

# British Explorer Relates Journey Across South Pole

By CHARLES MOORE  
McMURDO, Antarctica, (UP)—Dr. Vivian Fuchs could not resist it. Just like any tourist he had to go "around the world" at the South Pole.

Fuchs, the intrepid British explorer who led the only land expedition so far to cross the Antarctic from coast to coast, dropped this bit of information in an informal talk to the men of Operation Deepfreeze before leaving for home.

A ring of oil drums marks the South Pole on the opposite side of the U.S. pole station from Fuchs' approach.

Fuchs said that when he left the pole station Jan. 24, his four Sno-cats and one Weasel circled the South Pole and returned to Scott Base.

The talk came after a trimmings dinner with holiday trimmings at the U.S. base here. A stack of frozen whole turkeys provided the main course. Fuchs said it would be hard to find a better dinner anywhere.

Fuchs disclosed that his party nearly suffered a disaster from a "traffic accident" on the Ross ice shelf which is as wide open as a Kansas wheat field.

It was the next to last day of the trek to Scott Base and an American plane flew out to wangle its wings in greeting.

One member of the party fired a red flare in reply. The pilot thought it was a call for help and landed briefly but took off again as the party kept moving along the trail in a series of stops and starts.

As the plane circled overhead, Fuchs suddenly stopped his lead Sno-cat. The second vehicle in line rammed into the vehicle Fuchs was towing and crashed a box of 3,000 dynamite caps used for seismic soundings.

"Miraculously the caps, which are easily set off by concussion, did not explode," Fuchs said. "If they had they probably would have at least blown the front end off the second 'Cat.'"

Describing the delays that plagued the first half of the journey to the South Pole, Fuchs said he felt it was "better to be slow and sure than not get there at all."

But many days they made less than 20 miles and "it began to look a little serious," Fuchs said.

He said that aside from the crevasses, the party did not run into a good snow surface for traveling until it got within 50 miles of the South Pole.

Fuchs was asked "why" he made the journey.

"There jolly well is adventure in it," he said. "We enjoyed it except for some of the later parts where we had to travel in white-outs."

"We also hope the work done will have considerable scientific value."

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# Big Flower Show Opens In Gotham

NEW YORK (AP)—The 41st International Flower Show—four acres of beauty and educational exhibits on horticulture—is on at the New York Coliseum.

The show, which opened yesterday, will run through Saturday.

"The World is Your Garden" is the theme of this year's show. Among the features are plants from all parts of the world.

As usual, there are spring gardens, with running brooks, trees and masses of flowers.

It might have been a "hep" end.

About 800 record-spinners attended, and a few of their bosses.

A handful of teen-age rock 'n' rollers did try—in vain—to get inside the convention hotel to see the many recording artists who met with the deejays. If they had managed to tune in on the discussions of the disc jockeys, they probably would have been flabbergasted.

The disc jockeys looked and acted like junior executives, eager to swap shop talk. It was strictly a tie-and-suit session. There were no loud shirts, ducktail haircuts or sideburns. The only beard was sported by Bob McGavin of CK-WX, Vancouver, B.C. McGavin explained he sprouted it for a centennial celebration.

One characteristic marked them all at their first national get-together. They were good listeners.

Several suggested less talk and more music on the air.

Perhaps they acted like businessmen because many of them fit rather neatly into that category. They range from obscure \$50-per-week "record players" to \$350,000-a-year "personalities."

All seats were taken at most of the panel discussions. They generally were serious. Few promotion gimmicks. No jive talk.

The disc jockey was referred to in speeches as a salesman—of his products, his station, of music—of himself. He also was pictured as an entertainer.

No one suggested the disc jockey need to be a "character."

They carefully explored music trends, trade paper music surveys and the deejay's responsibility to his audience.

