The Herald and News

FRANK JENKINS
Editor

BILL JENKINS
Managing Editor

Entered as second class matter at the post office at Klamath Falls, Ore., on August 20, 1906, under act of Congress, March 3, 1879

SERVICES:
ASSOCIATED PRESS UNITED PRESS
AUDIT BUREAU OF CIRCULATIONS

Serving Southern Oregon And Northern California

SUBSCRIPTION RATES
CARRIER
1 MONTH ..... $ 1.50
6 MONTHS ..... $ 9.00
1 YEAR $18.00
MAIL
1 MONTH ..... $ 1.50
6 MONTHS ..... $ 7.50
1 YEAR $12.00

Bird Watcher

By BILL JENKINS

A good many years ago I started out with a small guide to the birds of the West and have been at it ever since trying to develop enough acumen in this bird watching business to be able to identify the various species of sparrows, thrushes, larks, ducks, geese, hawks, owls, eagles and tom tits when I see them.

I must report an almost total lack of success. I suppose that a man who has failed so miserably in his task deserves to be hauled up before the supreme tribunal of the bird watchers guild and stripped of his uniform. Have his buttons snipped off, his badge or rank ripped from his sleeve and be sent into the howling wilderness sans book, binoculars and sanction.

But somehow I can face my fate with a tight upper lip and scarce a tear on my cheek.

Because all of a sudden I've discovered that I'm not a bird watcher at all but a watcher of birds. And there is a great span between the two.

Over the years I've had occasion to talk to a good many bird watchers, some of them serious, some in the business only because they can't afford anything else for either moral or financial reasons. And most of them have taken the same turning that makes a man a scholar instead of a poet.

They have, by and large, become so engrossed with their books, with their charts, their ethnological gropings and probings that they have become blinded to the true, clean beauty of birds. Every child is born with wings in his soul, I doubt if there lives a man or woman so hardened on one hand or so jaded with beauty on the other, who can look at a swooping bird, follow the questing flight of a gull or ponder the endless soaring of a scavenger bird without feeling an inward sense of beauty, of balance, of freedom and of longing.

And that's just why I have stepped out of the ranks of the true bird watcher. I just can't keep a record book, which all serious ones seem to, as to place, date, time, species, conditions and findings and observations. All I can do is stand and watch and wish in my heart that I, too, were as free to go and come; that I had that magical ability to peep into the hidden tops of trees, perch on a high branch above a brush pile and see what went on in the maze below me. I can't look at a soaring hawk in the evening without wishing that I, too, could ascend higher and higher and higher to follow the setting sun over one more ridge of mountains. Or see a tern speeding along the shore of the lake and not yearn to follow his path as he darts in and out, following the coves and bays and rock piles along the line where land and water meet.

I guess I'm just not businesslike enough to be a real first class bird watcher. I just can't seem to get all heated up over whether the bird I'm looking at is red breasted towhee or an evening grosebeak. I'm more interested in watching the bird itself, in seeing what it will do next.

All my record book ever had entered in it was a couple of shopping lists and a few smudged tear stains.

More power to the bird watchers. But count me out. I guess I'm just a dreamer at heart.

Ad Week

By DEB ADDISON

Twenty-five hundred years ago the street singers of Athens did double duty. They sang the songs of ancient Greece. And from time to time they sang a rhyme about the wares of some Athenian shopkeeper.

Five hundred years before that, the Egyptians were using want ads. Not long ago, archaeologists found an ancient papyrus in which a tailor advertised a reward for the return of a runaway slave, noting also that in his shop "the best cloth is woven to your desires."

Advertising was known even before that. In the Book of Ruth, when Naomi was selling a piece of land, Boaz told friends, "I thought to advertise thee, saying, buy it before the inhabitants and the elders of my people (do)."

These are some of the little known facts about advertising being brought out this week, as advertising clubs and other organizations in the field celebrate "Advertising Recognition Week."

