect." It takes a brave man to pick out some isolated examples of words from a language that even the best students of languages have difficulty in finding letters in the alphabet to match the pronunciation, and positively state the source of word came from so simple a language as Latin. Gatchet, the American scholar who studied the Modoc language found it an extremely difficult to attempt to commit in writing many of the words of the Klamath and Modocs, in fact, he had to borrow letters from both German and Greek to go along with our American style of writing. Even with the board and liberal use of three languages, Gatschet, at times, throws up his hands in the attempt to write a proper combination of letters that would give the correct sound to the Indian word in writing.

Cerve's pursuit of proof for a Latin origin for several Indian words pulled out of the air at random completely overlooks another source that has been a great deal of controversy — the Welsh Tradition, a subject that should have fitted right in with his Druids. Our Klamath Basin has been a wonderful source of speculation on account of the Tule Lake Petroglyphs. Cerve is the latest contributor to these speculations by introducing the Lemurians or Lemurian influence into the long list of possibilities.

Since the Modoc Indians disclaim any authorship of the carvings it is only natural that we speculate as to who did produce these carvings. Such speculation leaves the door wide open to a lot of wild guesses. As a consequence we have stories of prehistoric vanished Indian Tribes, wandering Aztecs, children of Mu, shipwrecked Polynesians, lost tribes from Israel, people from western Europe, Druids, Scandinavians, Lemurians and Welshmen.

The Welsh tradition is strong, it too, makes a play upon the supposed simularity of Indian words to words of the Welsh language, and, of course, most people who have sought to draw this comparison of languages do so on the crude attempts that have been made to place the spoken word in writing. Nevertheless, the Welsh story gets a lot of followers because of the Modoc name. The word "Modoc" is thought to come from the story of Prince Madoc who sailed westward from Wales in the year 1170 A.D., only to vanish with his company of 300 men. The saga of Prince Madoc tells us that prior to his sailing westward in the year 1170 he had made an exploring trip by sea that had carried him to the eastern shore of the American continent, his trip in the year 1170 was one of colonization. It is only natural that Madoc and his men would be Druids as he came from a land at a time that Druidism was still the dominant cultural activity.

As early exploration brings the New World to light we find it likewise keeps alive the story of Prince Madoc and his men, first in the Carolinas then it shifts across the mountains into the Mississippi River Basin and finally comes to rest in the Klamath Basin strung on the slender thread of the word Modoc, Druid like carvings and an ancient Welsh Saga. The similarity of words here are much more direct than the strained ideas proposed by Cerve. Even the Indian name of Tule Lake bears some resemblance to the Modoc-Madoc Tradition for the Indians called it "Moatokni E-ush." The word "Modoc," however was seldom applied by the Modoc Indians to themselves as they referred to their people as "maklaks," however, at times did use the prefix "Modokni" and said "Moadokni maklaks."

Steel has written that the name "Modoc" came from the Shasta Indians who called the Indians to the east "Modocs." The early settlers in the Yreka country followed the Shasta Indian terminology and also called these Indians "Modocs" but the Modoc Indians at that time did not so call themselves by that name. This statement was the observation of an early settler and not a student of Indian languages. Gatschet, however, likewise makes the statement that the word "maklaks" was most often used by the Modocs. Nevertheless, Gatschet, found that the general form of the work "Modoc" was well developed in the Modoc language in the Tule Lake region.

It would be a long stretch of imagination to have Prince Madoc landing on the Carolina coast and marching directly across the continent to the land of the Modocs back in 1170. The speculation however has the colony he established gradually migrating westward bringing the name of Madoc with them as Modoc the name of the people.

AAA Predicts Auto Increase

DETROIT (AP) — Think the highways are crowded today?

A report prepared for the American Automobile Assn, meeting here noted government estimates that 81 million motor vehicles will be on the nation's roads by 1965.

To emphasize the need for more and better highways, AAA officials got up a couple of statistics:

If placed bumper-to-bumper, 81 million cars would stretch 10 times round the earth at the equator. Or, in a straight line, they would reach to the moon.

If piled on top of each other pancake-style, the 81 million cars would make a heap 65,000 miles high.

STATEMENT

TAIPEH, Formosa (AP) — The return of Port Arthur by Russia to Red China was largely for the effect on Japan, a high Nationalist Chinese official said Monday. Shen Chang Huan said the move has no real meaning, since changing conditions have wiped out Port Arthur's strategic importance.

Poet's Corner

RICHARD "THE SIREN"

By Nelson Reed

Richard the Glib, has no fear
of a fib,
He never comes close to the
facts;
He sings a sweet song which is
most always wrong
Which is easily proved by his
acts.

He's Labors's good friend, he
repeats without end,
But read what he wrote a-while
back —
Of those "Goon Racketeers" he
expressed many fears,
They were either all Red or all
Black.

He gets his dates mixed with
some slippery tricks,
So the Elephant gets a bad
name,
For the "Bonneville Deal" he
calls a big steal,
But the Jackass was really to
blame.

He throbs for our Schools, and
he positively drools
As he tells how he never will
fail them;
But his failure to vote, by his
absence you'll note
When School matters came up
in Salem.

A few years ago he was eager
to show
That Aluminum plants meant destruction;
The few they employed for the
juice they destroyed
Would prevent all other construction.

But to hear him today, "we just
gave away"
Poor Klamath's last hope for
more jobs;
Oh it makes a big diff when
you're campaigning IF
You always tell Fibs in great
gobs.

Dear Richard is gone but before
we catch on
That he has no love for the
Truth;
But the voters you fool as a
general rule
Won't still be fooled in the
Booth!

