

RED SATELLITE CIRCLES GLOBE

In The
Day's News

By FRANK JENKINS
This is National Newspaper
week.
Hence this piece about news-
papers.

The newspaper's job is to tell the news and offer opinions. Of these jobs telling the news is infinitely the more important. Letting the people know—accurately, fairly and objectively—what is going on is the newspaper's justification for existence.

The newspaper's OPINIONS are of secondary importance and are offered chiefly in these days for what they are worth. Our reasoning along that line is this: People who NEVER HAVE AN OPINION are seldom interesting. We think our newspapers will be more interesting if they express opinions. Hence newspaper editorials.

This question is often asked: Do people read editorials? I think they do IF THE EDITORIALS ARE WORTH READING.

Another frequent question: Do editorials influence elections? Personally, I don't care. I think newspapers HAVE NO BUSINESS trying to win elections. Their job is to tell the news and express their opinions.

Newspapers are intensely interested in what people read. Our nationwide industry organization is the American Newspaper Publishers Association—ANPA for short. Several years ago the ANPA sponsored a nationwide study of newspaper readership. It cost several million dollars and among other things it developed this startling fact:

THE AVERAGE READER READS ONLY 18 STORIES IN EACH DAY'S COPY OF HIS NEWSPAPER.

That fact is fundamental in newspaper making.

No two people are cast in the same mould out of identical materials. No two people think exactly alike. No two people are interested in exactly the same things. You may pick up this newspaper and skim through it and say there's NOTHING IN IT. The next person who picks it up may find it INTENSELY interesting.

We have to take all that into consideration in making newspapers.

Two sources of revenue—advertising and circulation. In rough figures, and using broad, general averages, advertising represents about 80 per cent of a newspaper's income and circulation about 20 per cent.

That brings up the subject of readership again. How many people read ads? Along that line, the Herald and News had a very interesting experience back in 1947. Newspaper was then very scarce—as it has been practically every year since until this year. We overshot the mark in the last quarter and used too much paper. We ended the year with only a few tons left and no more obtainable.

For five weeks we had to run a little eight-page tabloid (half size newspaper) WITH NO ADVERTISING IN IT. We scornfully dubbed it Junior.

We kept a careful record of complaints—which by the end of the five weeks mounted up to more than 4,000. This surprised us. MORE THAN 90 PER CENT OF THEM SAID THE NEWS CONTENT OF "JUNIOR" WAS ALL RIGHT BUT FOR HEAVEN'S SAKE WHEN WERE WE GOING TO PUT THE ADVERTISING BACK IN!

The advertising, these critics said, was the most interesting part of the paper.

One more point in closing this Newspaper Week dissertation. In earlier and simpler years, news stories were built around four "musts": Who, what, when, where. That is to say, it was held professionally that what the reader wanted to know was who did it, what he did, when he did it and where it happened.

In these more complex times, a fifth must has been added—WHY. People now want to know not only who it was, what it was, when it was and where it was but WHY IT HAPPENED. In a wide range of news in these days the WHY OF IT is more interesting than the who, the what, the when and the where of it.

Lake County Calls School Board Meet

LAKEVIEW — County School Superintendent Ann Sprague has issued a call to convention of the members of all school boards of school districts reporting within Lake County for October 16, 7:30 p.m. in the memorial hall of the courthouse.

Purpose of the convention is to discuss the 1957 School District Reorganization Act and elect nine members and five alternates to the county committee for the reorganization of school districts.

The Herald and News

Price Ten Cents—64 Pages KLAMATH FALLS, OREGON, SUNDAY, OCTOBER 6, 1957 Telephone TU 4-5111 No. 3910

More Riots In Poland; Citizens Join Students

WARSAW, Oct. 6 (AP)—Communist riot police charged angry crowds in Constitution Square again Saturday with tear gas and noise bombs in new disorders after two nights of student freedom uprisings.

The students, targets for beatings and bombings Thursday and Friday nights because they protested suppression of their paper Po Prostu, stayed off the streets Saturday.

But their anger at government and party heads had spilled over into the general population. Crowds gathered in Constitution Square, scene of violent attacks on the students Friday night.

The riot squads moved into the square from their stations. The crowds picked up stones and bricks from wartime rubble areas and hurled them at the steel-helmeted police.

The police then charged with noise bombs and tear gas grenades. The crowd gave way, then reformed in defiant groups of about 50 each on one side of the square.

Other groups clustered in the courtyards of undamaged homes in neighboring streets.

The police threw a cordon around the square.

