

Herald and News

FRANK JENKINS
Editor
Entered as second class matter at the post office at Klamath Falls, Ore., on August 20, 1906, under act of Congress, March 3, 1879.
MEMBER OF THE ASSOCIATED PRESS
The Associated Press is entitled exclusively to the use for publication of all local news printed in this newspaper as well as all AP news.

SUBSCRIPTION RATES

MAIL		BY CARRIER	
1 Month	\$ 1.35	1 Month	\$ 1.35
6 Months	\$ 6.50	6 Months	\$ 8.10
1 Year	\$11.00	1 Year	\$16.20

BILLBOARD



By BILL JENKINS

A few days ago we mentioned the importation of rim rock sheep into Lake County.

And it wasn't long after that when Scott McKendree came wandering in carrying the set of horns pictured above. This set of rim rock sheep horns have been in the McKendree family for a long, long time, better than 40 years, and were picked up by Scott's dad, Owen, over in the Hart Mountain Country.

Owen for many years starting around 1907 or '08 ran sheep over in that country and the wild rim rock sheep were plentiful. This set of horns have an outside curl of 37 inches and measure fourteen and three quarter inches around the base. The are thirty three inches between the tips.

It must have taken a pretty fairly well built animal to carry a set like that around.

Scott, incidentally, tells us that his mechanical duck picker is really going great guns and that he's sold them in almost every country in the world. South America seems to have particular yen for the little gadget.

Ran into Lloyd Low the other day and he was reminding me that his prediction was correct. Several years ago he mentioned to me that he had loaned the centennial committee a handful of pistols to be used in the 1948 celebration. He has never gotten them back. At that time I told him I mention it in this column and see if there was any resultant action.

He promptly told me that since no one read the column it would be a waste of time.

I guess he was right. Because he still hasn't gotten those guns back.

"I don't feel so bad about my own guns," Lloyd said. "But one of the collection belonged to Judge Reeder and I'd certainly like to be able to return that one."

If anyone has the relics Lloyd would be tickled to death to get em back. No questions asked.

And then I could make him eat his words about this column.

Of course, there's always the chance that he's right too.

If you want a colorful Christmas around your house look up Fred Heilbrunner. He tells me he now has a shipment of some kind of powder that when poured on presto logs causes them to burn with different colored flames. Mostly blue, I'm told.

Perserverance always pays off in the end.

Thousands With Insomnia

SLEEP

Sound All Night—Awake Fresh

Users of new safe Dormin Sleeping Capsules have found—no you can't—blessed sound sleep. Dormin has been clinically tested for safety and is guaranteed non-habit forming. The world of medicine might say—so why tolerate a sleepless night that makes you tired and worn out the next day. Now for only 64c per capsule you can find the rest you want. Dormin costs but \$7.25 for 36 capsules—so safe no prescription is needed and Dormin must help you or your money back! Accept no substitute.

There is No Substitute For

DORMIN

SLEEPING CAPSULES

They'll Do It Every Time

By Jimmy Harlo



CAUGHT IN THE ROUNDS

The Doctor Says

By DER ADDISON

RETAIL MEMO:

Stores are "readying the most intensive promotional campaigns ever put behind selling efforts in an attempt to chalk up the largest Christmas sales volume in history," says the New York Herald Tribune.

The same thing is true in some extent at least in Klamath Falls. . . all of which adds up to satisfaction of a wider range of needs and desires with better values for you.

Best estimates are that business should run around five percent better than last year and top the record set in 1952, but "stores are not waiting for the business to come to them." Although personal income after taxes is expected to set a record this year, merchants are fully aware that they will have to use every selling technique to get their share of that income.

The calendar gives stores a break this year with four November shopping days after Thanksgiving compared with three last year. It gives weekly newspapers a break with 26 publishing days in November compared to 25 last year.

And with Christmas coming on a Saturday, giving five full selling days in Christmas week, stores have a good chance to set record sales figures.

Klamath Falls stores will have their first general night opening on the Friday after Thanksgiving, although some stores have been open one night a week for several weeks and others have been open every night and Sunday for quite some time.

store across the street.

An example of how well Klamath stores have followed the first proposition over a period of years was seen last week. We happened to be sitting in the office of a downtown merchant as he answered a phone call from a woman in Medford.

She was inquiring about a bridal outfit. It happened that his store doesn't carry bridal outfits; he referred her to three other stores in the same block. Klamath Falls will get the business.

