

Publicity Need Cited By F&G Department

SACRAMENTO (UPI) — The Fish and Game Department could well take a page from Webster's dictionary on its big game enforcement and regulations.

And, according to an investigation by Booz, Allen and Hamilton, San Francisco management firm, the department should circle the definition of the word "publicity."

"Information with a news value, designed to advance the interests of a place, person, cause or institution, usually appearing in public print," is Webster's idea of publicity.

The firm's 600-page report of its investigation into policies and programs of the Fish and Game Department indicates a little advance publicity of the right kind might have helped the department a lot back in 1956.

THE DOE SLAUGHTER

That was the year the department decided to go all out in either-sex deer hunting. And it wound up as a case of public opinion, to quote from the report, "preventing the department and commission from carrying out (sound management objectives)."

"The so-called 'doe slaughter' hunting season of 1956 was an error in administrative judgment, for although it did no real harm to any deer herd, it did cause some undesirable hunter concentrations and it heaped criticism on a program that had received only qualified acceptance by the public," says the report.

"This resulted in considerable lack of confidence in the department's game program and brought on the passage of more restrictive laws by the Legislature," it continued. These laws include one to give county supervisors the veto right on either-sex hunts — a right which has already been exercised.

LACK OF CONFIDENCE

On the veto right, the report had this to say:

"Such delegation of powers is not recommended procedure. It is an indication of lack of confidence in the department and commission. Full regulatory authority should . . . be restored to the commission as soon as public confidence in the deer management program is restored."

Concerning other game hunting, these recommendations were made by the consulting firm:

1. Abolish the remaining lion hunter positions and simplify the cougar bounty administration by reducing the female bounty to \$50, the bounty now set for males.
2. Cooperate financially with the U. S. Fish and Wildlife Service coyote control program, don't try to go it alone.
3. Harvest elk from northwestern herds.
4. Hold controlled hunts on antelope.
5. Inform the public of the hunting opportunities for cottontail rabbits, jack rabbits and squirrels.



(Continued from page 1B)

backboard with care. In hopes a few spectators soon would be there.

The players were nestled all snug in their beds. While visions of stardom danced through their heads. The coach and assistant, in a terrible fright, Had just settled down to the championship fight.

When out on the campus there arose such a clatter, They shunted their worries to see what was the matter.

Away to the telephone they flew like a flash, To ask what had happened to make such a crash.

The darkhorse contenders were on their way there, Determined to win with ten points to spare.

But when coach and assistants arose the next day, They read the news—and what did it say?

"Rivals not so tough," the story, it said,

"The Beavers are the ones you'll have to dread!" And then on the court, the coaches they heard. The fast-breaking gallop of the thundering Duck herd.

The coach gave a wink, and with the nod of his head, Soon the fans knew they had nothing to dread. He spoke nary a word as he worked with a grin. He had a great team and sent them to win.

He worked with his team many an hour.

And when the time came, the Ducks were a power. But we heard 'em exclaim ere the goal was in sight.

"Basketball is the game, and to football—goodnight!"

Strite has dedicated the above poetic piece to Steve Beiko's University of Oregon Webfoots as they embark upon the 1959 Pacific Coast Conference basketball season. The final official PCC cage schedule is at now stands.

From all of us, to all of you: Merry Christmas and the best of greetings for the coming new year.

Baltimore Tabbed NFL Pick

NEW YORK (AP)—The Baltimore Colts were made a 3½ point favorite to defeat New York for the National Football League championship next Sunday and Giant Coach Jim Lee Howell thinks the odds should be higher.

"The Colts are the best team in the league," Howell said. "They certainly are better than Cleveland and I expect a much tougher battle from the Colts than we got in any of the games with the Browns."

Howell may have been talking for effect. Big Jim's biggest worry is the fear of a letdown on the part of his squad which battled through five "must" games in succession to the Eastern Conference title.

"The Colts have a lot of power," Howell said, "and they are backed by a tremendous line. You can't do the things against them that you can do against the Browns."

"We learned that if you can stop Jimmy Brown and Ray Renfro, you can pretty well bottle up the Browns' attack. But the Colts have a bunch of great backs like Lenny Moore, Johnny Unitas, Alan Ameche and L. G. Dupre. Ameche may not be a Brown but he can get you that first down and he is a good blocker and pass receiver. And how that Moore and Dupre can run. Unitas, besides being a great passer, is a good runner."

KU Matmen Collect Wins

The Klamath Union varsity wrestling team rolled up an impressive 88 points to 26 for their assorted enemies on a two day swing through the Willamette Valley last weekend during which they notched decisive victories over Springfield, Lebanon and South Eugene.

The Pel musclebenders, headed by coach Delance Duncan, dropped Springfield 37-8 on Friday, swarmed over Lebanon 30-13 and then were 21-5 up on the OSAA blew the whistle for a South Eugene suspension. Action was halted in the middle of a bout when the official notice arrived.

"The boys demonstrated a caliber of wrestling that indicates some good state tournament hopes — if they continue," commented coach Duncan, noting that his varsity had collected 22 wins, 3 draws and only six losses in the two day stint.

The junior varsity, in preliminary bouts at each of the three steps, amassed 114 points to 19 for the foe, in winning 23, losing in five matches and gaining a draw in another.

Lyle McFarland 120 pounds and Larry Bender, 127, topped the squad with three wins and no losses while Bill O'Neil, 145, Larry Alexander, 154, Dave McCabe, 175 and heavyweight John Hancock each notched two victories with no defeats. Milo Crumrine, 95 pounds, and Ray Johnson at 133 picked up two wins and one loss each.

Herb Elliott Named As AP Man of Year

MELBOURNE, Australia (AP)—Australia's Herb Elliott, mile marvel of the age, has one driving ambition — that is to be the best marathon runner in the world.

"Speed is a gift," the phenomenal 20-year-old running machine said today. "Endurance is an achievement."

The sinewy, sharp-featured track wizard discussed his athletic philosophy in soft casual tones after being advised that he had been named The Associated Press Male Athlete of the Year.

He is the first athlete outside the United States to win the honor which is voted by American sports writers and broadcasters since Gunder Haegg of Sweden, another great distance runner, topped the voting in 1943.

Elliott won by a solid margin

over Jimmy Brown, the rushing star of the pro football Cleveland Browns, and Bob Turley, the pitching star of the New York Yankees and World Series hero. The Australian received 67 first place votes out of a total of 206 and 236 points. Points were counted on a basis of three for first place two for second and one for third.

Brown had 39 first placers and 172 points. Turley collected 35 points. Rafer Johnson, decathlon world record holder from Kingsburg, Calif., was fourth with 32; Johnny Unitas, passing quarterback of the pro football Baltimore Colts, fifth, 23, and Ernie Banks, of the Chicago Cubs, the National League's Most Valuable Player, sixth with 22.

Elliott during the past year ran 10 miles under 4 minutes and set a world mile record of 3:54.5 and a 1500 meter record of 3:36.

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FROM EACH OF US IN THE KLAMATH COUNTY LIFE UNDERWRITER'S ASSOCIATION COMES THE WISH THAT 1958 HAS BEEN A GOOD YEAR TO EACH OF YOU AND THAT 1959 WILL BE EVEN BETTER . . . DURING THIS HOLIDAY SEASON WE SINCERELY HOPE THAT EACH OF YOU ENJOYS A FEELING OF HAPPINESS AND CONTENTMENT ASSOCIATED WITH THE SPIRIT OF REAL CHRISTMAS.



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