The students kept to their board-

ing-houses adjoining the school, after renewed warnings that all 6,000 might be expelled and new students enrolled if they kept up their resistance.

The decision to keep indoors was made after a five-man student delegation conferred with Stefan Zolkiewski, minister for higher education.

But a student spokesman said the students stuck by their demands, including an end to the ban on Po Prostu. The Communist party Central Committee made it clear this morning there will be no retreat on the ban.

A banner still hung from the main student boarding house where police attacked the students three times Thursday night and again Friday night. The banner carried a two-word message: "Wolnosie Slowa." In English that means "Free Speech."

The riot police gathered early in anticipation of demonstrations after a quiet day.

They returned to their barracks by midnight after calm was restored.

The students, protesting press censorship and rough police tactics, were joined by other Poles in a battle Friday against club-swinging police. There were casualties and arrests, but no figures have been announced. The trouble was sparked by the Communist government ban on the student newspaper Po Prostu because of its anti-party line policy. Saturday the party meted punishment for the student editors: Expulsion from the Communist party.

The internal security corps patrolled the streets in threes, with carbines on their backs. Heavy police detachments and trucks loaded with factory militia were stationed at the ready throughout the city during the day. Police trucks with out-of-town registration plates were seen.

An Army spokesman said King defied the trooper's order to move on and grabbed at his rifle. The soldier shoved the weapon against King's chest, the Army account continued, and the youth fell down. There was no mention of any bayonet.

The Army added that a faculty witness said King had been drinking.

Two Events Stir Quiet Little Rock

LITTLE ROCK, Ark., Oct. 6 (AP)—This capital city in the old South was under military occupancy Saturday for a second weekend. A couple of minor ruckuses involving the occupying troops marred an otherwise placid scene.

One regular Army paratrooper tangled with a teen-ager Friday night on the campus of Central High School, center of a great integration crisis. Two off-duty paratroopers were picked up by city police during a disturbance at a fair.

By contrast, scores of other paratroopers mingled with local citizens on a polite if not friendly basis.

Central High was closed, its green campus patrolled by a skeleton guard of troops, its corridors and classrooms silent until Monday.

Nine Negro students, the first ever integrated in Little Rock, finished a second week of classes Friday. Some of their days at Central have been hectic. Others, like Friday, have been quiet.

A 19-year-old alumnus of Central claimed he was knocked down Friday night by a paratrooper's rifle and menaced with a bayonet.

The youth, Robert King, with four companions, left a dance at the high school field house for a quick smoke. Two paratroopers of the 101st Airborne Division, on duty in the area, told them to move on.

An Army spokesman said King defied the trooper's order to move on and grabbed at his rifle. The soldier shoved the weapon against King's chest, the Army account continued, and the youth fell down. There was no mention of any bayonet.

The Army added that a faculty witness said King had been drinking.

Book Causes New Sentence

SREMSKA MITROVICA, Yugoslavia, Oct. 6 (AP)—Milovan Djilas, former vice president and wartime comrade-in-arms of Tito, was sentenced Saturday to seven years in prison.

He was convicted of creating hostile propaganda against communism and the Yugoslav government abroad by writing and smuggling out of Yugoslavia his book "The New Class."

The book, published in New York in August, depicts communism as a system in which the masses are exploited by a bureaucratic upper class.

Djilas, 46, already was serving a three-year prison sentence on charges of conspiring against the Yugoslav government. After a one-day closed trial, the five-man court, which included two judges, decided to link his previous sentence and Saturday's into a new term of nine years.

Hoffa Works To Avoid Expulsion

MIAMI BEACH, Fla., Oct. 6 (AP)—James R. Hoffa worked Saturday to get rival Teamsters Union factions to close ranks and jird for a coming battle to avoid expulsion from the AFL-CIO.

Dave Beck, retiring union president, proposed a 10-million-dollar Teamsters battle fund to be ready for use against rival unions in the event the Teamsters are ousted from the parent labor body on corruption charges.

But Hoffa, now in full command of the 1½-million-member Teamsters organization, said he is opposed to Beck's plan and intends to work hard to keep the Teamsters inside the AFL-CIO family.

Hoffa was overwhelmingly elected by a 2-1 margin as Beck's successor by Teamster convention delegates Friday and actually is to take over from Beck on Oct. 15.

Plainly irked at Beck's proposal, Hoffa said he would never "fire the first shot in a civil war in the American labor movement," and there would be time enough, when and if the Teamsters get booted out of the AFL-CIO, to plan then what retaliatory actions and funds may be necessary.

Beck, in his apparent open break with Hoffa, said he would propose the multimillion-dollar fund at last night's closing Teamsters convention session, where the principal remaining business is filling eight union vice-presidential posts.

