Herald and News

FRANK JENKINS, Editor — BILL JENKINS, Managing Editor

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BILLBOARD

By BILL JENKINS

With practically everyone selling Christmas trees this year it looks like the fancy magazines may be right. They are all pointing out what a wide range of ersatz trees can be manufactured from a handful of household scraps.

We have been spared the necessity of either buying or cutting a tree by owning a wall climbing cat. A Yule tree would last about as long as a snowball in a furnace with that animal around. Specially when the dog started chasing it.

Deb Addison, our advertising manager and the author of Caught In The Rounds, was dealt a stunning blow the other day. He got the honor of being named president of the Klamath County Chamber of Commerce, his duties to take up as of the first of the year.

Where the rub comes is that the chamber meets every Wednesday during the year. And that's the only week day that Deb's hunting club is open during the duck season.

So if you see him fuming along like a miniature volcano some Wednesday next Fall you'll know that he's on his way to the meeting, and convinced that this is the day the birds'll really be flying.

Oh well. Such is life.

Shucks, Deb, if it's like it is this year you won't have to worry anyhow. There ain't no birds flying anywhere.

OTI will be minus a few familiar faces for a few days. John Hobson, Bob Smith, Jack Grewell and John Howard, all well up in the ranks of teachers and officials, are on their way to San Francisco to attend the American Vocational Association meeting there. Hobson will be one of the speakers.

Only other news item we can think of in connection with the trip is that Bob Smith is driving down in his new Volkswagon. A long trip to a far away place for a small car, but I guess they do it just the same as the bigger models.

CAUGHT IN THE ROUNDS

By DEB ADDISON

NEWSPAPERS have been criticised justly for years and years and generations and generations for pulling out all stops on the sensational news.

The bad taste in putting the magnifying glass on the sordid stories of the Dr. Sam Sheppards has been duly pointed out over and over again. Chagrin has mounted to rage with the realization that it's the newspaper sounding boards that make possible the success of the Morses and the McCarthys.

Now wait—before we really get going on this—let's state that these remarks are merely introductory to the repeating of a jingle that was put together by one Daniel O'Connell in Danvers, Mass. This is the way it goes:

Eve and Adam had several sons,
But only two remembered ones:
Abel slain in a murder crude;
Brother Cain who won that feud.
Now, as then, the Page One News
Consists of deeds the saint eschews!

While on the subject, here's a variation of the "you never miss the water 'til the well goes dry" theme. H. James Gediman, executive VP of American Weekly and Puck, in talking to some advertising men the other day, said:

"Newspapers, like the air we breathe, tend to be taken for granted. Breathing isn't very dramatic, either—until you try to get along without it."

On the theme of not taking newspapers for granted it could be pointed out:

That summer, winter, spring and fall—people buy and read over 54,000,000 copies of newspapers every day.

That of the women who read newspapers, 75 per cent read something on every page, including the advertising pages.

That women's wear retailers invest 84.1 per cent of their ad dollars in newspapers.

That every day people buy more newspapers than the total number of major league baseball tickets bought in the past three years.

That the cost of a full page newspaper ad is about a penny for every copy it appears in.

That on a typical day, more people read a newspaper than read a magazine, listen to a radio, or watch television.

—but that would be blowing your own horn so we'll desist.

The New Yorker magazine this week comments on the fact that Oregon's soon-to-be junior senator, Dick Neuberger, is a highly successful magazine writer.

In its usual tongue-in-cheek vein, "Talk of the Town" goes on to say:

"How many writers in our own corridors must we now regard with new respect, on the off-chance that they someday vault from the water cooler to the caucus room? We once had an office boy who became a playwright, but a senator has always been beyond our wildest dreams."

Sam Dawson

NEW YORK (AP)—Prices of finished goods and raw materials are caught in a tug-of-war today—with consumers getting a break here and there.

Price weakness in some lines, going counter to the usual upward pull of advancing business activity, is being watched closely by businessmen planning next year's schedules.

Price cutting by some of the big stores to meet the competition of the discount houses is giving many a Christmas shopper a break. But it's a headache to manufacturers who are trying to maintain a uniform price on their branded products.

Gasoline price wars, a recurring item in some states, is on the official carpet in New Jersey, where 12 major oil companies are accused of violating state laws by offering rebates and discounts. Retail prices of regular gasoline in that state range from 20 to 26 cents a gallon.

Prices on the new automobile models are pretty well scrambled this time. At the manufacturing level, interest centers on recent price weakness in some raw materials—at a time when rising industrial production schedules would seem to pull prices in the opposite direction.

The price of steel scrap, for example, has been taking the low road of late, although steel mills are increasing output and scrap prices usually rise at such a time. Some mills explain they laid in good supplies of scrap last fall. Others report they have been putting more pig iron and less scrap in their mix.

