

Herald and News

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CAUGHT IN THE ROUNDS

By DEB ADDISON

A WISERACK that is often caught in the advertising rounds and which, like many wiseracks goes like this: "Don't confuse me with facts, my mind is made up."

In the first place, advertising is a form of communication that explains, promotes benefits, and stimulates personal interest about products and services.

Too many advertisers make up their minds solely by the kind of advertising that attracts or repels them personally. (One wiseracker has labeled this the "country club complex.")

For unpleas years now we've carried on an unsuccessful crusade to have a price put on every offering of goods and services, on the basis that all advertised benefits are important only in relation to what they cost.

Now read this fact from "Sales Management" magazine: "90 per cent of the public prefer to have prices shown in advertising and nearly half of all readers drop an item from purchases consideration when advertising fails to state the price."

That applies equally to the latest gadget from the best known manufacturer offered by the best known store and to the used baby carriage in the want-ads.

FIRST THINGS first department regarding community activity.

1. Is there a problem about which something should be done?
2. Find out what CAN be done.
- 2-a. Are there adequate means for finding out what can be done?
- 2-b. What will it cost?
- 2-c. Is it worth the cost to find out if anything and what can be done about it?

ONE DAY during World War II, Earl Kent of Klamath Falls, Oregon, and Victor A. Strasberger of Austria were shooting at each other. Neither connected.

On July 8, 1955 they did connect in a different way. Strasberger and Kent sat side by side at the head table of the Rotary Club meeting here. Kent was the presiding officer and Strasberger was the speaker.

Strasberger had just completed a year of study at the Stanford University law school on a Rotary Foundation fellowship. His father, president of the re-activated Rotary Club in his home town in Austria.

A Strasberger axiom: It is impossible to be at the same time (1) intelligent (2) honest and (3) communitist.

BOB CONSIDINE'S definition of a newspaper: The miracle on my doorstep.

Along NATURE'S TRAIL with Ken McLeod

The National Association of Manufacturers have made an interesting contribution to the field of conservation education by the publication of a booklet with the title "Native Land." This publication is a product of the National Association of Manufacturers' Advisory Committee for the Educational Aid on Conservation composed of educators and industrialists. The little publication is well worth reading and aside from an unqualified glorification of the wood chopper in virgin forest I find little to criticize, in fact, most heartily recommend it. I am sure that the National Association of Manufacturers, 2 East 48th Street, New York, N. Y., would be happy to send you a copy should you ask for it.

"Where does the fault lie when fertile land turns barren? Sometimes, nature itself brings about changes in climate and water supply and inland migrations of sand along coastal areas.

"But, at other times — and here we can learn a very valuable lesson from the past — the fault lies with man and the use he makes of the soil and other natural resources. In addition to natural deserts, there are man-made deserts.

"Geology studies the formation of the earth's surface and subsurface. Biology studies living things, both plant and animal. The science of conservation uses these and other sciences, like chemistry and engineering, to study man's relations to his natural environment and his uses of the soil and other natural resources.

"There are two main resource groups:

1. Non-renewable — like iron, coal and oil. These do not renew, or restore, themselves. When the last coal is taken from a mine there will never be any more coal in that mine. An oil well pumped dry stays dry forever.
2. Renewable — like soil, grasses, forests, water and wildlife. These have the power to renew, or restore, themselves.

"The riches of nature — our natural resources — exist to be used, not only to sustain human life but also to add to man's health and happiness. Conservation means use, but not just any kind of use.

"Conservation means wise use. It seeks to pattern our use, wherever possible, on the basis of natural laws — laws by which these resources grow and by which they can renew themselves for use by generations to follow. Conservation works in the present with an eye to the future."

The booklet restricts its discussion to the field of renewable natural resources and shows how, when properly managed, these resources remain in plentiful supply. It shows how soil, grazing lands, forests, water and wildlife can be in harmony while, at the same time, contribute to man's progress, prosperity and inspiration.

Berkeley Lawyer Called Suicide

RICHMOND (UP) — Ross T. Corey, 38, former mayor of Albany and a Berkeley lawyer, committed suicide here Sunday by jumping from a cliff at Inspiration Point in Tilden Park, police reported yesterday.

Sheriff's deputies said Corey apparently parked his car a quarter of a mile from the main road, got out, crouched on the ground and fired a bullet into his forehead.

No notes were found but his family said he had been worried about illness.

Mayor of Albany from 1932 to 1934, Corey is survived by his widow, Margaret, and a son, Jack.

Newspaper SPOT ADS are inexpensive —repeated daily, 79¢

Cerebral Palsy, Mental Deficiency Can Now Be Treated at Home

Denver, Colo., Feb. 15.—Our researchers have definitely found the cause and a successful method of detecting, preventing and correcting cerebral palsy and mental deficiency in their early stages, says Denver Doctor. And so that no child may be denied the benefits of these discoveries, a home treatment so simple and highly illustrated that mothers can treat

their own children is now available in book form at \$5—free to mothers who cannot pay. Family chiropractors will provide any chiropractic care and guidance needed.