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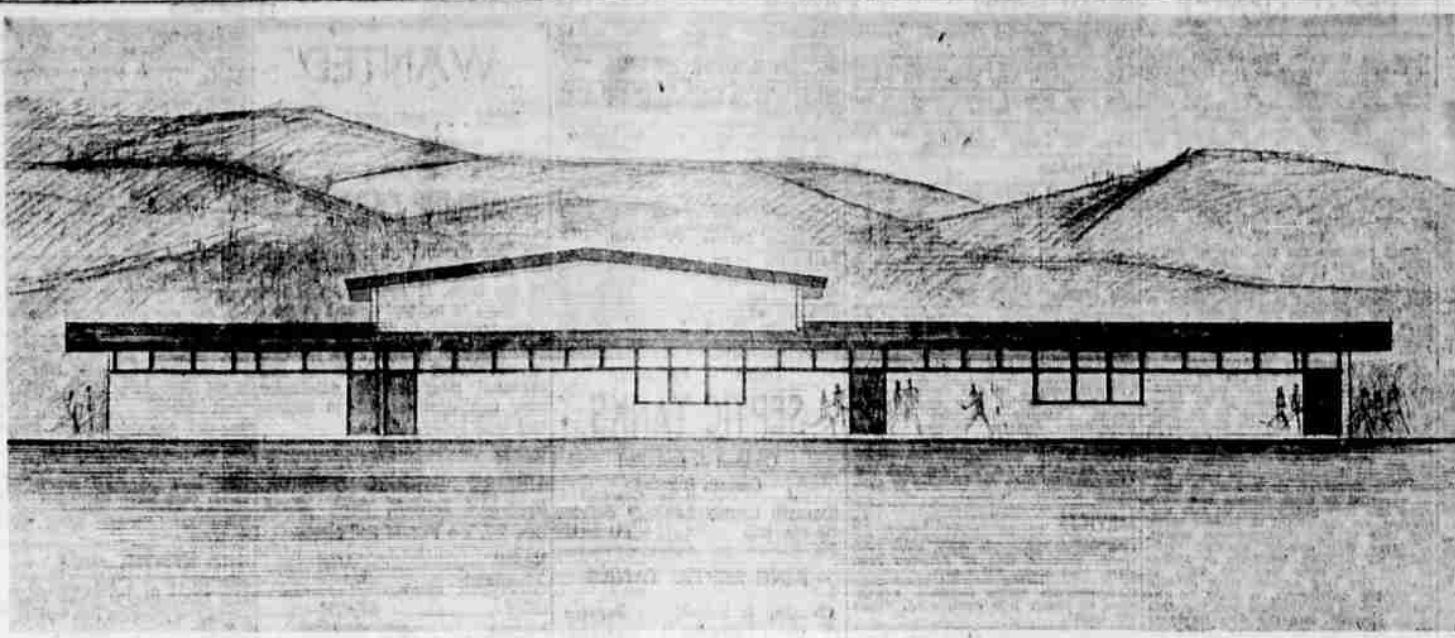
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INCLUDED IN THE BUILDING program study being conducted by the Klamath Union High School Board is this architect's conception of the projected new field house near Modoc Field. The elevated portion of the building is the present natatorium facing Spring Street. The left wing addition would include shower and locker facilities to accommodate girls' classes of 50, and the right hand portions would provide lockers and shower facilities for boys' classes of 90. The boys' portion would also include storage rooms for athletic equipment and the required office space for physical education personnel. The projected structure would also include a filtering system for the pool to classify it as a Class A pool. The building would be of concrete block, would occupy 8,369 square feet, and could be constructed at an estimated cost ranging between \$110,000 and \$120,000.

School officials point out that in addition to providing expanded locker and shower facilities, which are not available in the existing field house, the new structure would permit razing of the outmoded field house and thereby greatly expanding the athletic field area for gym classes and school sports programs. The school and budget boards have not indicated whether the project will be undertaken in the immediate future, but are studying the possibility of using some of the serial levy building funds for the field house if it proves that forthcoming funds will not be sufficient for adding the auditorium to the south wing addition at the high school. Plans for a field house have been prepared by the architectural firm of Morrison and Howard.

**NO PLACE TO HIDE**  
ELIZABETH CITY, N.C. (UP)—Revenooers say their own air force here is paying off. Federal alcohol tax unit agents took to the air in helicopters and found eight bootleg distilleries in two days.

# Deejays Stick To Business At National Convention

KANSAS CITY (AP)—It's strictly teen-ager talking if he had been able to get inside the first national convention of radio disc jockeys, held in Kansas City over the week-

end. About 800 record-spinners attended, and a few of their bosses. A handful of teen-age rock 'n' rollers did try—in vain—to get inside the convention hotel to see the many recording artists who met with the deejays. If they had managed to tune in on the discussions of the disc jockeys, they probably would have been flabbergasted.