Copper scrap prices have been weak of late too, although the strike-caused shortage in refined copper still continues. But rising costs of labor and of some metals, like zinc, which it uses along with copper, are given by Chase Brass & Copper as the reasons for raising prices on some of its products.

Prices of titanium metal sponge, whose end product is used in the high-speed aircraft manufacturing industry, are being cut by Du Pont. Increased production gets the credit.

Synthetic rubber producers will also be getting the benefit of a price cut in monomer styrene by Dow Chemical and Koppers.

The tug-of-war team pulling at the other end of the price rope includes the rise in industrial production and operation of "fair trade" laws and other business practices. But even more important perhaps are government price supports and stockpiling programs which keep a free market from operating.

They'll Do It Every Time — By Jimmy Hatlo

TELLING THE EDITOR

QUESTIONS

AN OPEN LETTER TO DISTRICT ATTORNEY FRANK ALDERSON:

I ask you some questions today that have been perplexing me of late. I direct them to you as from an interested citizen of Klamath Falls who has a family and is directly concerned over the administration of law and order in this county.

I am going to cite just a few cases of late which have given rise to much concern to myself and to others. One concerned a case in which a man was indicted by the Klamath County Grand Jury on the charge of entering a motor vehicle with intent to steal. Then, approximately a month after the Grand Jury had returned such indictment, the same man was taken into District Court where he pleaded guilty to a charge of disorderly conduct and was sentenced to three months in the county jail. Then you asked Circuit Judge Ralph Holman to dismiss the indictment against him as he had already pleaded guilty to another charge on the same set of facts.

Then in a more recent case, the Grand Jury had indicted a man for manslaughter in connection with a highway accident death, yet when the man was arraigned in Circuit Court it was revealed the man had been arraigned in District Court on a charge of failure to drive on the right side of the highway. The court indefinitely postponed taking a plea to the charge, and you, the District Attorney, have said that you did not plan to file an amended complaint, and as far as you were concerned there would be no further action on the traffic case.

Your action in both of these cases has apparently completely nullified the indictments of the Klamath County Grand Jury. As a tax-paying citizen I feel I have the right to ask . . . why? Why did you nullify the indictment of the Grand Jury in these cases, and let one man get off from a serious charge of entering an auto with intent to steal, and another apparently get off from the charge of manslaughter, by arraigning them on lesser charges in District Court?

Also, there are some other questions which I have in mind. Why were the two women who were in the parlor house during the Bodinet holdup not called to the witness stand? One would assume that they could perhaps have proven that Bodinet had a weapon and did use it. Wouldn't that make it armed robbery rather than the lesser charge of larceny from a person?

Also, why was Paula Benton permitted to forfeit bail rather than be tried on the charge of operating a bawdyhouse?

Regarding your anti-vice crusade, I can only point out that to date there have been no convictions by your department of gambling charges, charges of being immoral persons, or having gambling devices such as punchboards, or any of the other charges that normally come with an anti-vice crusade.

This is not a challenge, it is merely a clarification of the facts. I, too, am anti-vice, but I am also anti-moral offenders, anti-murderers.

In recent days, too, it has been revealing to find that the Klamath County Bar Association which is composed of the finest lawyers and citizens of the community have just recently issued a statement expressing complete confidence in the integrity of our courts, especially the Circuit Court of Judge David R. Vandenberg. Yet, we find that you have accused the same court of prejudice against you, and stated by inference that you could not get a fair trial in this court. Your tactics of asking for a change of judge have disrupted the entire judicial processes of the county, have greatly increased the expenses of law administration, and have only served to obstruct the administration of justice.

The recent statement of the Klamath County Bar Association stands sharply at odds to your accusation against the court of Judge Vandenberg. Who is wrong?

Since you took office we have had a number of killings. I recall off hand the Gaymon case, the Carter-Unruetta shooting, the Pigg case, to name just three. What have been the net results from your department's standpoint? An absolute zero. Is this, too, the fault of the Circuit Court judge?

Now, you are faced with another murder trial. You have stated you would ask the death penalty if the accused is found guilty of the charge of first degree murder.

After a long series of failures, I would suggest only that if you fail to properly prosecute the charge against Leon Peterson which you have brought against him, that you then resign the office of District Attorney, and allow others to get the wheels of justice turning properly and promptly.

Floyd L. Wynne,
1147 Crescent,
Klamath Falls.

US Mobilization Conference Held

WASHINGTON (AP)—Thirty-three industry and labor officials conferred with mobilization officials here yesterday preliminary to the forming of a voluntary "executive reserve" of men who could be called to government service in wartime.

Mobilization Director Arthur S. Flemming told the group, mostly corporation executives with wartime experience here, that each "reservist" will be attached to the Office of Defense Mobilization as an unpaid consultant.