Hoffa and Beck are deeply involved in scandals developed in Senate Rackets Committee hearings.

Crews Seek Slide Victims

SEATTLE, Oct. 6 (AP)—Crews dug Saturday through tons of rock and debris seeking the bodies of two of three workmen killed when they were trapped in a mammoth Cascade Mountains slide late Friday.

Not until all the victims' bodies are removed can work begin on clearing the quarter-mile wide slide which has definitely closed Washington's major cross-state highway.

A survivors' report he believed either one or two automobiles were caught and buried in the rubble was discounted by several others on the scene when the section of mountainside broke loose.

The slide, officially blamed Saturday on an undetected fault in the rock face, covered the Snoqualmie Pass Highway (U. S. 10) to a depth ranging to 50 feet along a stretch where construction work was under way five miles east of the summit and 60 miles east of here.

The body of Knute Johnson, about 40, Roslyn, Wash., was recovered a few hours after the slide. The other victims were Clarence Slaughter, 35, road crew foreman, and Carson R. Mungis, 44, of Yakima, a truck driver.

Sewage Plan Election Set

The election for rejection or approval of an \$1,800,000 bond issue for the South Suburban Sewage District will be November 5, 1957. It is advised by the board of directors of the district.

Director Hal Cline points out that the district has no available funds pending the election and anticipated bond sale, and that as a result of polling, clerking, and counting services during the election will be voluntary.

The polling places will be as follows:

Voters within the North Shasta and East Shasta precincts will vote at the Shasta School, 1951 Madison Street.

The Shasta, West Shasta and South Shasta precincts will vote at the Peace Memorial Church, 4431 South Sixth Street.

The South Homedale and Pine Grove precincts will vote at Peterson School on Bristol Avenue.

North Homedale and East Homedale precincts will vote at the South Suburban Fire Department at the corner of Gettle and Crosby streets.

The South Enterprise, North Enterprise, South Altamont and North Altamont precincts will cast ballots at the First Church of God on the corner of Altamont and Delaware streets.

Arrangements for the election have been under direction of the public relations committee of the district.

Directors point out that additional programs will be sponsored prior to the election to further familiarize residents within the districts with all phases of the sewage system plans. The objectives of the district will also be aired on a KOTI-TV program October 28.

Legislative Group Here To Study OTI's Facilities

All nine members of the State Legislative Interim Committee on Education are scheduled to arrive in Klamath Falls this evening to survey Oregon Technical Institute as part of a state-wide review of vocational and technical schools. An open meeting is slated for 8 o'clock at the Winema Hotel.

The survey is one of three major studies planned by the state government for OTI, according to Director Winston D. Purvine.

The Department of Finance and Administration is slated to conduct an engineering survey to provide professional data relative to the condition and value of present campus facilities. This survey, for which \$9,000 already has been allocated, may be enlarged to include plans for long range development. Results of the initial study are due December 31 of this year.

Weather

FORECAST—Klamath Falls and vicinity: Mostly cloudy Sunday with a few showers of rain or snow. High Sunday 47-52. High Saturday 42. Low at midnight 31.

CRATER LAKE
High Friday 51
Low Friday Night 24
8 a.m. Saturday 26
New snow 7.5 in.
Snow depth 21 in.
Last year none

Dulles Talks With Gromyko

WASHINGTON, Oct. 6 (AP)—Secretary of State Dulles and Soviet Foreign Minister Andrei Gromyko announced today that they had held "helpful" talks on major East-West issues including the Middle East and disarmament.

Dulles, it was further reported, brought up to Gromyko what he called the need for reunification of Germany but the Russian minister declined to talk about that problem on the ground that it was not a proper subject for him to discuss.

A communique jointly agreed on by Dulles and Gromyko at their unprecedented 3-hour, 45-minute conference in the study of Dulles' home said that four major topics were discussed. They were listed as the Middle East, disarmament, the situation in Europe, and U.S.-Soviet contacts.

Gromyko on emerging from Dulles' house and after a friendly farewell handshake from the secretary of state said that he thought the conversation "was useful" in clarifying the relative positions of the Washington and Moscow governments on the problems discussed.