Not too much is known about advertising in Greek and Roman days, but discoveries in ancient ruins point to the fact that at least its basic principles were practiced. The familiar three golden balls outside a pawnbroker's shop, probably the oldest extant advertising symbol, dates from the Middle Ages. The coat of arms of the medieval knight was the forerunner of the modern trade-mark.

Benjamin Franklin is said to be the first advertising man in this country, and advertising was common in both newspapers and magazines by the early part of the 19th Century. The first advertising agency was founded in Philadelphia shortly after the Civil War.

Although Advertising is a multi-billion dollar business, it costs the consumer almost nothing. On most products, the cost of advertising is a small fraction of a cent per package, too little for a price change if it were cut out entirely.

Advertising tells the public what is available, where it is available, how much it costs and what it can do for the purchaser.

Advertising sells products and services, but it also sells new ideas about products and services. For instance, several generations ago every housewife made her own soap. Advertising convinced the public that soap produced by a manufacturer was even better and certainly more convenient. A cake of soap today, bought from a store, costs less than only the ingredients would cost to make it at home.

Only a few years ago, cake, cookie and pie mixes were new. Women who took pride in their baking scoffed at the idea. But advertising convinced the women of America that ready mixes are economical, convenient and equal in quality to home-mixed ingredients. As a result, many homes enjoy cakes and pies that wouldn't otherwise, for every homemaker isn't a good baker.

The same story is repeated over and over again. Frozen foods, ball point pens, electric shavers and dozens of other new products have been started on the road to general acceptance by advertising. All these are new ways of doing old things, and advertising pointed ou the improvements.

These examples also point up another service of advertising—keeping prices down. Advertising gains acceptance for products and creates a mass demand. Then it spurs competition between manufacturers to meet that demand. Mass production and competition mean lower prices.

According to the Advertising Association of the West, the organization that sponsors Advertising Recognition Week, these are the reasons for the week's theme, "Advertising helps you live better for less."

Arctic

By KEN McLEOD

Should you be interested in a modern picture of aboriginal life then the book "The Face of the Arctic" by Richard Harrington (Henry Schuman Inc. 1952) will be exceedingly helpful to you. Harrington, a distinguished Canadian cameraman, became interested in the vanishing aboriginal life of the Eskimo and had the urge to portray this life before it was completely engulfed by modern day civilization. His book is the product of five trips to the Canadian Far North on which he traveled more than 3,000 miles by dogteam, sharing the life of the Eskimo and living in caribou skin tents and igloos.

In 1947 he lived with the Chipewyans of northern Manitoba; in 1948 he traveled along the greater portion of the eastern shores of Hudsons Bay; in 1949 he accompanied a Royal Canadian Mounted Police constable on a patrol of the sparsely inhabited lands of the coppermine Eskimo, in 1950 he visited the Padleimiuts in the land of the Little Sticks; in 1951 he made his journey farthest north, to Boothia Peninsula.

His book deals largely with his last three journeys providing a picture of the Arctic in the season of winter darkness, and the miraculously beautiful season of eternal sunlight. The story at times is grave, sometimes gay, he saw starvation among the Padleimiuts that presents a harrowing picture of famine. On another journey to Boothia Peninsula he witnessed the enchainments of the Arctic spring and mingled with the people in their sports and games.

Harrington's photographs are among the finest that have ever come out of the Arctic where the obstacles to good photography are many. At sub-zero temperatures cameras freeze and lenses blur. In the winter season of darkness, the dim light of a snowy landscape blots out contours. In the summer season of continual level sunlight, the glare on snow and ice presents another difficulty. Harrington somehow has overcome these obstacles and his pictures speak for themselves.

Traveling for months on end with Eskimos and sharing all their pleasures and hardships of life he depicts these people in their natural attitudes. We are therefore able to visualize what life is like there, and to share Harrington's admiration for an indomitable people.

In addition to Eskimo life, the reader sees what Arctic life is like for white people. We sleep on hard benches of isolated Roman Catholic missions, never before visited by an outsider. We meet an Anglican missionary visiting his widely scattered parishioners, and talk with white trappers who have lived in solitude for 20 years.