Literature explaining these great discoveries and the relief being given thousands of victims of cerebral palsy, mental deficiency, cancer, polio, multiple sclerosis, arthritis, tuberculosis, epilepsy, rheumatism, fever, asthma, headaches and scores of other diseases will be sent free to you and your friends by the world-famous Spence Chiropractic Hospital, Denver. By writing today you may prevent or eliminate untold tragedy in your home.

They'll Do It Every Time



BRUCE BLOSSAT

Some alarm has been shown in recent weeks over the great expansion in consumer credit, which is feeding the country's record business boom. So now the government has acted to put the brakes on in one important field — home-buying.

The steps were not severe. Veterans who up to now have been able to buy homes without a down payment will hereafter be required to put at least 3 per cent down. Purchases under FHA will call for a 7 per cent down payment instead of the present 5 per cent.

Both the Veterans Administration and FHA reduced the maximum term for repaying a mortgage loan from the present 30 to 25 years.

Indications from builders are that this tightening will affect the housing market. Authorities had concluded that under the old terms buying a house had become too easy and painless.

But the credit expansion, of course, goes far beyond the housing field. Installment sales covering a wide variety of products, from automobiles to household appliances to TV sets, have been pushing to new highs. Commercial bank loans to consumers rose about one billion dollars in the first half of 1955.

The total of consumer credit in all forms climbed to a record \$11.2 billion dollars in May of this year.

Some economic specialists have argued that there need be no great apprehension as this total rises, since the history of the country shows that the average American — the fellow who is piling up this monumental debt — is a superior credit risk. The percentage of defaulters is normally very, very small.

Nevertheless, that same history suggests that if we would avoid serious ups and downs we must be particularly alert at the critical moment when a boom is soaring freely on credit wings. This is the time to show will resolve to control the upward spiral. For if credit is too easy, some people will over-reach themselves. And that danger process can only go on so long. Then will come a heavy re-trenchment that will affect us all.

There are many, many elements of stability in the economy which did not exist in the boom of the late 1920's. But there is no economy which is proof against unbridled, thoughtless expansion of credit.

In its hesitating action the government has taken beginning steps toward reasonable control of this boom. Raising the discount rates in some areas was another. Still more moves may be called for in the future. If the situation dictates, they should be made fearlessly, in the interest of the whole nation.

The Doctor Says

By EDWIN P. JORDAN, M.D.

The first letter reminds me of a story, probably not true, about the man who suffered seriously from headaches. He was given many tests without finding the cause. Then one day he went to his haberdasher to order shirts and the clerk asked him what size. He replied "14 1/2", the clerk took one look at him and said, "You need size 15." The gentleman then replied that he always wore 14 1/2 to which the clerk said "Alright I'll get them for you but if you wear them they will give you headaches."

Q — I recently suffered the misfortune of having carotid sinus syndrome. Like many men I failed to check my neck size and gave little thought to the snugness of my collars. A turn of my head, dizziness, and finally a complete collapse occurred in a matter of moments. The resulting after-effects were certainly unpleasant and remained for several months. Do you agree that tight collars are at fault?

G. H.

A — This is an interesting observation and, although some people have carotid sinus syndrome without wearing too tight collars, one would think that this might make the matter worse and is a point which should be remembered by those with this comparatively rare condition.

Q — Will you please settle a friendly argument with my neighbors? They say that a sure way of testing for mumps is to try to eat pickles. I say that is a lot of bunk and our children asked for and ate pickles when they had mumps and so did I. Mrs. L.C. A — Probably most people, at least during the acute stage of mumps, would find pickles, strawberries, and some other similar foods, painful or at least uncomforable. There are certainly exceptions to this general rule as seems to have been the case in your children and yourself.

Q — To settle an argument, is it possible for anyone to contract any of the following diseases through a blood transfusion: leukemia, syphilis, or diabetes? Mrs. E. L.

A — This seems to be a day of argument! It is not possible to contract leukemia or diabetes through a blood transfusion, but it is possible to transmit syphilis in this manner.

Q — Will you please explain the functions of the spleen, Mrs. M.A.

A — Apparently, this is a day also for stories. When I was in medical school one of the teachers one day asked another student (who seemed to be lapsing into refreshing sleep) the same question. The student came through with something of a start and replied that he knew all right but had just forgotten. The professor then remarked how unfortunate his forgetfulness was since the student was the only one in the world who knew the functions of the spleen and had just that minute lost this precious bit of information.

The functions of the spleen, as this story illustrates, are not well understood. The spleen has sometimes been called the graveyard of the red blood cells — that is the place where the red blood cells are destroyed when they become old. Whatever the functions of the spleen really are, this organ can be and sometimes is removed and the body seems to carry on its functions quite well without it.

