

Herald and News

FRANK JENKINS
Editor
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BILL JENKINS
Managing Editor

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1 Month \$1.35	1 Month \$1.35
6 Months \$6.50	6 Months \$6.10
1 Year \$11.00	1 Year \$10.20

BILLBOARD

By BILL JENKINS

Regarding the picture of the big sheep horns we ran the other night, had a call from J. Frank Adams, who has been around these parts for a long, long time now, and who passed along the information to us that to the best of his knowledge most of the sheep, as well as thousands of deer and antelope, were wiped out in the bitter winter of 1899-1900 when six or more feet of snow fell all over the country and stayed there all winter.

He said that literally thousands of antelope were wiped out around Adams Point in this winter and that much of the wildlife of the region, including portions of Lake County over around Hart Mountain, were hit equally hard.

It is interesting to know about these past winters. And here's hoping we don't get another one this winter. But I'm afraid we're in for a buster of a winter, season.

J. Frank, by the way, is on his way south to take in the Big Game (Cal-Stanford). Says he's only missed two games in the series since he started going.

Wish we were going along.

Klamath County is back in the news. Remotely at least. The November issue of True West carries a story with a lot of pictures called "Hell With the Fire Out." A history of the Modoc War. Written by Norman Wilsey it tells a story already familiar to most of us, but still interesting.

I was deeply shocked and alarmed yesterday to pick up one of the better slick magazines and run across an advertisement for a nationally famous brand of toaster with the latest gadget.

CAUGHT IN THE ROUNDS

By DEB ADDISON

AN ENIGMA of the publishing business — Reader's Digest magazine, which achieved terrific reader acceptance through reprinting other publishers' successful articles and which made a go of it for 33 years without any advertising revenue — at long last will forsake its unique ways.

Starting April next year it will print a "limited amount" of advertising. It will accept full pages only, but will continue the pocket size format. The story is that it is well sold out for a year to come. Announced rates are \$26,500 for a page in black and white and \$31,000 for a page in color. For that, the advertiser is guaranteed a circulation of 10 million.

It will be interesting to see what happens to it editorially. Other publishers have granted Reader's Digest reprint rights, some of them directly on the basis that RD was not an advertising medium. They may change their minds with the Digest competing for the magazine ad dollar.

It's not a completely new venture for the Digest. At that, it has run advertising in its overseas editions for several years. Dewitt Wallace, editor and owner, explained the move this way:

"A poll of readers indicated an overwhelming preference for the inclusion of advertising rather than an increase in price."

That's not news to the publishing business.

Speaking of advertisements, there was an interesting story in the New York World-Telegram and Sun on November 1.

Householders who are tired of having their mailboxes cluttered with third-class "junk" mail can refuse to accept it, the Post Office Department is quoted as saying. Patrons may write "refused" on mailing pieces which will be returned to the post office.

The mails have been flooded with this junk advertising since the post office department made a ruling about a year ago allowing the handling of unaddressed material.

It perhaps is an ugly suggestion that you mark "refused" and start it back to the sender, who then will have to pay the return postage, but if you don't like it that's a way of letting your feelings be known. Of course, if you do like the stuff, forget it.

HOTELS
OSBURN HOLLAND
EUGENE, ORE. MEDFORD
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Thornton's Rexall Store — Hart Drug, Lakeview
Indian Art and Gift Shop, Chiloquin
Keno Store, Keno — MacDoel Grocery, MacDoel
Sycan Store, Bly

They'll Do It Every Time

By Jimmy Hatlo



TELLING THE EDITOR

HOORAY

Hooray for Sateway on the MILK question. The two "monopolies" here have had their way too long and were the last in the state to drop the price one cent.

UNFAIR

I don't know if you'll print my article but if so maybe I can set some of these people straight on the affairs of Indians.

I'm an Indian and so is my husband. We are from the East and our tribes were more unfortunate than these here. We had no timber or no oil to sell it was work or starve and for an Indian it meant 18 hours a day to gain anything because the white man is very unfair if they know you have one drop of Indian blood in your veins. They think you're illiterate. Which is not true. Most are quiet, content with their family circle and stay within. There are a few exceptions but these are those who don't pull back into their shells when feelings are hurt and rebel.

If an Indian child is least bit dirty from honest play, they say what can you expect from an Indian? yet there are more dirty neglected white children than Indians.

They say this is a free country yet this year was the first time that Indians in New York State have gone to school in all state public schools. They were put aside as not as good as the whites. If we are not good enough for them I say let's send them back to Greece, Italy, Germany and all

that you mark "refused" and start it back to the sender, who then will have to pay the return postage, but if you don't like it that's a way of letting your feelings be known. Of course, if you do like the stuff, forget it.

Our way of life wasn't the right way but they work fifty weeks (50) a year to live two like we use to live all the time. They want our hand made moccasins, gloves and rugs. They want us to give them away so we can be called wares of government while they make big shots of themselves by sending millions overseas to people who know how they do the people they stole land from. Yes I mean stole because of the treaty we have been due to be paid off over five years now and they keep putting it off so they will start off and die and they won't have to pay.

This article of James Q. Anderson I'd be proud to see tried in another court, not that I say Anderson is or isn't guilty, but he would stand a fair trial and that's more than he would in Klamath County. You white people should be thankful there aren't more Andersons because you are the ones who make them belligerent.

Hay Hayworth
Bly, Oregon

NEW WORLD

The circus goes to Florida for Winter Quarters. There is, also, circus-run to be had right at hand anywhere in California winters. An example is beneath the bark of trees. One does not find, of course, elephants waiting to be fed peanuts. Children may, however, discover equally fascinating animals. Many insects thus winter under loose bark.

