

The Herald and News

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Lazy Business

By HAL BOYLE
NEW YORK (AP)—America has a 500-million-dollar annual industry built on laziness.
It is the greeting card industry. "It depends completely on the fact people are naturally lazy," said William D. Harris, "and that's why the business is going to last."
"People are going to get lazier and lazier. The greeting card appeals to this flaw in the human race. It saves them the trouble of sitting down and writing a note."
Bill, 41, slender, dark-eyed and energetic, is one of the brighter minds in the rapidly changing industry, and helped pioneer the humorous greeting card.

After his release from the Air Force in 1946, he invested all his \$3,000 savings in a small greeting card firm. In a dozen years he built it to an annual volume of a million dollars.
"When I started," he recalled, "funny cards accounted only for about one per cent of the business. Mostly it was all hearts and flowers, ribbons and bows, satin and lace. Today 60 per cent of all cards are humorous."
Writing a hit greeting card is about as difficult as turning out a hit song.

Harris puts out some 200 new cards each year. He sits through tens of thousands of contributed suggestions — "everybody in the country now seems to be writing greeting cards"—but buys only about 25. The other 175 he turns out himself, which makes him one of the most productive men in the industry.

Harris, son of Harry Harris, an old-time vaudeville performer, is an action man when it comes to humor. He has cards that pop, jump, wiggle, smoke and say "Merry Christmas."
Although birthday cards are the best sellers, followed by Christmas and get-well cards, the fastest growing specialty in the field today is the "slam card."

"I resisted the trend for some time, because I didn't really believe people wanted to send that kind of card," said Harris. "But they do. They're going over stronger all the time."
"One of our biggest sellers at Valentine time is a card that simply says, 'Drop Dead.'"

There is also a big market for the "peacemaker card."
Example: A card saying "Forgive me," which when opened adds "I lost my head." It shows a man holding his head under one arm.

"There is now a specialty card for practically any occasion you can name," said Harris. "There's even a card to send to someone who owes you money."
The greeting card industry is one of the few that doesn't worry about bad times.

"It's a depression-proof business," said Harris happily. "If times get tough, instead of sending each other gifts, people will exchange 10-cent greeting cards."

Big Fire

SALEM — It was 25 years ago this month that the first Tillamook fire broke out in Gales Creek Canyon in northwestern Oregon.
Ten days after it started the fire "blew up" and what had been a 40,000 acre fire developed into a conflagration that destroyed 250,000 acres and killed 12 billion board feet of timber.

On the morning of the fire the sun was clear and hot and an east wind swept across the valley and into the slopes of the Coast Range.
Foresters had been urging loggers to close down their operations but there was then no law to force such closures. Up in Gales Creek Canyon, 15 miles out of Forest Grove, a logger had a single log to bring in before closing.

As the huge Douglas fir ground its way to the landing the spark occurred. The fire call went out, but before loggers could get their tools in the fire had carried to the top of a tall snag nearby. The east wind caught burning debris and carried it half a mile across the canyon into dry slashings.

The fire literally exploded. It flamed through the tops of trees with a roar that could be heard down in the valley.

Firefighters were called from fields, forests and cities. With about 1,000 men they fought the blaze for 10 days. The Tillamook fire then broke out on its west side along a 15-mile front, uprooting trees, twisting them off and cracking cliffs with the terrific heat.

The break-out caused charred needles, ashes and cinders to fall in cities along the Pacific Coast. The east wind died down and fog rolled in, but the fire had spread from 40,000 acres to 257,000 acres in just 20 hours and Oregon fought one of the historic fires of modern

times. But the 1933 fire was not the end of the tragedy. In 1939 another logger was careless and a second fire covered some 200,000 acres. Again in 1945, 190,000 acres was burned.

The State Legislature met the challenge in 1949 and furnished money to rehabilitate the Tillamook area.
Since then 25 million trees have been planted on 31,000 acres of forest land, 57,336 acres have been aerially seeded, 771,892 snags felled and 140 miles of fire breaks constructed.
The State Forestry Department now sees in the area the promise of future forests, future industry and future recreational facilities for Oregon.

Mrs. Nasser

By PAT HERMAN
United Press International
Tahia Nasser is as unknown to the world as her husband is known. Tahia Nasser is the wife of Abdel Gamal Nasser, who strides the Arab world like a colossus. Mrs. Nasser may be the first lady of the United Arab Republic, but she is virtually unknown to the world beyond the Nile, hidden beneath the shadow of this colossus.