In event of full mobilization, each will be prepared to step into an executive post in a specified phase of emergency activity, such as price control, wage stabilization, rationing or allocations.

National Guard Seeks Furniture

National Guard officials are seeking donations of furniture and equipment to enable them to set up a recreation room for the entertainment of National Guard personnel.

Among the items needed are overstuffed furniture, coffee tables, end tables, lamps, games, radios, record players and card tables.

Anyone having any of these items or any other item useful for this purpose that they would like to donate is asked to call 2-2428 and the articles will be picked up.

SPY AGENCY

SEOUL (AP)—South Korean intelligence has discovered a Soviet spy agency operating in Pyongyang, North Korean capital, the semiofficial government newspaper Seoul Shinmun reported today. The Republic of Korea counterintelligence agency had no comment.

Hal Boyle

NEW YORK (AP) — Many of today's famous men got their start by pushing doorbells.

Bruce Barton sold cooking utensils from door to door to help pay his college tuition. Billy Graham toted around a well-known line of household brushes. Eric Johnston once was a vacuum cleaner salesman.

Arthur Godfrey, who later learned he could get into more living rooms via television than by knocking on front doors, in his youth sold cemetery lots for a time by house to house plugging.

They are just a few of the honored graduates of a form of direct selling, symbolized by the roving Yankee peddler, which began in this country almost as soon as the Pilgrims landed.

Approximately a million Americans today devote all or part of their time to this kind of salesmanship. This huge army of doorbell ringers now sell items as small as a nail file, as large as an oak tree. (Fortunately, they don't have to carry sample oak trees in their daily rounds. Pictures will do.)

Business is good right now with the doorbell pushers.

"Direct selling seems to rise and fall with the tempo of retailing generally," said George Graves, president of the National Assn. of Direct Selling Companies.

"There is no available census of the industry, but we estimate its volume at between two and four billion dollars a year. And this doesn't include the door to door business done by insurance agents, milkmen, or auto salesmen. There are quite a few auto salesmen now out looking for sales by pushing doorbells."

His organization has quietly set about trying to stamp out unsavory practices in the industry. Member firms must subscribe and live up to a code of ethics. Crews of high pressure salesmen who move from town to town are frowned upon. So is the brassy, fast-talking fellow who wedges his foot in the housewife's door while he pours out a quick glib spiel about the wonders of a new can opener guaranteed to lighten her chores, improve her intellect and make her irresistible to her husband.

"The backbone of our industry is the sales representative who is known and respected in his own community," Graves said.

This kind of agent relies less and less on pushing a cold doorbell. He likes to arrange house parties at which he can demonstrate his wares to groups of clubwomen and neighboring housewives.

Who is engaged in this type of work and what are its rewards? A tree nursery firm specializing in direct selling found its agents ranged from 24 to 55 years of age, earned between $6,000 and $8,000 a year, and formerly had been employed as shipping clerks, garage attendants. The industry still draws college boys, it also attracts many retired business men.

Graves, who heads one of the world's largest cosmetics firms, has 60,000 sales agents, mostly women, from girls of 18 to one woman who, now 85, is still a top seller.

"They come from all walks of life," he said. "Many are former schoolteachers or widows. Many, many minister's wives take up this work—but three of our representatives are the wives of small town bankers.

"And one of our best agents—among the few men selling for our particular firm—is a Southern minister. He does a tremendous business."

The great problem in the industry is the turnover in sales agents, which averages more than 50 per cent a year. They are recruited largely by other agents or through classified newspaper ads.

"The reason for the turnover is the fact that many people take up direct selling for a single purpose," explained Graves. "They want to make enough money to buy new furniture, a TV set or a new car. When they've done that, they often drop out.

"But there is plenty of incentive for those who want to make it a life job. Most executives of direct selling companies are men who started by ringing doorbells themselves."

ALONG NATURE'S TRAIL by KEN McLEOD

The battles faced by the defenders of wildlife in their struggle to save a great natural resource from destruction by a civilization which has placed the slogan "a bird in the hand is worth two in the bush" as its epitome of "progress," has been one of the strangest conflicts ever recorded in this world's history. Science has made great strides in bringing material culture to our civilization and in our eagerness to capitalize upon the tools and potentials that science has placed in our hands we have sacrificed, unwittingly, many of the basic things upon which we must depend for the full growth of our spiritual culture. The ego of the simon-pure materialist who desires to surround himself by a dream world of a mechanistic society may laugh at the aesthetic, but no civilization, however clever it may become in its mechanistic development, may hope to survive if it looses its sense of the aesthetic.