QUICKIES By Ken Reynolds

"I've heard your fish stories before—now stop exaggerating about what those flies you got in the Herald & News Want Ads catch!"

Bladder 'Weakness'

If worried by too frequent, burning or itching urination, Getting Up Nights, Backache, Pressure over Bladder, or Strong Cloudy Urine, due to common Kidney and Bladder Irritation, try CYSTEX for quick, gratifying, comforting help. 900 million CYSTEX tablets used in past 25 years prove safety and success. Ask druggist for CYSTEX under money-back guarantee. See how much better you feel tomorrow.

VET'S MAILBAG

A national committee for the observance of Veterans Day in every community of the nation on November 11 has been announced by Harvey V. Higley, administrator of veterans affairs and chairman of the committee.

Mr. Higley appointed the committee at the request of President Eisenhower to encourage the observance of Veterans Day by the entire citizenry.

The last session of Congress passed an act approved June 1, 1954, changing Armistice Day, which honored only veterans of World War I, to Veterans Day so that veterans of all America's wars may be honored.

The national committee, as announced by Mr. Higley, includes as associate chairmen: Charles E. Wilson, secretary of defense; Rep. Edward H. Rees (Kans.), sponsor of the Congressional resolution naming Veterans Day; Seaborn P. Collins Jr., commander, American Legion; Rufus H. Wilson, commander, AMVETS; Alfred L. English, commander, Disabled American Veterans; George K. Shangochian, commandant, Marine Corps League; Lloyd Thurston, commander-in-chief, United Spanish War Veterans; Merton B. Tice, commander-in-chief, Veterans of Foreign Wars.

Members of the committee are: E. Roland Harriman, national chairman, American Red Cross; Bill Mauldin, chairman, American Veterans Committee; General Wade H. Haislip, president, Army Mutual Aid Association; George F. Harnois, commander, Army and Navy Union; Marshall Smith, president, Blinded Veterans Association; Thomas J. Cuite, commander, Catholic War Veterans; James E. Staudinger, commander, Coast Guard League; Lt. M. S. Stevenson, commander, Disabled Officers Association; E. E. Keeley, president, Fleet Reserve Association.

Harry T. Madison, commander, Jewish War Veterans; Walter C. Bowman, commander, Military Order of the Purple Heart; Major Harry Okin, commander-in-chief, Military Order of the World Wars; Charles Arons, president, National Jewish Welfare Board; Thomas R. Barnaby, commander, National Society — Army of the Philippines; Edward K. Inman, president, National Tribune; Admiral Robert B. Carney, president, Navy Mutual Aid Association; Capt. Albert C. Woodress, commander, Regular Veterans Association; Harry L. Suder, commander, United Indian War Veterans, USA; Mrs. Percy A. Lainson, chairman, Womens' Forum on National Security.

QUESTION OF THE WEEK

Q. I pay premiums on my GI insurance once each year, in advance. What would happen if I were to die shortly after making my yearly advance payment?

A. The present value of premiums paid in advance of the current month would be refunded to your beneficiary.

James Marlow

Washington (AP)—A Senate group has dug into teen-age crime, drinking and drug addiction to see what makes juveniles delinquent. Next it takes a look at television programs of violence and horror.

Beginning tomorrow, a subcommittee will open hearings on TV. It plans to call sociologists, psychologists, producers of programs, sponsors, actors, station managers and network officials.

For more than a year this subcommittee, headed by Sen. Robert C. Hendrickson (R-NJ), has held hearings around the country on various phases of juvenile delinquency.

It hasn't reached any general conclusions yet, or general solutions. It has received a lot of advice and opinions from specialists on juvenile delinquency, who don't agree among themselves on the cause or cure.

The Senate group is sure of one thing, although it's hardly news. Juvenile delinquency is nationwide. In 1953 about 385,000 juveniles were brought into court, and for every one brought to court three others had been picked up by police.

Last year juveniles under 21 accounted for 47 per cent of all arrests for larceny, 68 per cent of all auto theft arrests and 35 per cent of all those arrested for rape.

"When we talked of juvenile delinquency a few years ago," Hendrickson has said, "we were thinking mostly of youths in the 18 to 21 age bracket. Now we're finding serious crimes committed by children from 12 to 15 years."

The basic cause? He attributed it to "lack of love and affection and kindly discipline in the home." But Chicago's prosecutor, John Gutknecht, said "When the woodshed comes back, we can forget the jail." He advocated stiff spanking.

A New York writer, Albert Deutsch, said parents are doing a better job than their ancestors did with them.

A husband-wife team at Harvard Medical School, Doctors Sheldon and Eleanor Glueck, told the subcommittee they found after a 10-year study of 500 delinquents and 400 nondelinquents that:

Fifty per cent of the mothers of the delinquents had a history of criminality; 62 per cent of their fathers drank to excess; 66 per cent of their families had no systematic way of handling finances; 60 per cent of their parents did not love each other; 90 per cent of their families did not care what the neighbors thought of them; 70 per cent of their families never had any recreation as a group; and 80 per cent of them came from broken homes.

In Los Angeles the subcommittee was told some doctors were selling youngsters benzedrine tablets in big lots at a big profit.

A parade of witnesses in San Francisco told the subcommittee juvenile drinking was a big problem. George R. Reilly, chairman of the California State Board of Equalization, said too many California adults drink too much and depend on official agencies to care for their children.

When the subcommittee went to New York to ask questions about comic books which feature tales of horror and violence, Dr. Fredrick Werthem, senior psychiatrist of the City Department of Hospitals, said: "It is the good child who is tempted and seduced by the comic books."

But the senior psychiatrist at Bellevue Hospital, Dr. Loretta Bender, said she saw no great danger to children's minds from blood and thunder comic books.

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