She has remained so completely behind the scenes that one high Egyptian official said not long ago he was surprised to learn of her existence. In fact, her recent visit with Nasser to Yugoslavia was his first journey outside Egypt.
During an interview two years ago, the first she ever gave to a Western correspondent, the plump, dark-haired lady entertained in the magnificent throne room of the palace that once belonged to deposed King Farouk.

She admitted that she did not feel at home in the palace.
"She explained that their home in the Abbasiya military barracks, where they have lived since Nasser reassumed power, was being redecorated."
In the meantime the Nassers were living in the presidential palace.

The shy, soft-spoken woman offered to show the correspondent the house, but Nasser vetoed the suggestion. He insisted that in the Moslem tradition his wife should remain in the background.
According to a friend who has known the Nassers since 1944, "Tahia likes it that way."
"She prefers cooking and sewing to public life," said the friend. "She is devoted to her five children."

Tahia wanted her husband to take her on an earlier visit to Yugoslavia but it was decided otherwise.
Mrs. Nasser dresses simply. Her usual makeup is lipstick and her only jewelry a simple gold wedding band. Every time she refers to her husband, her deep-set eyes light up.

Tahia's simple, almost childlike faith in the man who now rules the UAR goes back to the early days of their marriage.
One of Nasser's close associates recalls a morning in pre-revolutionary days when Tahia, unaware of her husband's attempt to overthrow the Farouk regime, found a box of hand grenades hidden underneath their bed.

She admitted later that she was terrified but that she would never tell him that she knew, said the friend. "Part of it was fear and part of it was the faith that her husband could do no wrong."

Inflation Threat

By WALTER BREEDER JR.
NEW YORK (AP)—The government flashed a "stop inflation" warning this week as business indicators pointed higher.
Roth says that imported delicacies account for about two-thirds of the total specialty food market. He cites annual imports

The signal was an increase in the Federal Reserve discount rate—the first since the recession started. It triggered a selling wave on the New York Stock Exchange.

By and of itself, the action seemed unlikely to have any immediate effect on your paycheck, your job prospects or your living costs.

But it did give a tipoff on how the government's top monetary planners—the men who control the nation's money supply—think the economic winds are blowing.
In the view of the Federal Reserve Board, inflation is now a greater danger than recession. Higher prices and cheaper dollars are a bigger menace than unemployment. Therefore, in the thinking of these men, a gentle tug on the reins is called for.

The move accompanied fresh signs the economy is pulling out of its slump.

Home building activity in July bounced up to its highest level in 18 months. Personal income of Americans in July set an all-time record. The Federal Reserve Board's index of industrial production for July showed a gain of two percentage points over June. Auto sales in the first 10 days of August took an encouraging upturn.

Arthur O. Dietz, president of C. I. T. Financial Corp., said consumers are paying off their installment indebtedness at the rate of 113 million dollars a day, or 4½ million dollars an hour. He predicted an upsurge in installment buying in the months ahead, with a resultant spurt in industrial production.

The rise in the Federal Reserve discount rate was interpreted by many as a return to the "tight money" policy of 1952 and early 1957.
The increase—from 1½ to 2 per cent—was confined to only one of the 12 Federal Reserve banks, the one in San Francisco.
A nationwide hike in the discount rate—the interest charged by the Federal Reserve on loans to commercial banks—could curb inflation in several ways. It could exert upward pressure on general interest rates—the interest you pay when you buy a car on time, get a mortgage on your house, or borrow money for your business.

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Fancy Foods

By SAM DAWSON
AP Business News Analyst
NEW YORK (AP)—America's taste for fancy food hasn't let the recession get in its way. Importers of foreign delicacies and domestic producers of specialties say that business today is booming.
They credit record sales volume to two trends: 1. Increasing numbers of Americans go abroad each year and discover new foods like; 2. Entertaining at home also is on the increase and this usually calls for something special for the guests, whether it originates abroad or in the United States.

