

The Herald and News

FRANK JENKINS
Editor

BILL JENKINS
Managing Editor

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Convention

By BILL JENKINS

Along with a lot of editors, publishers and other newspaper persons I have just returned from the winter meeting of the Oregon Newspaper Publishers Association meeting held in Eugene.

And I very well may be the only one of the bunch who won't tell my readers (?) about the conference in some detail, mentioning such things as the ethics of the press, the responsibility of the editor to his readers and the principles of freedom.

I do not wish it thought by this that I am unimpaired of these principles, responsibilities and ethical overtones. Nor am I cynical regarding them. They play a large part in the lives of the American press. But I'm pretty much convinced that reporting a convention of any kind is a pretty futile task unless the editor has in mind only that tiny handful of readers in his area and district that are actually engaged in the work. Otherwise it is pretty safe to assume that he, if he covers the convention extensively, is writing for the approval of other editors.

In short, I think it can perhaps best be summed up by telling a small story that Giles French, the Sherman County Journal editor and publisher, told about one of his meetings at the convention where he was speaking on one of his pet subjects along with a group of college professors. To make a long story short, Giles said that he held his speech down to the minimum, but some of the learned men of letters ran a bit over. Giles was somewhat ruefully remarking to us over the morning's coffee that "... when a college professor talks on any subject he only says what everyone already knows but he says it in language that no one can understand."

My trying to tell you about a newspaper conference would fall into the same category. Because it is a many-sided thing. Editors think that their job is to print all the interesting news they can in every issue. Advertising men are interested in getting all the advertising they can into the paper. Publishers are primarily interested in making money. And shop personnel are interested in getting the paper into print and in thinking up new ways to torture newsmen, ad salesmen and publishers in the world to come.

So, naturally and logically, every convention is made up of so many parts that a faithful job of reporting would take weeks.

Which, in my case, seems a trifle unnecessary since in explaining why I think it doesn't necessarily have to be so I have filled up today's allotted space and can quit.

Might add that you can't go anywhere without seeing Klamath people. In the Eugene hotel we ran across an ex-Klamathite in the form of Layton Sleight who is still at the old stand of being the boss man at the Old N. Tucker. All natty in a plaid jacket, no less.

And on the final day ran into Ricky but was in such a hurry that I forgot to ask where he was bound. Fred Robinson was also in town and we got a chance to see him for a moment. And coming home ran into Wes Guderian at Chemult on his way to a photographers' convention in Portland. Klamath people, it seems, are always on the go.

Advertising

By DEB ADDISON

Advertising helps you live better for less.

That's the theme of Advertising Recognition Week, this week which is being observed by those of us in the business.

Advertising people don't expect everyone else to stand up and salute just because they say this is Advertising Recognition Week, but advertising does affect everyone and it has benefits for everyone.

Here are some examples:

Advertising helps you buy wisely. It informs you about products, their relative quality, the relative advantages and their prices. It enables you to do comparison shopping without leaving your home.

Advertising helps you buy for less. Because advertising creates mass markets and spurs competition, it helps to keep prices down.

Advertising promotes higher living standards. By creating mass markets, advertising helps to create more jobs. By informing you of product availability within the range of your pocketbook, it contributes to your comfort and convenience.

Advertising saves your time. By enabling you to decide ahead of time what you want, advertising saves you countless hours of looking through stores.

Advertising brings you information and entertainment. It pays 70 percent of the cost of this newspaper and about 60 percent of the cost of the magazines you buy. It pays all the costs of radio and television once you have purchased a receiving set.

Advertising, as we know it, provides you freedom of choice. This side of the Iron Curtain advertising tells you what you can do, on the other side it tells you what you will do.

For the benefit of advertising practitioners — and we'll include

you whether you're publicity chairman of your club or use advertising in your business—we'd like to quote from an ad appearing this week in advertising trade publications.

It's from an ad by Hal Stebbins, a Los Angeles advertising agency operator who is one of the really sound thinkers in the business. It has to do with the difference between "free publicity" and "paid advertising."

"There are those who feel that anything in the news columns (for which they pay nothing) is worth infinitely more than any advertisement (for which they pay much). Many advertisers run campaigns in the hope that paid space will act as a lever for free space."

"Now there is nothing wrong with good publicity. But publicity, no matter how deftly written and adroitly planted, is at the mercy of an unseen blue pencil. You have no way of knowing or controlling the way it will appear. It may be slanted wrong. It may be doctored and discolored. It may be full of important omissions."

"Whereas a paid advertisement gives you something beyond price: the ability to control what you say about yourself—and the privilege of deciding when and where you say it."

"Call it bromide if you like, but in advertising—as in life—you get what you pay for."

Let's add that a paid advertisement appearing over your name, before God and everybody, carries a believability that is lacking in any statement from a third person.