Under eucalyptus bark works the jigsawing wasp. It builds a mud nest in the form of a brown,

"warthenware" jug. Unlike the "little brown jug how I love thee" of the old folksong, this jug will not give one a headache tomorrow morning. The mother wasp fills it with spiders. These she has paralyzed. She knows just where to insert her "stinger" so that the spider, the paralyzed, will live. The wasp seems thus to have anticipated refrigerators for preserving food.

Under bark the kiddies sometimes find cocoons. From these can be raised butterflies or moths. Sometimes the hatching is not of the lepidoptera, but of parasitic flies, also hymenoptera. It's fun to watch for results.

Sincerely,
C. M. Goethe

Ready to go — Flower Arrangements for your Thanksgiving Table, \$1.00 and up. Klamath Flower Shop, 1211 Main Street.

QUICKIES

By Ken Reynolds



"... I had a stroke of luck — found a room without even looking in the Herald & News Want Ads!"

GUEST EDITORIAL

By CHARLES V. SANTON

Roseburg News Review

The process by which newspaper publishers and editors endeavor to provide an efficient wire service has been explained previously in this column. As an example of that process, we spent last weekend in Seattle at the annual meeting of Associated Press Managing Editors. Associated Press members from Oregon and Washington met each year in a joint session, splitting into separate state conferences as one part of the business session.

The meetings, as previously reported, are for the purpose of an exhaustive study of the A.P. service for the year and a discussion of ways and means of making improvements.

The Associated Press is a co-operative organization. It is owned and controlled exclusively by the membership. Its board of directors, policy committees and other organizational departments are made up entirely of representatives from member newspapers. Each state maintains a Continuing Study Committee. Similar committees are set up by regions. Topping the study is a national committee.

The continuing Study Committee chairman for the Oregon group during the past year was J. W. (Bud) Forrester of the Pendleton East Oregonian. Frank Jenkins of the Klamath Falls Herald and News was president of the Oregon section. Both were re-elected.

Forrester collected from each member newspaper in Oregon criticisms of the A.P. report covering each department — wire editor, news editor, sports editor, society editor and managing editor. These were compiled in advance of the meeting. The Associated Press Bureau Chief, Floyd Landson, submitted a report commenting on the committee's findings.

The committee report was preponderantly commendatory. It was the opinion of all persons contributing to the report that the Associated Press is doing an excellent job in reporting the news. It also was the opinion that excellence is not the final end and that perfection, while never obtainable, should be the goal.

The few criticisms offered were almost exclusively confined to the mechanics of news collection and dissemination.

The news report of each member paper is the property of the Associated Press. Each member is required to furnish through his state bureau the principal news of his own community. From the news furnished by its members, the A.P. bureau edits and moves on the state wire a general state file. Oregon editors are constantly striving to get more state news from the A.P. To collect, edit and transmit news from every part of Oregon within a time lapse of only a few hours is a mechanical problem to which members are devoting much attention.

The Associated Press was high-

ly commended by the Oregon and Washington membership for its objective reporting of political news. Study shows that while rival newspapers occasionally were more colorful in their stories of political action, the Associated Press report was as accurate, unprejudiced and evenly balanced as could reasonably be expected. Members were in agreement that they preferred an objective and balanced report to one that might be more sensationally presented.

ACCURACY APPRECIATED

A review of the growth of the Associated Press in recent years, by W. H. Cowles of Spokane, a national director and publisher of the Spokane newspapers, indicated the world wide appreciation of the A.P.'s reputation for accuracy. Newspapers throughout the free world are quite generally subscribers to the Associated Press report in preference to all other available services, causing the association to enjoy a record growth in recent years.

The press is most liberally criticized by many politicians and numerous special interests. Ever some local readers remonstrate against a balanced news report. These few would much prefer reporting of only one side — their side.

Editors, however, believe that both sides of any controversial issue should get equal presentation in the news columns of a newspaper and that opinions should be reserved exclusively for the editorial columns. At the same time editors have been striving for more interpretative and background reporting, the purpose being to give the reader information necessary to a clear understanding of the news.

Attendance at a meeting, such as the one in Seattle, would convince any fair-minded person of the desire of editors and publishers to give to their readers the most accurate, unbiased and speedy news service obtainable within the limits of human capability.

Ed Note: This is the first of four articles by Klamath Falls bankers on United States Savings Bonds. The bankers are writing the articles on the 13th anniversary of the Savings Bonds Program to tell Klamath Basin residents what they think of bonds.

By RUSSELL H. TISDALE
Vice president, Manager
1st National Bank of Portland
Klamath Falls Branch

Thirteen years ago our government asked us to help prepare for war by buying defense bonds. Despite this dark beginning, we can now count the buying of bonds as one of our country's blessings. They have helped Americans save on a scale never known before in history. In this 13th year of the Bond Program Americans own \$37,000,000,000 worth of U. S. Savings Bonds. They helped us

get ready for the emergency of war when they were called defense bonds. Then, as war bonds they helped buy the weapons to crush aggression. After V-J day they helped stabilize our economy and build a stockpile of savings for millions of us. During the fighting arm. Today, as Savings Bonds, they are building as never before, the security of our country.

In back of this success story is one of the reasons why America is great. To sell these bonds thousands of individual citizens freely donate their time and efforts to the Savings Bonds Program. In turn, millions placed their hard-earned money on this republic to win in the years ahead.

Even after 13 years of work the bond program is still No. 1 not only with bankers but also with workers who help in payroll savings drives, school children, farmers, news media, advertisers and many other organizations who continue to volunteer to do their part without pay just as strongly now as when they started 13 years ago.



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IT'S A WONDERFUL STORE

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