Harold Roth, president of the National Assn. for the Specialty Food Trade, estimates that sales here on the specialty food industry, foreign and domestic, will hit a new peak this year in excess of 70 million dollars wholesale. Last year's sales came to 60 million, up 15 million from the previous million in 1952.
This is only a trifling part of the 75 billion dollars or more Americans spend at the grocery each year but it's one of the fastest growing items on the market list.

Roth says that imported delicacies account for about two-thirds of the total specialty food market. He cites annual imports

Pogo



of 50½ million pounds of foreign made cheese, nearly half a million pounds of breadsticks from Italy, not to mention the caviar, truffles, pate de foie gras, fillets of wild boar, canned snails, smoked roussels and prepared pigeons, grouse and partridge.

This nation's production of gourmet foods is growing also. In all parts of the nation are flourishing small businesses using either treasured home recipes or a traditional regional dish.

Store sales of fancy foods are fairly even over the year but pick up noticeably at Christmas time. Food processors of late have taken advantage of this by offering various combinations in Yuletide boxes. This practice has had such success that General Foods, as only one example, will expand its line this fall. Its gourmet foods division plans to add several new items and several new packaged combinations.

In many U.S. cities in the land the plain consumer can find most of gourmet products on sale. For just one example: In a small section of New York the gourmet can pick up fresh land snails from French Morocco, Yemen coffee, Greek feta (fresh cheese made from sheep's milk), pickled wild onions, sesame-coated breadsticks from Italy, camomile flowers—valued as a spice, some 200 kinds of Italian pasta products, and prosciutto bones from Italian pork for flavoring soups.

Babe Ruth

Seattle (To the Editor)—The Washington State Champion Babe Ruth Baseball Team would like to express our deep appreciation and thanks to the merchants and people of Klamath Falls for giving us such a good time and making our trip a very enjoyable one. It is an event which the team members are long to remember.

Tug A. Morgan, George Love, coach, Robert Angel, manager, Mrs. Robert Angel, secretary-treasurer, Parent Rousing Section

Athens Report

Sacramento (To the Editor)—A report from Athens on this desk says: Famed Mount Olympus and Mount Parnassus, both soon may become national parks. Above are objectives of the Greek Society for the Protection of Nature.

Thus further expands overseas U.S.A.'s national parks' concept. The idea really originated in 1832, Arkansas' Hot Springs then nationally was set aside. Real national park status, however, did not come until Yellowstone was created in 1872. The national park idea then really took form. Yosemite and Sequoia, (both 1890), accelerated the growth.

It was not until the Woodrow Wilson presidency, however, that creating a national parks chain really commenced. The first director, the late Stephen Mather, poured his borax millions into "pump-priming." He had to educate Congress. Ere long he was to have the opposition of a Manhattan group that hoped to profit by leasing Yosemite for a super-casino. It was a desperate struggle.

U.S.A.'s national park concept has spread to even Ceylon, Belgian Congo, Mozambique. On this desk from Bahamas' proposed Skindiver National Park plan for undersea camera enthusiasts.

The danger of U.S.A.'s national parks from profit-hungry, ruthless exploiters, nevertheless, probably always will exist.

C. M. Goethe

Quotes

United Press International
ST. LOUIS — The U. S. Court of Appeals, in reversing a lower court order which would have postponed racial integration of schools in Little Rock, Ark., until 1961:

"The time has not yet come in these United States when an order of a federal court must be whittled away, watered down, or shamefully withdrawn in the face of violence and unlawful acts of individual citizens and opposition thereto."

NEW YORK — Secretary of State John Foster Dulles, defending collective security pacts binding the United States with other nations:
"There are, I know, some who feel that it is reckless for the United States to identify our own peace with the peace and security of others. History teaches us that not to do so would be reckless. It would be to invite a series of aggressions which at first might seem tolerable to us, but which would become intolerable. War would inevitably result."



Slaying Case Inquest Set

MACON, Ga. (AP)—An inquest will be held today to determine whether a deaf mute killed himself or was shot to death at a roadblock by officers seeking him in the slaying of a 7-year-old girl.

Parram Youngblood, a 32-year-old itinerant peddler from Toombsboro, Ga., died in a blaze of gunfire yesterday when he slammed on the brakes of a stolen station wagon at the roadblock on a bridge near here and fired at officers.

It was first assumed Youngblood was killed by an officer's bullet. But Coroner Lester H. Chapman said last night evidence indicated Youngblood shot himself.