The disc jockeys looked and acted like junior executives, eager to swap shop talk. It was strictly a tie-and-suit session. There were no loud shirts, ducktail haircuts or sideburns. The only beard was sported by Bob McGavin of CK-WX, Vancouver, B.C. McGavin explained he sprouted it for a centennial celebration.

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**SEARCH ABANDONED**  
NAPLES, Italy (UP)—The hunt for a missing U.S. Navy jet plane from the aircraft carrier Saratoga was abandoned Sunday night. Four ships scoured the Mediterranean for two days without finding a trace of the plane. The pilot's name has not yet been released.

# LEGAL NOTICE

**NOTICE OF STREET VACATION**  
NOTICE IS HEREBY GIVEN that the Common Council of the City of Klamath Falls, Oregon, at its regular meeting March 3, 1958, adopted a resolution, declaring on its own investigation and initiation, its intention to vacate that part of an alley, described as follows:

The alley between Block 48 Hillside Addition and Block 15 Dixon Addition in Klamath Falls, Oregon, extending west from the westerly line of Hillside Avenue to a line from the Northwest corner of Lot 3, Block 15 said Dixon Addition to the Southwest corner of Lot 8, Block 48 said Hillside Addition, except easement right-of-way for sewer lines, telephone lines and other utility lines as presently located, which are hereby reserved to the respective owners thereof.

That at a regular meeting of said Common Council to be held on the 14th day of April, 1958, at the hour of 7:30 o'clock P.M. thereof, in the Council Room of the City of said City, a public hearing will be held on said matter, at which any objections or remonstrances which may be made in writing and filed with the Police Judge of said City will be heard. Public will be invited, and at which the public may be heard.

Given under order of the Common Council of Klamath Falls, Oregon.  
Done this 10th day of March, 1958.  
FRANK A. BLASCHKE, Mayor  
Police Judge, City of Klamath Falls, Oregon  
No. 82, Mar. 17, 24, 31.

**NOTICE TO CREDITORS**  
NOTICE IS HEREBY GIVEN that the undersigned Olinda Florice Goddard has been, by an order of the Court of the County of Klamath, Oregon, appointed Executrix of the Last Will and Testament of the estate of Benjamin Jacob Goddard, aka Ben J. Goddard, aka B. J. Goddard, deceased, and that Letters Testamentary have been issued to her. All persons having claims against said estate are hereby notified to present the same, duly verified and with proper vouchers, to the undersigned at the office of Maxwell & Goddard, First Federal Savings & Loan Building, Klamath Falls, Oregon, within six months from the date of the first publication of this notice, which is on the 10th day of March, 1958. OLINDA FLORICE GODDARD, Executrix of the Last Will and Testament and of the Estate of Benjamin Jacob Goddard, deceased.

**MAXWELL & GODDARD**  
Attorneys for Executrix  
No. 95, Mar. 10, 17, 24, 31.

**NOTICE OF DATE OF FINAL SETTLEMENT**  
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR KLAMATH COUNTY  
IN THE MATTER OF THE ESTATE OF OLIVER C. KINNEY, Deceased.  
Notice is hereby given that I have filed my final account of the administration of the above entitled estate and that the Court has appointed April 8, 1958, at 10 A.M. as the time for hearing objections to such account and the settlement thereof. Oliver C. Kinney, Executor  
Ganong & Ganong, Attorneys for Executor  
No. 96, Mar. 10, 17, 24, 31.

**NOTICE OF PUBLIC SALE OF ESTATES**  
To Whom It May Concern:  
Notice hereby is given that on the 18th day of March, 1958, the Klamath Stockman's Comm. Co. describe place of sale a public sale will be held at which certain real estate and certain personal property will be sold to the highest bidder. If not claimed by the true owner prior to said date, the aforesaid animals are described as follows:

(Describe by sex, weight, etc.)  
1 Hereford Steer, 2 yr. old, 850 lbs.  
Branded "K" on the left side of the hip, also has open hat on edge on L. Rib. Banded overbit in R. ear "W" on the left side of the head.  
The true owner of the above-described animals may reclaim and take possession of the same prior to the date of sale by establishing to the satisfaction of the undersigned that he is the true owner thereof and by paying the costs of the publication of this notice and other reasonable cost of feed and care prior to the sale, the cost of transportation of the animal to the place of sale and other costs incurred by the Department including the time and mileage of its employees. Any person having claim to said stray animals may give notice thereof to the undersigned at Klamath Falls, Oregon.  
Livestock Officer  
State Department of Agriculture  
No. 97, Mar. 10, 17.