Higher sales and larger net profits were predicted for the first quarter of 1955 by most of the retail, manufacturer and wholesaler executives polled in a Dun and Bradstreet survey of large and medium-sized companies.

Higher sales are anticipated by 56 percent of them, 31 percent believe volume will be the same, and 13 percent expect a drop.

Larger net profits are looked for by 43 percent of these top-management men, 45 percent see no change, and 12 percent view the profit picture gloomily.

The downward trend in inventories seems to have been stopped. You'll continue to have as good, or better, selections of merchandise to choose from.

Also of direct interest to you—about three-fourths of the executives agreed that prices would remain the same, while the remaining quarter split evenly on this question—12 percent thought prices would go higher and 12 percent expected lower prices.

COST OF LIVING MEMO:

The Dun & Bradstreet Daily Wholesale Commodity Price Index of 30 basic commodities was 278.87 on Nov. 11, against 278.82 a week earlier.

The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, rose 8 cents last week to \$6.80. This is 4.6 percent above the corresponding level of last year.

Right sales promotion must be based on the proposition of a generally expanding economy of production plus a community's ever-all expansion as a trading center. Those who subscribe to the negative theory that there is only so much business to be divided up must look at the short sighted view of taking it away from the

SAM DAWSON

NEW YORK, Nov. 16 (AP)—Buying on time is picking up a little. And the merchants and finance companies are counting on the postelection enthusiasm in stock market and industrial centers to seep through to the consumers. This could end the trend this year toward paying up old debts rather than hurrying to take on new ones.

Installment buying may pick up speed first in the auto and home appliance fields, where it's an old American custom. Merchants are expecting installment buying of clothing and furniture to increase.

The way people feel about their own income and job prospects has more to do with the cycles in installment credit than anything else, finance company officials say.

About this time last year, people were worried, and the rate of on-the-euff buying of cars began to slump. The low point was reached in January of this year, and repayments exceeded new credit extensions through April.

But, as Sidney Rolfe, economist for C.I.T. Finance Corp., explains it, by spring people had decided that the recession would not become a depression, and they began buying more cars on time. With the new models coming out, the finance companies are looking for

a big spurt in business.

Today members of the American Finance Conference, a trade association of 360 independent automobile installment credit companies, are meeting here to compare the prospects in various sections of the nation. Like the car makers, they're hoping the outlook for wages and employment is bright enough to induce consumers to take on new auto monthly payments.

The Federal Reserve Board reports that by the end of September Americans owed more than 10 billion dollars on the cars they were driving, auto paper having increased 13 million during that month.

Merchants had \$6,074,000,000 on their books in the form of charge accounts, which was 35 million less than a year ago.

But merchants also had another form of credit, installment plan buying, which has grown notably in the last two years. Officials of James Talcott, Inc., one of the firms that finances retailers' credit facilities, report a gain of 30 percent in that period in this type of financing.

ALONG NATURE'S TRAIL

by KEN McLEOD

Yesterday I was dealing with some random thoughts on Farmer-Sportsman relations as expressed by some members of the Outdoor Writers Association and I ended with Joe Valentine, farmer, sportsman, rural mail carrier and outdoor writer. Since Joe farms 160 acres in central Illinois he is one who has first hand experience of a farmer in facing the increasing pressure of a growing population and has developed some very definite ideas upon this subject of Farmer - Sportsman relations.

Joe advocates two things. The first is for large, state-owned hunting areas where game farming will be handled like a farmer raises hogs, namely raise feed and game to the full capacity of the land and market it to the hunters through a permit fee. If attractive enough such areas will draw a large number of hunters who can afford it and then "we farmers can then take care of the poor devils who can't."

Joe writes: "In other words, give the farmer no more hunters than there were ten years ago and those hunters would have plenty of game." He closes with this sage observation: "There is only one way to have more game to go around and it is to get rid of 90 percent of the hunters or increase hunting space by 90 per cent."

Ed Taylor another of our Outdoor Writers from Illinois had some sage words also in talking to the annual meeting of the Outdoor Writers Association, three years ago at Miami. Ed said the Writers in discussing this topic:

"Of all aspects involved in this discussion of the farmer-sportsman problem I think one course of action is clear. Not many of us realize that the subject we are dealing with concerns a very basic human characteristic. Explained simply as I know how it concerns a spirit of mutual friendship that must be established between the two interested parties."