Names

By KEN McLEOD

To continue our discussion of Indian names it is noted that where the clan system did not flourish amongst Indian tribes, as among the Salish, a person's name often indicated the object in nature in which her or his guardian spirit was supposed to dwell. Names for houses and canoes were by families and clans like personal names and property in general.

Among many tribes, names could often be loaned, pawned, or given or thrown away outright; on the other hand they might be adopted out of revenge without consent of the owner. The possession of a name was everywhere jealously guarded, and it was considered dishonorable or even insulting to address one directly by it. This reticence, on the part of some Indians at least, appears to have been due to the fact that every man and everything as well, was supposed to have a real name which so perfectly expressed his inmost nature as to be practically identical with him. This name might long remain unknown to all, even to its owner, but at some critical period in life it was confidentially revealed to him. It was largely on account of this sacred character that an Indian commonly refused to give his proper designation, or, when pressed for an answer, asked someone else to speak it.

Among the Malin it was not customary in addressing a person, to use the name descriptive of his personal characteristics.

In modern times the problem of satisfactorily naming Indians for purposes of permanent record has been very puzzling to the white man, owing to the Indian custom of changing names and to the ignorance on the part of persons in authority of native customs and methods of reckoning descent. According to Mooney, Setinkia "Bear-bearing-down" (an autochthonous name) which was the honorable war name of a noted Kiowa chief, is mistranslated "Stumbling Bear."

Teneplai, "Bird-coming" into sight, was popularly known as "Hummingbird" since he was a prisoner in Florida in 1875, this was probably a mistake for "Come Bird."

Hajo, a Creek war title signifying "recklessly brave," has been popularly translated as "crazy," as in the case of Chiot Hajo, leader of the Creek opposition to allotment, and who had his name popularly as "Crazy Snake."

Even when translated correctly an Indian name often conveys an impression to a white man quite the reverse of the Indian thought. Thus the chief, Takaibodal, literally translated "stinking" or "saddle-blanket" might be considered an opprobrious epithet, whereas it is an honorary designation, meaning that the bearer of it, a Kiowa, was on the warpath so continuously that he did not have time to take off his saddle blanket.

"Unable to buy" is the name of a Haida chief, instead of indicating poverty, commemorates an occasion when a rival chief did not have enough property to purchase a copper plate he offered for sale.

In reference to the Klamath and Modoc people there has been very little written upon the established custom of names. Leslie Spier in his work among the people failed to break through the Indian reserve when it came to this subject as one can see by the following:

"The name usually is given in early infancy, always by the time the child talks. It is the choice of the parents, given without ceremony. Sometimes it is changed in later life, but there is no set occasion for this. Seldomly names change less frequently than their nicknames which would give opportunity for. Perhaps these are always additional names, for I learned of several men known by more than one name; perhaps this holds as true for women as men." When a scientist must speculate "perhaps" it indicates that his questioning on this phase of culture met with resistance.

Phlebitis

By EDWIN P. JORDAN, M.D.

"I had 'milk leg' after childbirth ten years ago," writes Mrs. N. "and am now having more trouble. Would you write on this subject of a thrombophlebitis and whether anything can be done for it?"

Perhaps the best way to start is to describe the conditions that are involved and the names which are used for them.

First, phlebitis. This is an inflammation of the inside lining of the veins, usually those of the legs. If there are blood clots inside these blood vessels the condition is called thrombophlebitis.

Milk leg, which is also called phlegmasia alba dolens, is a phlebitis of a particular vein in the leg (the femoral) which results in a whitish swelling of that limb. These conditions may follow a blow or some other injury. Heart disease is an important predisposing cause. Sometimes they develop after an infection, an operation, or childbirth (particularly milk leg). At times they start without any obvious cause at all.

Most cases of phlebitis or thrombophlebitis are rather acute at the start. As in any other acute illness, therefore, rest in bed is desirable.

If the inflammation involves a leg vein, the leg is generally raised and heat is applied. All of these measures are designed to reduce inflammation and aid the circulation.

Other methods — such as injections have been reported favorably. Sometimes such treatments are enough and rapid and complete recovery takes place.

Acute phlebitis is painful and annoying but it is not as much of a problem as the chronic variety which sometimes seems to last interminably.

Although chronic phlebitis or the thrombophlebitis are difficult to manage, treatment is improving. For example, the sulfa drugs and penicillin or its relatives are often found helpful.

In addition, it is desirable to search for sources of infection in such places as the teeth or tonsils. Small doses of X-ray are sometimes used. Sometimes surgery is advisable: the inflamed vein is tied, cut, or removed. One recent report on this subject suggests that surgery should be employed more often.

Preventive measures are important. Here real progress has been made. Many of those who would have had this trouble a few years ago are now spared by such measures as getting up soon after an operation or childbirth and the administration of antibiotics in those operations which carry special risks in this direction.