Harrington's work is a warm and human account about the cold North, not a scientific treatise nor one of special pleading. It is the record of a sensitive cameraman, in love with the Arctic, who pictures a unique people, still living in a stone-age culture while the airplane begins to soar overhead.

There are many aspects of Harrington's book that could as easily apply to our local scene when the culture of the white man first met the culture of the Indian. He saw trade transactions being made in the very same fashion as they were made over a hundred years ago here in the Northwest country. Here is a land where the dog comes into his own as man's companion and beast of burden and to some extent we gain a feeling of that ancient time in America when man possessed no horses but depended upon the dog alone. The seal oil lamp for light, heat and cooking, as primitive today as it was a thousand years ago yet holding its position along side the modern primus stove. Arctic life brings the modern and the ancient close together and the modern is represented by the Hudsons Bay Company—"Always in the Far North, that is the heart of the white community, which has usually grown up in this order: first the trader, then the missionary, then the government. Indeed the familiar 'HBC' is waggishly translated as 'Here Before Christ.'"

Air Force Academy

By HAL BOYLE

LOWRY AIR FORCE BASE, Colo. (AP) — Any young man who thinks admission to the new U.S. Air Force Academy here is an easy step toward a soft life in the armed forces gets a quick disillusionment.

Only the hardy survive.

Of the 306 cadets selected last summer from 6,300 applicants to join the first class of the nation's third service academy 41 have already been washed out.

The reason most of them left: The going was simply too rugged, the discipline too spartan.

The survival rate actually so far has exceeded the expectations of academy officials, who deliberately have planned a four-year course of study tough enough to strain the stoutest. They aren't interested in creating a corps of swivel chair warriors. Each cadet signs a statement that upon graduation as a navigator-observer he will go on and become a pilot.

As Lt. Gen. Hubert R. Harmon, academy superintendent, points out:

"Today a single officer in the U.S. Air Force may be called upon to carry out a mission which, during World War II, would have required the crews of a thousand planes. That officer must have the courage, the character and the patriotism to press home his mission against any and all odds. He may have to do this alone in the skies with no other American within thousands of miles to observe his conduct."

What kind of a boy aspires to become this type of officer?

The average cadet here is 19 years old, serious-minded, a good student, and comes from middle class parents. Comparatively few spring from families with a professional military background. He may not be of varsity athlete caliber, but he will be in top physical condition and he has 20-20 vision.

Almost every minute of their day is rigidly controlled, from the time they rise at 5:50 a.m., and make their beds until "lights out" at 9:30 p.m.

They march to and from classes, and practically everywhere else. They spend at least 20 hours a week in class, more than that preparing their lessons. Among the arts they are expected to learn: how to deal a deadly judo blow effectively, how to dance gracefully.

At dinner table they practice Air Force lingo, and each cadet in turn acts as table pilot, navigator, or crew chief. When the coffee reaches the table, for example, the navigator may announce:

"Sir, the JP-4 (coffee) has completed its cross-country and is on the ramp."

Or:

"Sir, the fuel injection (water) has met its ETA and is on the ramp."

The cadets have an honor code which is unbelievably strict and to which they are fanatically loyal, as they enforce it themselves. Its main tenet is undeviating adherence to the truth.

One cadet who stepped across the hall to borrow some tobacco quibbled when asked by an officer if he had permission to leave his room. After the 12-man Cadet Honor Council investigated his case, they asked him to resign from the academy. He did.

The cadets can date twice a week, but during the first year are restricted to the base, except during parental visits. They are expected to abstain from liquor completely until graduation.

Lobby Probes

By JAMES MARLOW
Associated Press News Analyst

WASHINGTON (AP) — In the past 102 years Congress has investigated lobbying seven times. The result: a lot of bad publicity for lobbyists but no law to control them. Now Congress seems ready to start an eighth investigation.