Chapman said he found powder burns on skull bones behind Youngblood's right ear, indicating the fatal shot was fired at close range. He ordered the inquest.

The gun battle climaxed a mammoth manhunt for Youngblood, who was charged with kidnapping 7-year-old Margie Jones of Melvin, Ky., Saturday night.

The girl's body was found yesterday in a field. She had been shot twice in the back with a rifle and apparently had been beaten on the head and choked. She had not been raped.

Sheriff George Hatcher of Wilkinson County said the Jones family had been visiting Youngblood and his mother at their home near Toombsboro.

Youngblood was supposed to have taken Margie and three half-sisters to a drive-in movie Saturday night. Instead, the sheriff said he drove around for several hours and then forced the three half-sisters from the car and went off with Margie.

Truman Aide Medal Okayed

WASHINGTON (UPI)—The House without debate gave its permission Monday for Maj. Gen. Harry H. Vaughan, military aide to former President Truman, to wear a medal from former Argentine dictator Juan Peron.

The award list, which included 328 other retired government personnel, had been held up by Congress since 1949 because it included Vaughan's name.
The bill now goes back to the Senate for acceptance of House amendments.

The fuss over Vaughan's medal started in 1949 when newspaper columnist Drew Pearson suggested Vaughan should be fired for accepting the Order of General San Martin from Peron. Truman reported that no "s-o-b" would tell him how to run his office.

This fanned a controversy which was enough to block consideration of all medals by the House because Vaughan's name was on the list.
The Constitution requires Congress to give its consent before a government official may accept any "present, emolument, office or title" from a foreign state.

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Way Of Virtually Knocking Out Breast Cancer Viewed

ABOARD SS MATSONIA (AP)—A way of virtually knocking out breast cancer as a cause of death has become a possibility in the not distant future even though no blanket cure is in sight.

The idea is based on the simple arithmetic of breast cancer fatalities and consideration of what surgery can do. It postulates that women past the child-bearing age would free themselves of the danger of breast carcinoma by having the milk glands removed from their breasts even though there is no indication of malignancy.

This would mean extraction of about half the bulk of the tissues within the breasts, but not the removal or destruction of the breasts themselves. It also would serve as a start toward reshaping breasts for aesthetic reasons.

A surgeon who neither approved nor disapproved the idea brought it to light yesterday in discussing the future of medicine before a group of about 50 doctors from all over the United States.

He is Clarence Berne, professor of surgery at the University of Southern California Medical School. His talk was part of a unique medical refresher course conducted by USC aboard this liner en route to Los Angeles from Honolulu.

Lad Will Think Twice About Elevator Rides

GULFPORT, Miss. (UPI)—Eleven-year-old Craig Jones probably will think twice in the future before trying a solo flight in an elevator—and then undoubtedly will decide against it.

Craig sneaked into an office building elevator Monday, anxious to rise in the world. Alone, he pushed the operating button. But then he had qualms about his trip and tried to jump out before the doors closed.

He got past the inside door, but the outside door slammed in his face. He managed to clutch the outside door, where he remained clinging terrified for 15 minutes while the self-operated elevator soared past him.

Firemen finally rescued him unhurt.

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Four Killed As Jet Falls

MYRTLE BEACH, S.C. (AP)—A low-flying Air Force jet trainer with an engine flameout pin-wheeled on one wing off a fishing pier construction building and crashed into a row of parked autos yesterday. Four persons were killed, three seriously injured.

The crash scene was less than a mile from a Myrtle Beach Air Force Base runway.
The bodies of a man and two children found in one of the cars were burned beyond immediate recognition. The auto bore an Indiana license plate registered in the name of Louis H. Snider, 45, New Albany, Ind.

Officers said New Albany relatives reported they believed the vacationing Snider was in the car with his two sons, David, 9, and Freddie, 7.

The relatives said Snider's wife Mary, 45, and two daughters, Marilyn, 17, and Hope, 13, also were in the vacation party.
Only one of the dead, concessionaire L. J. MacKey, could be identified immediately.

Injured were J.R. Martin, who helped operate the concession stand, and the plane's pilots, Capt. Wallace B. McCafferty, San Bernardino, Calif., and Capt. William J. Sizman Jr., Waukegan, Ill. The pilots were taken to the Charleston Air Force Base Hospital for treatment of extensive burns.

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