Aid

Klamath Falls, Ore. (To the Editor):—"Each night two out of three members of the human race go to bed hungry." This statement was made September 9, 1955 by Ezra Benson, Secretary of Agriculture. We do not know in this land of plenty, what hunger means. Instead we pay taxes to our government — a million dollars a day — to store our surplus food.

Government investment in price-support commodities in July, 1955 was \$7,100,000,000. By spring, 1956 it is estimated that this figure may exceed \$11 billion.

Efforts are being made in various ways to meet human needs with some of our surpluses. The U.N. Food and Agriculture Organization has distributed some food. Nineteen voluntary agencies during the fiscal year ending June 30, 1955 distributed \$146.7 million worth. Many agencies such as OARE, Church World Service and others are still carrying on such a program.

Statewide the American Friends Service Committee, 1108 S. E. Grand Ave., Portland 11, Oregon, offers a real bargain in good food and tax reduction. \$10 will release and deliver 2,000 pounds (1 ton) of the following foods with the indicated USDA export values: powdered milk—\$340; cheese—\$200; Butter—\$900; Butter oil—\$1100. These foods are distributed overseas in distressed areas where Quaker workers are prepared to oversee the distribution.

Where else can you get such value for \$10? And how better could we express our heartfelt thanks for the many blessings of this "land of plenty" and all it stands for than by sharing with those in need?

Winifred Lambie
2545 Homedale

Opposed

Klamath Falls, Ore. (To the Editor):—I have heard it said that it is only the uninformed and ignorant who are against fluoridation. I feel I represent the average citizen when I say I am like Will Rogers, all I know about it is what I read in the papers. And some of the articles I have read have been by qualified, educated persons who had had a study of the effects of fluoridation.

I do know that the people of Wichita Falls, Texas, had fluoridation wished upon them, and many moved away and others rose up in arms and went to a big expensive opposing same and demanded that it be put to a vote and it was defeated. Are we going to find ourselves in this same position? I wish to quote only portions of one of the paid advertisements that appeared in the Wichita Falls Daily Times. If the persons quoted were not authentic, the Times would have never accepted the ad.

Quotations as follows: "No doubt about it sodium fluoride is poison. The labels attached to barrels of sodium fluoride read—Warning: Sodium Fluoride! Poison if taken internally! Avoid breathing dust —"

They'll Do It Every Time

By JIMMY HATLO

THIS PROPERTY APPEALED TO THE MCHEDDARS BECAUSE OF THE SECLUSION OF A DEAD-END STREET... WELL, THERE IT IS... YOU GOT COMPLETE PRIVACY ON ACCOUNT OF THE DEAD-END STREET... IT IS LIKE BEING ON AN ESTATE... HMM... IF THE PRICE IS RIGHT, WE'LL TAKE IT... FOR SALE

WELL, THEY BOUGHT IT... AND YOU GUESSED IT... SHORTLY THERE-AFTER THE STREET WAS CONTINUED OUT TO THE HIGHWAY...

RED CROSS GRANTS
COQUILLE (P) — The Red Cross made grants totaling \$24,284 to 50 families which suffered loss in December's storms and floods here.

"Substantial Success" Reported By Scientists In Battle Against Cancer

By DELOS SMITH

United Press Science Editor
NEW YORK (UP) — What could be the first summer of a breakthrough on the cancer front was reported to the world of science today. Two distinguished scientists revealed they were controlling the growth of a particular kind of cancer in chick embryos inside eggs with "substantial success."

Dr. Alfred Taylor and Roger J. Williams of the University of Texas as heged their revelations with scientific care but suspected that successful cancer investigation "may take a course involving first the control of cancer in embryonated eggs, second its control in experimental animals, and lastly its control in human patients."

If that proves to be so, the first step has now been taken, they reported in the proceedings of the National Academy of Sciences. By combining anti-cancer chemicals with an increased temperature, they stopped the growth of a mouse mammary tumor without interfering with the normal growth of the chick embryo enclosed in the same egg.

Their successful experiments were repeatable, which is an aid

TO CONTINUE

BEND (P) — Freeman Schultz, general manager of the Brooks-Seaton pine plant here, will continue as chairman of the Central Oregon district of the Western Pine Assn.

Schultz and A. R. Dewey, Hines, will attend the annual meeting of the pine association at San Francisco March 6-10.

Through the bureau, I had a thrilling invitation to attend the "at home" of the president, held in the beautiful Moghul gardens of the Palace. There I was rubbing elbows with all the top diplomats of the world, as well as with President Prasad, Mr. Menon, Mr. Nehru and Lady Mountbatten. They all mingled freely with the guests and exchanged greetings in the Indian manner by placing their two hands together and saying "Namaste." It is any wonder I'm feeling slightly like Cinderella?

