

Herald and News

FRANK JENKINS
Editor

BILL JENKINS
Managing Editor

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BILLBOARD

By Bill Jenkins

Just about the time we get to thinking that there won't be anything new around for at least a little while someone comes up with a real corker. The latest to add to this list comes from the Riegel Textile Corporation. They have put out a down-counsell shirt that will allow the purchaser to paint in any colors he wants on his shirt.

Honest. You buy the shirt with the pattern of your choice marked on it. With the purchase comes a kit of special inks and a brush. All you do is sit down and color in the designs — just like a child's color book — iron the shirt to render it colorfast and washable, and you're ready to step out on the street in the colors of your choice.

If it doesn't do anything else it should end once and for all the complaint that we can't get anything different.

Cultural Note: For those who wish to shake the dust of the desert and get away from the clean smell of sagebrush and into

the rarified air of the upper planes it might be of interest to know that the Lions Club over in Ashland will sponsor the Don Cosack chorus and dancers on Sunday, October 23rd.

We have seen the Gossacks and agree with all the publicity that they are good. Unfortunately, that is the weekend of the Oregon opening of duck season and I'm afraid that no amount of cultural attainment could pull us away from the tules. There just isn't any sense in the world as sweet as the sound of a mallard's wings as he wishes overhead or the far-carrying, musical cry of the geese as they fly over.

The rains came, and in a big way. I am wondering if anyone else overlooked as many items as I did in their preparations for the onslaught of damp weather? You think you have everything all under control and going well, and then the basement leaks, you leave a lot of furniture out in the wet or something comes along to ruin your whole outlook. I suppose that's the way it has to be.

JAMES MARLOW

By DON WHITEHEAD

WASHINGTON (AP)—Democratic and Republican scouts are prowling the farm belt these October days checking the political temper of the farmers and then trying to project their readings into the 1956 presidential year in terms of votes.

No one yet has found a fool-proof method of discovering how the farmers will vote. Nor can one say confidently that farmers will vote as a bloc any more than druggists, electricians, fishermen and golfers. But the guessing game goes on and there is no vote which is studied, analyzed, watched, wooed and feared more by politicians than the farm vote.

At the present time, messages from the farm belt are reported to be encouraging to the Democrats because farmers are not happy about farm prices and their own economic position in relation to the industrial worker. The Republicans are convinced that the discontented farm belt would mean trouble at the polls.

One GOP scout, recently returned from a trip through the farm country, brought back this story: "I went back to my home and visited my brother on the farm where I was raised. When I was a kid, mother baked her own bread. We milked our own cows. We canned fruit and all kinds of garden truck. We had fresh eggs and fresh butter and there were fresh chickens running all around the place. We didn't have the modern conveniences, but we lived well."

"My brother gets his bread and butter from the store. He buys

milk and eggs and frying chickens and canned food from the supermarket in town. He says it's cheaper that way. And maybe it is. I don't know.

"He's living better than he ever lived before—far better than we did as kids. He's even got power steering on his tractor."

"But he's sore because prices aren't what he thinks they should be. He says Ezra Benson (Secretary of agriculture) keeps telling farmers they have to expect a leveling off—but that nobody is saying the same thing to the industrial worker. And he doesn't like it."

The farm problem is vastly more complex than outlined in this capsule picture, of course, but it is a part of the whole.

There are about five million farmers in the country today. With their wives and children of voting age they probably total more than 12 million. And how they vote is tremendously important.

Three years ago presidential candidates Adlai Stevenson, Democrat, and Dwight Eisenhower, Republican, pleaded their cases before 100,000 farm folk gathered in the open fields near Klamath, Minn. The crowd listened to their speeches, standing almost silent, giving no hint of favoritism for either man. You felt as though here was a giant jury gathered to pass judgment on the two parties.

The bulk of the farm vote went to Eisenhower. But the farm jury must judge again in a few more months. And the politicians are trying to find out whether the verdict will be the same.

SAM DAWSON

NEW YORK (AP)—Merchants are enjoying a very pleasant autumn. Store sales ride high above a year ago. Chains and mail order houses report booming business in September. Shoe sale volume is up. Diamond merchants say their sales are setting a new record.

But the textile and garment industries—which should be happy about this—have found something else to worry about.