There is a law requiring lobbyists here to register with Congress and report on their spending. It did not result from an investigation. It was passed without much examination in 1946 when Congress was reorganizing itself.

There is nothing illegal or wrong about lobbying. Every individual or group has a right to try to get Congress to pass the kind of legislation it wants. But lobbying can cross over into the corrupt class by the way money is used to influence voting.

This is an election year and whether this new inquiry does a real job or shadow-boxes depends on:

(1) The willingness of the full Senate to make an all-out inquiry, an attitude which will be revealed in the authority the Senate gives its committee and (2) whether the Democrats and Republicans on the committee let their investigation degenerate into a political fight.

The Senate is expected to create a special committee made up equally of Democrats and Republicans.

The first such investigation by Congress was in 1854, when lobbying had become a national disgrace. The last was in 1950 when a House committee, also made up equally of Democrats and Republicans, got involved in intense partisanship.

The chairman of that committee, the late Rep. Frank Buchanan (D-Pa), described lobbying at the end of the inquiry as a "billion-dollar industry."

A report by his committee disclosed that 152 corporations spent $32,124,835 on "activities relating to attempts to influence legislation between 1947 and 1950" although they had reported only $750,000 under the Lobbying Act of 1946. Thirty companies refused to tell what they spent.

Congress did nothing then to make the Lobbying Act stronger.

There are a lot of defects in the present law but the basic one seems to be this: Congress required lobbyists to register with Congress but did not appoint any individual or group to police the law and the lobbyists.

Emotionalism

By SAM DAWSON

NEW YORK (AP)—Emotionalism rules the stock market these days. Traders try to guess which way President Eisenhower will decide about running again. And investors try to decide how much, if any, his decision would affect the state of business in the long run.

Some expect a wide swing upward in stock prices if the President's decision is "yes." And they look for a sharp sell-off if his answer is "no."

Others hold that such a jump either way in the market would be purely emotional and, therefore, temporary. They insist that the market — perched rather nervously near the peak of its long bullish uptrend — will in the final analysis be influenced by the outlook for business.

And they contend that so many factors are involved in business prospects that the election uncertainties — although admittedly important — aren't likely to be the determining reason for business moving on upward or dipping a little as the year progresses.

Wall Street prices, however have been swinging widely as traders look for hints as to which way the President will decide.

In an election year it is difficult to keep emotionalism out of the stock market. Yet brokers point out that of late many of the big investors — including the various funds — have pretty much taken to the side lines. They are leaving emotionalism to the short-term traders who jump in and out of the market as the public changes its mind as to which way the wind is blowing in Thomasville, Ga.

The big investors' position is put this way: If there is a sharp sell-off after the decision is announced, there will be bargains to be had. If, on the other hand, the decision sets off an upswing, it may prove temporary, and in the readjustment the big investors will have chances to pick up the kind of stocks they want at prices they approve. Meanwhile, they stay out of a market as emotional as this one.

'Paper Tiger'

By CHARLES M. McCANN
United Press Staff Correspondent

That Southeast Asia "Paper Tiger," as the Chinese Communists call it, shows signs of coming to life.

"Paper Tiger" is what the Reds call the eight-nation Southeast Asia Defense alliance.

It was signed in Manila on Sept. 8, 1954. Its members are the United States, Great Britain, France, Australia, New Zealand, the Philippines, Thailand and Pakistan.

The alliance is called officially the Southeast Asia Treaty Organization. Unlike the North Atlantic Treaty Organization in Europe, it has no standing military force. It has been, as the Chinese Reds say, a paper alliance only.

But broadcasts by the Red Peiping Radio show that the Communist government is displeased over two recent developments.

These are the maneuvers held off the coast of Thailand last week by small forces of six of the "Seato" nations and the impressive American atomic warfare exercises held on little Iwo Jima off Japan ending yesterday.

There is to be a conference of the Seato countries in Karachi, Pakistan, starting March 6. Secretary of State John Foster Dulles will lead the United States delegation.