**NOTICE OF ELECTION AND ANNUAL MEETING**  
Notice is hereby given that the Board of Supervisors of the Laneville Valley Soil Conservation District have set Friday, the 14th day of March, 1958, at 6:30 p.m. in the Lorella Hall as the time and place for holding the annual election for the purpose of electing two supervisors for 4-year terms and one supervisor for one-year term to succeed the expired terms of Walter Smith (one-year), and Frank Shenando and Louis Randall (4-year terms), and for the further purpose of holding the annual meeting.  
Dated this 26th day of February, 1958.  
William J. Burnett  
Secretary  
No. 88, March 3, 10.

**NOTICE OF DATE OF FINAL SETTLEMENT**  
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR KLAMATH COUNTY  
IN THE MATTER OF THE ESTATE OF WILLIAM GOULDIN, Deceased.  
Notice is hereby given that I have filed my final account of the administration of the above entitled estate and that the Court has appointed March 19, 1958, at 10 A.M. as the time for hearing objections to such final account and the settlement thereof.  
Viola Gouldin, Executrix  
Ganong & Ganong, Attorneys for Executrix  
No. 87, Feb. 17, 24, March 3, 10.

# LEGAL NOTICE

KLAMATH COUNTY UNITED FUND  
Figures from the January 13, 1958  
Audit made by Kenneth Lambie & Co.  
Certified Public Accountants

1958 DRIVE

Cash receipts deposited	\$ 78,068.02
Pledges receivable at 1-13-58	49,695.26
Total 1958 Drive	\$127,763.28

# 1957 COLLECTIONS AND DISBURSEMENTS

Receipts:	
Subscriptions collected	\$117,098.00
Interest earned	375.00
Total receipts	\$117,473.33

Disbursements to agencies	
Boy Scouts	\$13,421.41
Camp Fire Girls	10,391.96
Girl Scouts	8,741.99
Salvation Army	11,861.63
Y.M.C.A.	13,216.60
Allergic Diseases	170.66
Cancer Society	4,130.06
Arthritis and Rheumatism Fund	756.10
Oregon Heart Society	1,999.35
Oregon Chest	13,532.07
American Red Cross	25,211.97
United Fund—operating fund	14,018.97

Total disbursements to agencies	117,451.77
Remainder to be transferred to 1958 drive fund	\$ 22.06

This full audit is on file at the County Clerk's Office and is reprinted in the United Fund annual report available at 1401 Esplanade.

**Newspapers Led All Media in 1956 With Record-Shattering Ad Volume**

**Ad Spending Up in 1955; Daily Newspapers Again Receive Largest Share!**

**Bulk of Ad Dollars Goes To Dailies**

**More \$ in Newspapers Than Any Other Medium**

**NEWSPAPERS TOP ALL OTHER ADVERTISING MEDIA DURING 1957**

NEWSPAPERS	\$3,325,000,000
TELEVISION	1,315,000,000
MAGAZINES	830,000,000
RADIO	648,000,000
OUTDOOR	204,000,000

# SAME STORY... NEW HEADLINE!

Year after year, as the report comes in, the same story is filed for the record. Advertisers continue to exhibit their confidence in the power of newspaper advertising by placing the bulk of advertising dollars in newspapers.

According to the McCann-Erickson, Inc.-Printers' Ink Preliminary Estimates of Advertising Expenditures for 1957, advertisers spent a record \$10,432,000,000 in all forms of media. Of this total, by far the largest share was again

invested in daily newspaper advertising—\$3,325,000,000.

Advertisers turn to the daily newspaper because it gives the best buy for the money. Take a hard look at your advertising budget. Is the major share going into deep-penetrating, more resultful newspaper advertising? If so, you're on your way to more sales per advertising dollar.

All business is local... and so are all newspapers.

# Herald and News

Published in the interest of more effective advertising by

**ECHANDI TO U.S.**  
WASHINGTON (UP)— President-elect Mario Echandi of Costa Rica has accepted an invitation from President Eisenhower to visit Washington later this month. The White House and the Costa Rican foreign ministry are still working on final details for a three-day visit, possibly beginning March 17, authoritative sources said.