The night of the 27th, I attended the Folk Dancing Festival and was moving about trying to better my position for flash pictures, when I came face to face with Mr. Nehru. Being an opportunist, I asked him if he minded if I photographed him, and he said, "No, go right ahead." I nearly fainted, but managed to press the button. Then as I thanked him for posing, and said (for lack of anything else appropriate) "I bring you greetings from the clubwomen of Oregon of the United States," he gave me one of his most brilliant smiles. What amazes and astounds me, is the way this great leader moves about without a bodyguard and the people show him the respect of never crowding around him, but just fall back in reverence. We could certainly take lessons from them in self restraint!

Another lovely experience was in store for me when I interviewed Rajkumari Amrit Kaur, the minister of health. This woman is one of the truly great leaders of India. She was a devout follower of Mahatma Gandhi and gave up wealth and her title as a princess, to be his private secretary, for many years to help him further his causes for independence. She devoted an hour out of her extremely busy schedule to explaining the functions of her network of departments to me. She assured me that the work of the health ministry was being greatly aided by the WHO and UNICEF divisions of the United Nations. The Rajkumari is coming to San Francisco late May, and I hope to have the opportunity of introducing her to many of you at home. She will be under the sponsorship of the Ford Foundation and will be studying methods of epidemic control. India has made great strides in controlling malaria and tuberculosis through her network of health ministry. Of course, here again, she is faced by the tremendous weight of millions who need attention and a lack of sufficient hospitals and drugs to treat them.

That's thirty for this time! More later.

After the flu is over and gone, the cough that follows may develop into chronic bronchitis if neglected. CREOMULSION relieves promptly because it goes into the bronchial system to help loosen and expel green laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial membranes. Get a large bottle of CREOMULSION at your drug store. For children get milder, Taster CREOMULSION for Children in the pink and blue package. Advise your doctor and pharmacist. CREOMULSION relieves Coughs, Chest Colds, Acute Bronchitis.

These are typical of hundreds of reports. Wherever catastrophes strike, Farmers Insurance Group rushes payments to policyholders — but even under normal conditions, claims are paid with such speed that over 2,000,000 policyholders testify: "We get the best service from Farmers Insurance Group — plus lower rates."

water. All roads and bridges were washed out, but Steinback hiked over a mountain, crossed the stream on a log, inspected the damages, located policyholder at a motor camp and paid for a total loss to insure's complete satisfaction.

Consult your neighborhood agent (see phone book) to learn how much you save — and for professional counsel on ALL your insurance needs AUTO—TRUCK—FIRE—LIFE—BUSINESS

FLOOD VICTIMS GET QUICK PAYMENT FOR LOSSES FROM FARMERS INSURANCE GROUP

For their 1956 Porsche, run 500 miles, Mr. and Mrs. Carl V. Stearns, the couple on the right, received full new car price plus sales tax — \$3580 — also \$1510 for their 1955 Volkswagen. The other couple, Mr. and Mrs. Geo. S. Kerns, received \$2045 for loss of their 1955 Chevrolet. Farmers Insurance Group Adjuster James E. Gwinn and District Agent L. J. Greene of Santa Cruz, Calif., are pictured paying the claims. Mr. Stearns wrote, "They were not only prompt, but they didn't act like it was 'breaking their hearts' to help us."



When the floods came to California a few days ago, the well-organized network of Farmers Insurance Group offices jumped into emergency action. To speed up payments, a special crew of adjusters rushed to flood areas, seeking out policyholders, estimating losses and paying on the spot. The catastrophe revealed many dramatic instances where Farmers Insurance Group agents and claims adjusters ignored personal safety and comfort, and worked around-the-clock to serve policyholders needing immediate assistance.

Adjuster Climbs Mountain to Find Policyholder
Take Claims Adjuster R. W. Steinback, for example. He didn't sit in his office waiting for policyholders to file claims — he sloshed thru the rain to go after them. In Mendocino County, a residence was completely washed away and the car under

holders, estimating losses and paying on the spot. The catastrophe revealed many dramatic instances where Farmers Insurance Group agents and claims adjusters ignored personal safety and comfort, and worked around-the-clock to serve policyholders needing immediate assistance.

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Auto Cost Figures Told

NEW YORK (UP) — Six out of 10 Americans own automobiles, and they spend an average \$225 a year to operate them, according to a study just released by the American Petroleum Institute. The study revealed that 60 percent of the \$325 goes into service station cash registers for such items as gasoline, tires, motor oil, batteries, accessories and service. The 10th share of each dollar, \$32.50, goes for gasoline alone. API added. Motor oil accounts for 4.2 cents out of each dollar, new tires 5.3 cents and batteries 2.1 cents. The study, entitled "Urban Consumer Expenditures for Transportation," was based on more than 16,000 interviews in 91 cities, made by the Bureau of Labor Statistics.

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4842 So. 6th

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