"It is my belief that every man in this audience has established this spirit of kinship at one time or another with men who till the soil and live in areas where game abounds. I think that you will agree with me that this feeling of mutual respect must be generated and established on a firm and honest basis. A phony, put-on-the-back, counterfeit type of friendship is not worth the effort and is doomed from the start."

"In the first place, many of us have had the misfortune to be raised in large cities or towns and

farmer and sportsman enjoy the chase, both like to hunt."

The answer to the Farmer-Sportsman problem is indeed a complicated one the solution of which some may never be satisfactorily discovered, yet, it is a problem for which some solution must be found and the way opened to the greatly increasing number of new sportsmen who are entering the field each year. The land of farmers will always be open to mutual friends and to exclusive shooting clubs which lease blocks of land, but what of the new sportsman, who has no connections? Who has been sold a bill of goods of the joys of outdoor life by high pressure advertisers who have things to sell?

"The town man is virtually a creature of his environment and when he appears at his country-cousin's farmhouse and knocks on the door, his very bearing singles him out as an alien. His actions and words often issued in a condescending manner. He may not say: 'My dear fellow — open wide the gates to yonder grassy meadow, your lord and master desires to enter and hunt thereon.' He may not say that but his bearing gives voice to the general idea. He may add: 'Forsooth, you can refuse me not — I bear a license for which I have paid two bucks. Stand aside, peasant.'"

"As a town kid I always deserted the city when vacation time rolled around and headed downstate to my uncle's farm. There I stayed until the school bell tinkled and fetched me, quite reluctantly, back to town. My friends were the kids who lived on adjoining farms and we spent a riotous youth pulling pumpkin seeds out of a nearby creek, riding ponies or heavy perchons (it made no difference) or camping out in the elm grove. We lived the life of a country kid and enjoyed every minute of it. Even the chores were pleasant when the expectations were so great."

"To tell our readers that the gap that exists between the burr and the farmer can be narrowed, is one thing. To place before them a plan of action is quite another. Thankfully we do have one important common denominator—both



SALE!
Wrought Iron
FIREPLACE GRATES

19" Size Reg. 3.75
\$2.49

Joints electrically fused.
A size for every flue.
Balanced back-tip for easy cleaning.

Save now in this pre-season sale of famous Polly Grates. Can't tip forward. No rolling logs to damage floors. Get yours today!

Bell's Hardware
528 Main St. Phone 5662

Store Hours 9:30 to 5:30
Elevator to all floors

downstairs store

Miller's

JUST ARRIVED

IN TIME FOR YOUR THANKSGIVING TABLE

FLEXIBLE

TABLE PADS

TO USE UNDER YOUR TABLE COVER

DRAPES TO FIT ANY TABLE

52 x 52	4.98
52 x 70	6.98
52 x 90	8.98

Top is waterproof vinyl plastic — embossed pattern. Center is heat resistant glass fiber insulation layer and, the bottom is of quilted heavy green flannel. Protects fine finish of your table against heat, spilled liquids.

Barrymore Rites Slated Tomorrow

HOLLYWOOD (AP)—The body of Lionel Barrymore will be placed in a crypt next to those of his wife and his brother John after Roman Catholic funeral services tomorrow.

A requiem mass will be said at 10 a.m. in the tiny chapel of Calvary Cemetery.

The 76-year-old actor died Monday of heart congestion. He bought the crypt for himself 18 years ago after the death of his second wife, actress Irene Fenwick.

Honorary pallbearers will include Eddie (Rochester) Anderson, Lew Ayres, Francis X. Bushman, author Gene Fowler, Bob Hope, L. B. Mayer, Mickey Rooney, Dore Schary, Robert Taylor, Spencer Tracy, Darryl Zanuck and director Frank Capra.

QUICKIES

By Ken Reynolds



"... Like our Herald & News Want Ad said — a free demonstration!"

at **DREWS Manstore**

FREE!

12-lb. Hen Turkey

with the purchase of any
Suit - Topcoat - Sportcoat & Slax
combination totaling \$50.00 or more

Cooperating markets are CARL'S SUPERIOR MKT. and EMIL'S SUPER MKT.

DREWS Manstore

733 MAIN

Top Skill at Low Cost

Our men are tops at electrical installations and repairs. They know exactly what to do and how to do it. Yet our charges are never more (and often less) than elsewhere. For free estimate, call 3184.

EAST SIDE ELECTRIC
625 Klamath Ave. Ph. 3184

Night Coughs
OF COLDS

Relieve Coughing-Spells
Stiffness—Fast
Effectively with

VICKS VAPORUB