The free-spending American consumer appears very tempting to manufacturers and designers overseas. And they are moving in fast. Italian, French and English garment makers are invading the American market with clothing for men as well as women. German, Belgian, Italian, French, English garments for boys and girls have flooded in during recent weeks.

The textile industry is worried about the flood of garments and cloth from abroad. In this case the appeal to the American consumer is mostly one of price—foreign labor rates are lower.

The American Cotton Manufacturers Institute says Japanese fabric sales to U.S. buyers in August totalled 52 million yards. This topped total sales of 48 million yards for all of 1954. Records show

cotton cloth imports from Japan this year will reach 75 million yards.

Japanese cotton wearing apparel has had an even greater sales increase in the United States. Last year Americans imported \$877,525 worth of these garments made in Japan. This year, according to the Institute, the import value will rise to \$9,123,328.

The National Assn. of Shirt, Paajama and Sportswear Manufacturers says there is a 10 per cent increase this year in the amount of cotton shirts and blouses imported from Japan.

American shirt manufacturers naturally worry about this competition. But they also report production gains. The association says production of business shirts in August was up 8 per cent over a year ago, sport shirts output gained 16 per cent.

Imported men's suits and women's gowns are mostly in the luxury class. Here, style is more of a selling point than price.

The buying spree in this country sustains the increase in imports. But outlets from American manufacturers are expected to increase, too, especially after Congress reconvenes.

They'll Do It Every Time



Along NATURE'S TRAIL with Ken McLeod

Perhaps the most striking lesson learned from an analysis of the land area of the world is the slight utilization that is made of it in the production of food. Human food is obtained directly or indirectly from the production of cereals.

All cereals including rice occupy annually less than three per cent of the land area. The waste involved in the utilization of products like this area is enormous when looked at from the standpoint of nutritive values.

With increased transportation facilities, assuming better trade relations between producing countries, the population can prosper in increasing numbers with an improved food supply, lessened severity of toil and better sanitation.

The people of the future generations may live under more comfortable conditions and enjoy perhaps happier lives than has been possible for their ancestors, provided they continue to increase their efficiency—not otherwise.

Everyone has doubtless experienced the difficulty of comprehending the significance of the terms of acres, or of square miles, as this column has tossed the figures about with such careless abandon, this is especially true for the cities and towns. These terms do not deal with units of his immediate personal knowledge.

Those who have the most intimate knowledge of an acre are the individuals who in time past held the handles of a plow pulled by a team of horses or mules, and, as you begin to look smaller, furrow by furrow, an acre is a pretty big piece of real estate. However, the modern age individual who sits in the saddle of a mechanical monster that drags a whole gang of earth working tools, an acre begins to look smaller than a city lot to the householder who pushes his lawn mower.

Scientists likewise have had difficulty in comprehending vast areas of land especially when they attempt to compare sections with one another. In the production, consequently various proposals have been made to adopt a unit which should be large enough to make the visualization of the earth's surface possible when classified in terms of such a unit.

For such comparative purposes a new unit of area has been proposed this was to be called a "major land unit." Tentatively the proposal would cover an area of 30 million hectares, or approximately 390,000 square miles, or 125 million acres.

Such a block of land surface would be approximately the size of the Philippines, France, or Texas.

Such a block of land so the scientists claim would be sufficiently large to include within its borders certain characteristic productions, such as wheat, maize, cotton, hay, tea, coffee, or large enough to cause a certain limitation of trade and commerce which tends to set the unit apart from other units.

The unit would be large enough to warrant, at least one important center of distribution so necessary to organized modern life. The unit would be more or less self-contained.

Neither Denmark, Holland, or Belgium with their present production could exist were they not

Hal Boyle

NEW YORK (AP)—Curbstone reflections of a pavement Plato: Are you a life hater? When you see somebody happy, do you secretly want to see him miserable?

Do you stir in everyone you meet a desire to serve you as a pain-bearer?

If so, be warned. There is a gigantic conspiracy against you. It is a massive scientific plot to make the human race live longer. Its goal: To raise the average life span to 100 years.

The books, magazines and newspapers are full of advice on how to live to be old.

But this is the worst kind of news to you, isn't it? You would rather hang crepe than holly. You'd rather cry than laugh. Life never leaves you breathless, but you wish it would—because breathing is only a nuisance. Your biggest regret is that you weren't born dead.