UF-RC Award Winners

Campaign chairman Vince Bousquet Friday announced the following additional list of firms whose employees were scheduled to be presented "Fair Share Oscars" at the news report meeting for employee participation in the drive:

Pine Industries
Oregon-Nevada-Columbia
Fast Freight
California Pacific Utilities
Callahan's
Cramer's Communications Service
Claude Davis Floor Coverings
Steinseifer Electric
Pioneer Tobacco
American Automobile Association
Schroeder Realty
Leo's Camera Shop
Firestar Motor Sales
Klamath County Library
Linkville Cemetery
City Memorial Park
Lambie Company

Auto Wreck Kills Driver

A 29-year-old Chiloquin man was killed almost instantly early Friday evening when the pickup he was operating left U.S. Highway 97 and overturned about one mile south of Madoc Point. Dead is Floyd L. Vincent.

State police said Vincent apparently lost control of the vehicle on the slick highway, and that he was thrown out of the car when it went over the bank and came to rest against the snow fence.

Roy J. Kell, 43, also of Chiloquin, was a passenger in the vehicle and suffered head injuries and multiple lacerations. He was rushed to the Klamath Valley Hospital by Peace Ambulances.

Funeral arrangements for Vincent are pending with the O'Hair's Funeral Home in Klamath Falls.

Klamath Basin UF Drive Hits Three-Quarter Mark

Fund raisers passed the three-quarter mark with a report of \$112,000.76, 76.5 per cent of the \$146,500 goal, for a successful completion of the first phase of Operation Fair Share 1958 at the report meeting of the United Fund-Red Cross campaign Friday noon at the Pelican Cafe.

Vince Bousquet, general chairman, said that the first "mass production drive" of the campaign came up to expectations in bringing in the big amount of funds for financing 27 Klamath County agencies and state agencies serving Klamath needs.

"Now we are reorganizing to phase two, the clinical procedure. This will result in the proper individual attention being given each contact and give the advantage of careful planning to see that everyone in Klamath County is given the opportunity to share. Following through on each unreported contact will assure that the work of no agency is crippled in 1958," Bousquet said.

Deb Addison, United Fund president, complimented Bousquet and the many campaign workers for a successful program to date. He pointed out that it was November 1 in the 1956 fund campaign and October 23 last year before the 200 per cent mark had been passed. He urged continued enthusiasm and follow-through on all uncompleted work for raising the addi-

Moon Speeds Over US Seven Times Each Day

By GARDNER L. BRIDGE
WASHINGTON, Oct. 6 (AP)—Russia's epoch-making earth satellite sped round and round a fascinated world Saturday, sending what may be messages in secret code back to its creators in the Soviet Union.

As it circled the globe every 96.2 minutes, 560 miles out in space, the Western World's scientists knew it was there because they could pick up its radio signals.

But they experienced great difficulty in spotting it visually. Although there were some scattered reports that it had been seen, these were disputed, and there never was feeling that it might never be spotted except by Russians.

The satellite's course around the globe from north to south brings it over the United States seven times every 24 hours as the earth spins beneath it.

Two American scientists said the Soviet-launched sphere was sending back coded messages that they were unable to decipher.

A Cambridge, Mass. astronomer said it was obvious the Russians had chosen to launch the satellite at such an angle to the sun as to prevent visual observations in the free world.

There were a number of reports of sightings from different parts of the United States but officials at the Smithsonian Astrophysical Observatory in Cambridge said the baby moon is not yet visible to observers in this country.

A Japanese scientist said he saw the satellite by telescope as it passed over Niigata, 160 miles north northwest of Tokyo. He said it was "barely visible" though much brighter than he had expected.

Cambridge scientists said the satellite can be seen only in the north and south polar regions at present because of its position to the earth and sun. They said it might become visible in other parts of the world if it changes direction in two or three weeks.

How long it will continue to whirl through the heavens in its north-south orbit was a subject of the greatest speculation. Estimates ranged from a few days to a million years.

A Soviet scientist attending a meeting in Washington said the batteries operating the satellite's automatic radio transmitter would last over two weeks.

This scientist, Prof. A. A. Blagonravov, said the life span of the satellite is "uncertain," but he said it should be visible in this country.

"In view of the chosen orbit," he said, "the satellite every 24 hours will pass seven times over the territory of the United States."

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"WE CARE, LET'S SHARE" is exemplified in this special "Oscar" presented to the personnel of Oregon Technical Institute for being the first unit in the United Fund-Red Cross campaign to complete and exceed its quota. Vince Bousquet, campaign chairman, congratulated Jack Douglas, right, unit chairman for OTI and George Crowe, left, OTI manager of auxiliary enterprises, for the outstanding record of more than \$22 per capita giving which brought in \$3,002.96 from personnel at the Mile High Campus. Douglas commented that their answer to those few who object to one or two of the 27 agencies being financed by the campaign is "We don't give to hurt anyone; we give to help."