Reports from Far Eastern capitals forecast that some delegations will make a strong bid for the formation of some kind of permanent, ready-for-action military force.

The advisability of bringing Nationalist China, South Korea and Viet Nam into the Southeast Asia alliance undoubtedly will be discussed.

For various reasons, the United States and Great Britain have been reluctant either to form a standing Seato striking force or to admit to the eight-nation alliance the three countries mentioned.

But more and more American and British military men stationed in the Far East are coming around to the view that it would be smart to form even a tiny standing Seato force.

Such a force could be strengthened as time passed.

More important than the actual strength in numbers of a defense force would be the establishment of a central headquarters at which staff officers of all eight treaty nations could cooperate.

No dramatic results are expected at next month's Karachi conference. But all aspects of Southeast Asia defense will be discussed. And it may not be too long before the Chinese Communists stop calling the Seato alliance a Paper Tiger.

They'll Do It Every Time — By Jimmy Hatlo

Indian Educational Record Set In Pacific Northwest

Indian educational and relocation programs established new records from the Pacific Northwest during the fiscal year ending June 30, 1955, Don C. Foster, area director, Bureau of Indian affairs, reported today. Irrigation, road building and forestry activities on Indian reservations were maintained at a high level, the bureau's report to the secretary of interior indicated.

Indian children enrolled in public, federal, mission, vocational and private schools in the region totaled 6,229. A special Navajo program of 500 pupils at the Chemawa Indian school, Salem, Ore., added an enrollment of 50 Navajo students, an increase of 50 for the fiscal year and 236 over 1954. This increase was made possible by making arrangements for public schools to take many of the Pacific Northwest children enrolled at Chemawa.

Arrangements made by the bureau with state educational authorities in Oregon provided special adult educational courses directed to help members of the Klamath and western Oregon tribes to earn a livelihood, conduct their own affairs and assume responsibilities as citizens without special services from the bureau.

A 60 per cent contribution of $206,880 was made by the bureau during the fiscal year for construction and equipping of new public school facilities at Chiloquin to provide for Indian and other children alike.

Special voluntary relocation programs designed to aid Indians in moving from their reservations to better employment areas and aid in finding jobs and housing showed excellent acceptance during its first year's experience. This special terminal readjustment, vocational training and relocation program assisted 65 Indian trainees from Klamath and western Oregon tribes to relocate off the reservation, while 169 persons in 55 family groups and 63 unattached men and women were assisted in establishing themselves off the reservation in two special programs.

Approximately 1500 acres of Pacific Northwest Indian lands were provided with irrigation and drainage facilities during the fiscal year and construction surveys were started toward irrigation of an additional 21,000 acres. Preliminary surveys and investigations are under way to provide flood control for approximately 10,000 acres and irrigation facilities for 28,600.

Reservation road maintenance programs for the year included surface maintenance, snow removal, flood damage repairs and bridge repairs on 948 miles of regular maintenance and 2,246 miles of occasional maintenance for bureau roads. The Indian bureau graded and drained 22 miles of reservation roads, surfaced 43 miles and constructed 122 running feet of bridges.

The bureau's Pacific Northwest forestry branch supervised cutting of 471,000,000 board feet of Indian timber with a value of $8,500,000 for calendar year 1955.

Contracts were entered into with Washington, Oregon and Idaho for state agricultural extension and home demonstration offices to take over projects formerly handled by workers under the program assist the Indian in adopting better farm practices, improving crop varieties, controlling insect and plant diseases, bettering soil conditions by fertilizing programs, and producing better livestock.

Excellent progress was reported in carrying out provisions of the 1954 laws providing for termination of federal trusteeship for the Klamath tribe of Oregon and numerous bands and groups in western Oregon.

DEATH

SAN FRANCISCO (UP) — Carl Dimick, 53, committed suicide Saturday by firing a 410-gauge shotgun into his mouth, the San Francisco coroner's office reported.

Relatives said Dimick was despondent because of illness.