

Herald and News

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Entered as second class matter at the post office at Klamath Falls, Ore., on August 11, 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.

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BILLBOARD

By Bill Jenkins

I thought I had reached the apex of things impossible when industry as a whole adopted the telephone. I guess I was wrong. Back then the thin, transparent, crinkly cellophane came out manufacturers clasped it to their bosoms with loving care. They vied with each other to see who could turn out the most nearly impervious package. Over the years they perfected various wraps, particularly in the field of assorted candies, that almost defied entry by the average man unequipped with the latest in wrecking tools.

Under this system of merchandising the only real advantage I can see is that we can now bring our window shopping home with us.

HAL BOYLE

NEW YORK (AP) — Now is the time to get yourself a fresh new worry.

Nothing to worry about? Why the world is full of wonderful fears—from handophobia, the fear of hell, to aphiphobia, the fear of being stung by a strange bee.

Every human being today is a walking patchwork of hidden phobias.

Housewives, for example, are beginning to get that fall house-cleaning look in their eyes. They don't realize it, but they are suffering from mysophobia, or the fear of dirt, as well as ataxiophobia, the fear of disorder.

Do you hate to make up your mind? Poor fellow, you're a victim of gephyrophobia, the fear of crossing bridges.

Are you a pedestrian? Well, if you are sensible at all, you are often in the throes of agyriophobia, the fear of crossing a street. And if you are a really careful pedestrian you suffer both forms of this common disease—levophobia, or fear of objects on the left side of the body, and dextrophobia, or fear of objects on the right side of the body.

Does your job bore you? Let's face it kid, you've got taphophobia, the fear of being buried alive. Doesn't that make you feel more important—to know the real name of your disease?

Do you hate to get up in the morning and face another day? Don't just laugh at this feeling. You're afflicted with basophobia, or ataxiophobia, and stasiasophobia—both of which mean you're afraid to stand upright.

Are you a pedestrian? Well, if mercials? You've come down with onomatophobia, the fear of hearing certain names.

Are you angry at your husband because he comes home late? He may have either domatophobia, fear of being in a house, or (depending on your temper) amyco-phobia, the fear of being clawed. Maybe it would help if you shut up and contracted phonophobia—the fear of hearing one's own voice.

Along NATURE'S TRAIL with Ken McLeod

Gus Geissler, assistant to the president, National Farmers Union, in commenting upon the Walton Soil Plan as proposed by the Isaak Walton League of America, had this to say:

"This idea is not completely new. In the first days of farm programs as we know them today in 1933, '34, and '35, the approach to contracted acres under which the farmer agreed to take out a certain percentage of his acreage under contract with the government and to receive a certain payment for taking those acres out was essentially this sort of approach. It was not well worked out. It had many features about it that were not as good as the Walton Plan, but as I think back to the possibilities it had and the Isaak Walton Committee has developed many of those possibilities, I think it probably still was the best approach we have ever tried, and with the improvements of the Walton Plan and other improvements that I am sure can be made I personally believe that it will do a better job for that part of the farm program for which it is designed to be substituted.

"Other speakers have commented upon the deficiencies of the individual crop allotment approach in that it tends to get production in line with demand. Our experience goes back over a number of years. I was very close to it because I administered many of those programs. I know that by the time we got into the last world war and during the war, when we sometimes had to think ahead to what our postwar adjustment would be and we anticipated some of the kinds of problems that we have today, I personally had become convinced that the individual allotment approach was not as effective as we had hoped it would be and it was not going to do the kind of job it ought to do, first because when you try to control the production of one crop, as has already been pointed out, even if you are successful with it, you probably increase the production of another crop of which you have just enough and consequently you transfer your trouble instead of solving it."

"It reminds me," continued Geissler, "of a great deal of the leather mattress that we used to have on the bed up in North Dakota when I was a youngster. When it got a little too warm and you tried to pound it down here it popped up over here, and that is about the way our allotment approach has worked in the past."

"The other weakness I think of the individual crop allotment approach has been that there has not been the right kind of relationship between the acres that were taken out of production and the acres that should have been taken out of production. When you undertake control of production, let's say of a crop like wheat, your percentage of reduction on each individual farm is generally pretty close to uniform. There is some leeway in there and local committees may make some adjustments for unusual conditions, but they are not very broad and you are just as likely to take the same percentage of acreage out of production in good fertile land where there is no danger of erosion, as you are from some dust bowl farm where a greater amount, or probably all, should be taken out of production.

the individual allotment approach. Let's make no mistake about it. But this is a control program today. The Walton Plan simply is approaching it from the other end. Instead of saying that we need only so many acres of wheat and so many acres of cotton and so many acres of corn, the Walton Plan is saying that we have 30 or 40 million acres we do not need in crops; consequently it proposes to retire them through the method suggested and this in itself brings about control.