I was much impressed by a definition one of the speakers at the Izaak Walton Convention used in speaking of conservation in which he defined the subject as — "Conservation is the Conscience of Science." The love of the aesthetic stands high in the field of conservation. I was reminded by this definition given by this Waltonian of another talk given by one of the leaders of the Outdoor Writers Association at that organization's annual meeting in Missouri this year. Werner O. Nagel, Outdoor Writer and a member of the Missouri Conservation staff had this to say on the subject:—

"Besides being based on science, conservation is also tied up with ethics and moral principles. It has become the fashion, in some quarters, to sneer at moral principles. That's amusing. A man sneering at moral principles is like an ant sitting on a beach pebble, sneering at the tide.

"Conservation is not only tied up with moral principles, but in a real sense it is itself the morality of science. In that sense, it fills a need long overdue. It has been traditional for science to pride itself on a strict impersonality in its search for facts. This has overlapped dangerously into a refusal of science to take any responsibility for how its findings are used—whether their use is to be constructive, or destructive. This is the equivalent to displaying a number of potent things and then saying— "Here it is; how you use it is up to you." Look at this attitude any way you want to; it still comes out as an evasion of moral responsibility.

"In contrast, conservation's whole purpose is to apply the findings of science to 'constructive' uses. This is the sense in which we can speak of conservation as the morality of science. If you prefer, you can state this thought in other ways: You can call conservation the conscience of science; you can speak of it as science transmuted into practical ethical action. You can apply this to the use of facts on natural resources, machinery, social conditions, or atomic power; it holds good in any instance where the facts and developments of science are to be used to affect the human race in any way. All conservation says is that such use shall be constructive. To my mind, that makes it morality. But whatever you want to call it the conservation application of science is plain, long-run common sense.

"To writers, this has a definite application. Appreciating the role of conservation as a link between science and welfare of the people, and the tie-up with wildlife management as one phase, gives us two things; it shows us our own moral responsibility in keeping the public informed on the constructive applications of science; it gives us a focal - point of perspective from which to slant all our writing. It gives our writing a strong, 'constructive' purpose and meaning.

"Inevitably, when we see and accept the conservation philosophy, all our writing will sell conservation. This is a bit bigger, a bit more satisfying, than just selling game and fish.

"These are the thoughts I had in mind which prompted the suggestion that we propose a central theme for this conference, and this theme be — 'conservation is the conscience of science.' And if that might be a bit too much on the moralizing side, we can say the same thing differently — 'Conservation is the application of science findings to constructive use.' "

What Werner Nagel had to say to writers is continually being said in much the same fashion by conservationists in all other fields of this humanitarian subject in practically the same words. Conservation therefore becomes something more than just merely saving birds and beasts it becomes a saving of civilization itself.

Air Commander Reports Power

NEW YORK (AP)—Gen. Nathan F. Twining, Air Force chief of staff, says the United States is ahead of Russia in the armament race and its best chance for peace is "to stay there."

He told an American Ordnance Assn. dinner last night:

"Only if we give them (the Soviets) reason to believe that the freedom which was fought for at Valley Forge, at Verdun, at Tarawa and at Taegu is no longer worth the cost of battle—only then will they feel free to attack."

QUICKIES By Ken Reynolds

". . . Time to read the Herald & News Want Ads!"

We're so proud of this new Pet Pack, we'll pay you 25c to try it. Next time you shop, do your pet a favor. Pick up the Beg-More PET PACK, 6 full one-pound cans of Beg-More Dog & Cat Food in one easy-to-carry carton.

HERE'S HOW YOU COLLECT YOUR 25¢

Pick up the 6-can PET PACK from your grocer's Pet Pack display. Cut out the statement that appears on the carton—"It's extra rich in meat"—and mail with your name and address to BEG-MORE, Portland 11, Ore., and by return mail we'll send your 25c.

That's all there is to do. Do it now and give your pet the appetizing and healthful advantages of feeding this food that's so extra rich in meat.

Offer expires December 15, 1954

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Portland 11, Oregon

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Buy Now for Christmas at These New Low Prices

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Luckies – Camels – Philip Morris – Old Golds – Chesterfields – Kools – Raleigh – Pall Malls

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VICEROY
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OLD GOLD, Holiday

These were 1.89 Carton
By the Carton $1.71

18c Pkg. at PAYLESS

FINE CIGARS!!

Roi Tans, 25	2.25	Box of 50 PAYLESS FANCY TALES 3.33
Roi Tans, 50	4.40	
King Edward, 50	2.70	
Red Dot, 50	3.40	
Wolf Brothers, 50	2.70	
Van Dyck, 50	4.60	
Aurelia Arrow, 25	3.10	
Aurelia Biltmore, 50	7.00	
King Edward Cigarillos, 50	1.87	

Fresh Tobaccos from PAYLESS
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Geo. Washington	69c
Velvet	89c
Bond Street	1.23

—Plus Many Others At Pay Less

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808 Main Street Klamath Falls, Oregon