VET'S MAILBAG

Little or no change in the volume of home purchases by eligible veterans under the GI Bill home loan program is foreseen by Veterans Administration officials, following a tightening of credit requirements at the end of July.

Under the new requirements, which were announced jointly by VA and Federal Housing Administration, no-down-payment loans are discontinued, and mortgages instead, veterans purchasing homes under the GI Bill loan guaranty must make at least a 2 per cent down payment, with a maximum term of the mortgage not to exceed 25 years. FHA terms differ from those set by VA.

Since April 23, 1953, the VA has had no mandatory down payment requirements and the mortgage payment period could run as high as 30 years.

The new action eliminating the no-down-payment requirements, VA said, was taken after a thorough study of national economic conditions, especially those prevailing in the residential construction and mortgage financing fields.

The new requirements are expected to help protect prospective GI loan applicants against increased prices of homes, overextension of credit and financial risks. Further, they should tend to stabilize the mortgage market by limiting the 30-year no-down-payment loan which currently is being traded at widening discount margins.

VA explained that the new requirements are not retroactive, and are not applicable to purchase of homes for which VA has issued certificates of reasonable value prior to July 30. In cases where requests for appraisals actually had been received in VA offices prior to July 30.

Convict Killed In Prison Fight

FOLSOM (UP) — Two convicts were questioned today as suspects in the hammer death of three-time loser Lawrence McKillion, 45, in a fight last night.

Assistant Warden W. B. Lawson said the convicts held for investigation were Harry Erskine, 40, San Diego robber, and Nick Diocigianis, 32, Santa Clara burglar.

Lawson said the two men argued with McKillion after dinner last night and the victim was struck on the head with a hammer used to break rocks. Both men indicated McKillion was struck in self-defense, Lawson said.

McKillion's last sentence was from Lassen County for robbery in 1953. He previously was sentenced for assault with a deadly weapon from San Bernardino County, Lawson said.



FAMILY ALBUM

Reginald F. McLaren



then....

By LYLE DOWNING

If time hadn't been an important element, Reginald F. McLaren, president of the Klamath County Bar Association, probably would now be a disciple of Hippocrates instead of a lawyer.

During his boyhood in Toronto, Canada, McLaren harbored a deep-seated ambition to be a physician. He spent his spare time reading medical books and talking with doctors.

But the impatience of youth finally triumphed. When he enrolled at Alberta University in 1920, he found out he could complete a law course in five years but it would take him nearly eight years to go through a medical school.

"In those days," he recalled, "time didn't seem to pass as rapidly as now. A couple of years seemed like a century!"

HUNG OUT SHINGLE

After he was graduated from Alberta University in 1925 with a law degree, McLaren entered private practice. His shingle was only out for a year in Alberta when he decided to migrate to the United States. He spent the next 10 years in San Francisco, Portland and Seattle as a claims attorney for various insurance companies.

In 1940, Attorney McLaren and his wife, Mateline, came to Klamath Falls. He has been engaged in general law practice here for the past 15 years.

As president of the county bar, McLaren has some pertinent ideas on how the legal profession can be improved. He says he agrees with a recent statement by Loyd Wright, of Los Angeles, president of the American Bar Association, about the prevailing attitude of the majority of the legal profession concerning criminal law.

WRONG ATTITUDE

"Mr. Wright in a recent talk before the Multnomah Bar in Portland severely criticized this attitude," McLaren declared. "He used some pretty strong language about the status of criminal law in this country.

"In recent years the rate of crime in the United States has increased four times," McLaren continued. "Mr. Wright pointed out that approximately 6,000,000 of our citizens make their living from illegal activities. Mr. Wright added that although the responsibility for this deplorable situation rests with the people generally, he emphasized that the brunt of the blame is born by the administration of criminal justice in our courts."

The Klamath County bar president said it is generally conceded that the legal machinery with which lawyers work today is for the most part obsolete.

now....

"I am again quoting Mr. Wright," he continued, "when I say that today's crime is the product of an urban society and our horse and buggy legal machinery has proved unable to cope with the challenge of an atomic age."

McLaren blames low salaries paid public prosecutors for many of the ills of the legal profession.

"As Mr. Wright told the Portland bar," McLaren concluded, "the practice of criminal law has been allowed to degenerate into the slums of the legal profession. Criminal law, except in a few notable instances, in big cities has fallen into the hands of those on the fringes of the profession or to the 'mouthpieces' and alleged 'fixers' whose offices are in their hats and who may be found in the corridors of the criminal courts of most of our cities."

(Listen to the Family Album at 9 p.m. Sunday, Radio Station KFLW.)

NEW FERRY
SACRAMENTO (UP) — A new 40-vehicle Martinez-Benicia ferry boat will be designed by Bethlehem Pacific Steel Corp., San Francisco, the Public Works Department said today.

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