"I think the desirable part of it is that adjustment within the crops and between the crops then is pretty free and permits individual adjustments on farms depending upon land suitability, adaptation to practices and that sort of thing, and I think that it is all to the good. But let's not kid ourselves that we don't have a control program here. It is exactly that, I said at the outset that we are in agreement with the basic objectives and for the most part with the approach that the Isaak Walton League has made here. There is a great deal of detail to be worked out. As evidence to show that the Farmers Union is in agreement with this proposal we have recommended it to Congress. Bills have already been introduced in Congress. One is House resolution 3912 introduced by Congressman Metcalf of Montana. Similar bills have been introduced by Carl Anderson, congressman from Minnesota; Jim Polk, congressman from Ohio; and Senator Humphrey from Minnesota. Those bills do not differ too much. They do not go into the detail that the Walton Plan recommendation does but in substance do not differ from the proposal that the Isaak Walton League has made here."

(Editor's note: A chief difference is that these proposals made by the congressmen are merely year-to-year programs while the Walton Plan take a long range viewpoint.)

"I have just about touched on the details that need to be worked out," continues Geissler. They may, as the Isaak Walton League goes down the road, seem very difficult obstacles but don't let that stop you because all those things can be worked out. You can compromise on detail, you can compromise on mechanics, and you can compromise on many other aspects without actually discarding or losing out on the basic objectives and the principles that the league is going at."

Woman On Trial For Man's Murder

HEPPNER (AP) — Mrs. Ann Whitney Avent, being tried for second degree murder in the fatal shooting of Portland attorney Dellmore Lessard, Tuesday took the stand in her own defense.

James Marlow

Associated Press News Analyst

WASHINGTON (AP)—The cold war with Russia and Red China has grabbed history by the tail and turned it around.

This country's driving urge — only 10 years ago, at war's end — was to keep Germany and Japan disarmed forever. There was even talk here of turning Germany into a pastureland, just to be sure.

That feeling slowly went into reverse as this country's worries about Russia increased and Red China became a threat in Asia.

The United States became the strongest advocate of a rearmament West Germany. The former enemy is now in the process of building an army — presently limited to 500,000 men — and joining its old foes in the Atlantic Alliance.

Once again this ironic reversal of history was highlighted yesterday: Secretary of State Dulles and Japanese Foreign Minister Shigemitsu issued a statement here on Japan's determination to rearm, with American blessing and urging.

From the American viewpoint — with its eyes fastened on the strength of Red China — Japan isn't rearming fast enough.

The American zeal of early post-war days to force Japan to stay peaceful was shared by Japanese. They wrote into their constitution — under American guidance — a determination to stay unarmed.

That guarantee has become a little awkward now. Japan has been protected from attack by American troops, planes and ships stationed in and around Japan. Eventually this country wants to withdraw its own forces and let the Japanese defend themselves.

Under American prodding the Japanese are building an army, but slowly. But because of the constitutional prohibition against a Japanese military force, the army being put together now is called a "security force."

It could be called an army, its right name, if the constitution were changed. That may be done in time. But a change in the constitution requires a two-thirds vote in both houses of Parliament and a majority vote by the people.

There are two main political parties in Parliament — Shigemitsu's Democrats and the Liberals — but neither has a majority and therefore neither can supply the two-thirds vote necessary to amend the constitution.

The Socialists, of left and right, are against rearmament. So are the Communists. If the Democrats and Liberals merge, as they may, they will have a majority but will still be 13 seats short of two thirds.

Dulles and Shigemitsu talked here yesterday, the last day of the foreign minister's visit, of when Japan would be strong enough to defend itself and the American troops in Japan, now 100,000, could be withdrawn.

That is some distance away. The Japanese have about 150,000 troops in their ground forces now. Shigemitsu talked of increasing them to about 180,000 by 1938.

American officials look upon 150,000 as too little and think that, before Japan has a sufficient defense force, it should have 350,000. Shigemitsu promised Japan would do its best. It expects to have 1,300 planes by 1960.

They'll Do It Every Time

By Jimmy Hatlo



SAM DAWSON

NEW YORK (AP)—Plain and fancy soothsaying as to the course of business—and especially oil prices—pops up today.

Industry and trade are rounding the stretch of a rip-sporting year. The calendar says summer has three weeks to run. But most business men think of fall starting with Labor Day.

The moosest predictions today concern the prospects of another go-round of inflation in the months ahead—and most (but far from all) seem to think price hikes likely.

The fancier ones try to project the economy over the coming 10 years—and here, too, rising prices are often forecast, but again with notable dissenters.

Higher costs of industrial materials have captured the headlines this summer. Weakening prices of farm products—and lower farm incomes—are political and economic worry spots.

But looking beyond these month-by-month fluctuations, and the fact that commodity prices usually rise at this turn of the season, some

think they discern a long-term trend toward more inflation. In prices of the things the manufacturer buys and of goods that make up the consumer's cost of living.

Long-term guesses on whether the economy is going to have been popping up frequently of late. On out today by the Research Institute of America, Inc., projects the economy 10 years ahead.

The institute predicts "prices will rise at least 10 to 15 per cent in the next 10 years." And it adds the gloomy opinion: "Prices of food, clothing and housing in particular will rise—and they take up the largest part of the consumer's pay."

It foresees the unions obtaining high wages over the next 10 years.

enough to keep prices from being pushed higher.

Many economists don't share these views. They cite a number of factors tending to hold prices over the long run. For one, keen competition will force factories to absorb increased costs. For another, better tools and more efficient plants will produce more goods per man-hour of labor and thus help to hold down costs.

A third factor is consumer resistance to price hikes. And a fourth, it is the belief the government will move to curb inflation.

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