

# Dallas Dairy Does Good Trade In 'Store Water'

By PRESTON MCGRAW  
DALLAS, Tex. (UP) — An enterprising Dallas dairy is doing a booming business in well water put up in cartons like the best grade A milk and marked with a price tag of 20 cents a half gallon.

The people of Dallas, because of a monumental drought, get most of their drinking water from the Red River, about 100 miles away. They also get a lot of salt mixed in it every day.

The slow, salty water supply has aroused the greatest interest in history in bottled water, which at the dairy's rates, is worth more than six times the price of the best Texas crude oil.

And there are some who think the price of good pure water may go much higher unless there is a break soon in the drought—one of the worst in the state's history.

Agricultural Commissioner John White estimates the lack of rain this year will cost farmers and ranchers as much as \$750 million. It is already too late for general rain to save most of the parched crops.

Some 185 of the state's 2534 counties are classed by the federal government as "drought disaster areas," eligible for relief. There is a waiting list of additional counties which have made application for drought relief.

GETTING WORSE  
The drought has been recurring for seven or eight years and gradually getting worse. This year only a few counties in the panhandle, south plains and coastal area have received anywhere near adequate rain.

The rest of the state, including normally wet east Texas and the blacklands, which run through the central part of the state to the Oklahoma line at Red River, has received only about two-thirds its normal rain supply.

The U.S. Department of Agriculture says the condition of the range is the worst in 22 years. Stockmen are selling herds of cattle because they can't afford to feed them from the costly and meager supplies of feed available.

Along with the drought has come some of the hottest weather on record. Dallas has had 38 days this year with temperatures over 100 degrees. The mercury has gone as high as 109 degrees.

WATER RATIONING  
Hardly a city in the thickly-populated northeast Texas area has enough water. Most cities have water rationing. In Dallas, homeowners may water their lawns and shrubs only on alternate days between 8 p.m. and 8 a.m.

Normally Dallas gets its water from a series of lakes to the north. Today they are so nearly dry that the city has had to go to Red River for a supply of water with a salt content about six times greater than is generally regarded as "palatable."

With rationing Dallas uses about 170 million gallons of water a day. It is searching desperately for new and fresher water supplies and has even hired a rain "increaser" at a \$1,000 a week fee.



"Take two, lady—one for your husband and one for you! You have two cars, don't you?"

# City Faces Law Change

SALINA, Kan. (UP) — Changing times and stiffening competition have caused some Salina businessmen to take a second look at the town's "Do Not Disturb" ordinance.

The law was enacted some nine years ago and prohibits peddlers and salesmen from pounding on residents' doors without permission. It doesn't say how to get permission without knocking first.

Passage of the ordinance caused little controversy. John Cranor, manager of the Salina Chamber of Commerce, said it was aimed primarily at a postwar epidemic of "gimmick" salesmen and shady door-to-door types.

But as business got back to normal Cranor said today, some local firms found themselves hamstrung.

In particular, the anti-knock decree has annoyed reputable appliance and automobile salesmen. The latter, especially, have felt the need to go hitting house to house seeking prospects.

Flinging doesn't help much when you can't knock.

The ordinance, which provides penalties up to \$100 was dormant until it received extensive local publicity recently.

A Salina salesman knocked at the door of a lady who happened to be a competitor's wife and knew her legal P's and Q's.

The upshot was a visit to the police station. Cranor said it "humiliated and embarrassed" the salesman.

Salinians had been oblivious to the ordinance until then, Cranor added, but the case perked them up and "now many are standing on their rights."

"It has a restrictive effect on local business in these highly competitive days," Cranor said. "That's why the chamber would like to see it repealed — or at least have the ordinance modified to allow soliciting by local businessmen."

But Mayor Albert Hawks said the city commission has studied the matter extensively and hasn't found an adequate alternative. The no-knock law is likely to stay put.

The ordinance was patterned after a law pioneered in Green River, Wyo., in 1931. Green River is a railroad town, and the legislation was intended to protect the sleep of railroaders working at night.

# Soviet Union Throws Open Siberian Town To Writers

Editor's Note—Three American correspondents regularly stationed in Moscow are in Novosibirsk, Siberia, for the first time. The area has seldom been visited by any Westerners. Stanley Johnson, an Associated Press correspondent from Moscow, describes the industrial city in the following dispatch.

By STANLEY JOHNSON  
NOVOSIBIRSK, Soviet Union (AP) — The Soviet Union has thrown open this booming Siberian industrial center to three American correspondents.

The city of about 800,000 on the Ob River—1,750 miles east of Moscow—has been off limits to Westerners for years.

A whirlwind inspection failed to uncover any reason why Westerners had been kept out. There are no obvious security force installations or military bases.

The city is developing fast. Buildings are going up. Factories are mushrooming. The chairman of the City Soviet (council) said 400 apartment buildings with more than two million square feet of floor area will be completed this year.

The city's showplace is Krasny Prospect (Red Prospect), the two-mile-long main street. Down its center is a broad park strip. Lining it are stores, theaters, hotels, apartment houses and government buildings. There is a luxurious 2,000-seat opera house, where we heard a troupe from Sverdlovsk, in the Urals, sing Franz Lehár's "Merry Widow" in Russian.

But aside from Krasny Prospect, the streets are largely unpaved, the houses of wood or logs.

# Weaver's Departure Sets New Television Trend

By CHARLES MERCER  
NEW YORK (AP)—The departure of Sylvester L. (Pat) Weaver as board chairman of the National Broadcasting Co. is significant of a trend in the television industry today.

Weaver, contemplating the past and the future in an interview, declined to spell out his reasons for resigning beyond his Friday statement: "My record couldn't be clearer. I leave it to the people in the industry to evaluate why I left."

They have. And this is what they see:

Weaver is the most creative intelligence yet to have wielded so much executive power in television. A man of bold imagination, he declined to confine his ideas to table talk. He committed millions of dollars to creative ideas and more than any single individual, caused the infant industry to grow. Under his leadership NBC-TV programming increased in length of time and depth of content—and achieved its present prestige.

Then why, ask people in television, did he resign? Must it not be that he left the network was unwilling to continue the expansion of his ideas? If that is true, and most people feel it is true, it means that NBC as well as CBS, the other largest network, is concerned by spiraling TV production costs.

It means that the biggest networks are minding their financial meat and potatoes for a time. And that, in turn, means that the viewing public's home screen will not be greatly widened in the next year or two. This season's programming plans tend to support that theory.

NBC has had many executive purges in recent years, but it's generally agreed in the industry that Weaver is too big a figure to be purged. He must have resigned voluntarily over a matter of policy.

Weaver is not through with television, however. Stretched out comfortably in his Sands Point, Long Island, home, he said, "I'm trying to take the time to dope out how the medium should develop the interests of the public."

His important role and vital personality always have attracted rumors as a mountain attracts clouds. Here are three rotating currents on the Madison Avenue-Rockefeller Plaza axis:

1. That Weaver will take a post with British commercial television.
2. That Weaver will form an agency of his own.
3. That Weaver will move to CBS.

"That's not my present intention," he said. "But at this point I am not saying I will not do anything. This, after all, is my first chance to sit down and think."

"I've been successful with advertisers and agencies as well as writers and artists."

"I wouldn't take it up. But I'm an American and I went through the entire early days of radio and television. And I have an understanding of the needs of the agency as well as the network. It's sometimes overlooked that

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