Is there no help for you? Can a group of rascally scientists force you to live to be 100? Not if you don't want them to.

Here are a few sure-fire tips on how not to live to be old:

1. Develop your present non-winning personality to the utmost. Fight down any temptation to praise or approve of anything that has happened in the Chester A. Arthur administration.
2. Crab out loud at everybody. Blow your top early and often. Remember, it isn't the passive complainer that gets apoplexy; it's the guy who pops a gusset over his britches.
3. If you have a small persistent pain in your innards, don't go popping off to the doctors. If they are curious about what's wrong with you, make 'em wait for the autopsy. They won't cure you then.
4. Always do your looking for sunsets on rainy afternoons. Then you'll never be surprised by joy.
5. If you're not in a rut now, get in one as soon as you can, and dig it as deep as you can. Always walk the same way home. Avoid all change of any kind. Change and variety shorten life, and you don't want yours spoiled.
6. Avoid marriage at all costs. Matrimony works oddly. It gives a man more to holler about—but it also makes him live longer.
7. If you go hunting, go with total strangers. They are much more likely to mistake you for a deer.
8. Never sit down to a meal unless you are thoroughly worn out or have worked yourself into a towering rage. Avoid all nonfattening foods. If you must eat green vegetables, fry them. Fry them twice.
9. Get 4 hours of sleep each night—but no more. Don't play tennis except under a hot sun.
10. Never read poetry, see a new play or associate with children. All these things are like deadly poisons to your sense of gloom. They make you feel younger.

Any man who follows these 10 simple rules, I guarantee, won't live to be old. But he'll feel old all the time, older than Methusalem.

And if you're a born killjoy, isn't that the way you really want to feel?

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MOULDING FOR BUILDINGS under construction at the airport is being turned out by Chris Moulding plant at 3005 Anderson Avenue. The lumber is being used by the David A. Richardson Company, building contractors at the new jet base. From left (with back to camera) Lloyd Ford, tail-off man on rip saw; feeding rip saw is Richard Florence and at right Chris Litzberger, who with his wife owns and operates the plant.

Over the GARDEN GATE

EVERGREEN By Mrs. Charles Dakin

The October meeting of Evergreen Garden Club was held at the home of Mrs. Joe Cox at 2158 Ward Street with Mrs. Fred Dalton as co-hostess.

After an interesting discussion of new bulbs and many helpful suggestions on the care of old bulbs, led by Mr. A. H. Bussman, a buffet dinner was served. Mrs. Charles Thurman, president, attended the tea and coffee at the beautifully decorated candlelit table.

Roll call was answered by naming our favorite house plant with a brief explanation if it's an unusual one.

It was announced that the district federation is having a rummage sale October 12 at the Pelican Theater building, with all clubs participating. Take rummage there October 11.

Plans were discussed about selling tickets to the December 3 workshop when Mrs. Niehammer will be here from Portland to instruct.

Mrs. Joe Cox and Mrs. Frances Davis are helping on decorating the float for the Merrill Potato Festival October 22, with Mrs. John Putnam and Mrs. C. C. Ward handling the junior entries on Friday the 21.

Team No. 1 won the "Witches Brew" flower arrangement with the clever centerpiece composed by Mrs. John Christen.

Two new members were welcomed, Mrs. J. C. Ledesma and her daughter Juanita Ledesma.

The next meeting will be November 7, with Mrs. John Christen and Mrs. G. E. Rutledge as hostesses.

NORTH SIDE By Mrs. Walter Sourakoff

The charming home of Mrs. A. C. Erickson, 2641 Front Street, was the location of the North Side Garden Club meeting, held at 1 p.m. Wednesday, September 28.

Mrs. Otto Schlueter reported that the cooked food sale held at the J. C. Penney Co. Store, September 13, was very successful financially to the club.

The work on the Shippington playground is progressing with leveling and grading and the new fence, being worked on. As soon as these projects are completed the planting can be started.

Mrs. Harold Hayden reported on the Garden Club board meeting.

BETTER BONN, Germany (AP)—Chancellor Adenauer is recovering from a cold and fever and expects to be back at his desk in the middle of this week, his office announced Monday.

The 79-year-old chancellor was still confined to bed for the fourth consecutive day.

An official spokesman described his ailment as "severe bronchitis." Earlier it had been identified as a cold and then as tonsillitis.

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