

The Herald and News

FRANK JENKINS
Editor
BILL JENKINS
Managing Editor
FLOYD WYNNE
City Editor
MAURICE MILLER
Circulation Mgr.
Ph. TU 4-4732

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Letter

By BILL JENKINS

A letter in the mail this morning from Bill and Virginia Taylor of Chemung, at the time of writing they were in the warm and wonderful city of New Orleans, en route home from a Washington, D.C., meeting of the NREA.

What had struck them was an editorial carried in the Florida Times-Union concerning Oregon.

The Taylors report that the February 11 meeting of the Oregon delegation of the co-op in the Chinese Room of the Mayflower Hotel there was the largest Oregon group ever to get together in the capital city. Seventy-nine persons attending, including Representative and Mrs. Morse and many co-op members from all over the state.

The editorial proved an interesting one and we reprint it here as it appeared on February 14 in the Florida Times-Union.

Exactly 100 years ago today, the state of Oregon was admitted to the federal Union, a fact that will be noted by the issuance of a special centennial stamp today.

However, the close connection between the U.S. regions the greatest distance apart—the South and the Pacific Northwest—began years before February 14, 1859.

There even is a close historical parallel since a Spanish sailor is believed to have been the first European to have sighted the shores of Oregon. The connection was continued when a Southern President, Thomas Jefferson, sent Southerners Meriwether Lewis and William Clark to explore the region of the Columbia River. And, alas, it was the discovery of gold at Jacksonville, Oregon, in 1815 that swelled the population to the status-making statehood feasible!

Today, the spirit these regions have in common is of a slightly different nature. If any other area approaches that of Jacksonville in potential for increasing distributive services, it is the Pacific Northwest. If any other region approaches the South in possessing its own culture and character, it is the Pacific Northwest.

Like Jacksonville, the cities of Portland and Seattle have unusual opportunities as trade centers for large regions. However, while some 15 million persons live in the potential trade area of Jacksonville, only slightly over five million reside in the states of Oregon, Washington, Idaho and Montana. Nevertheless, the Pacific Northwest stands to benefit greatly from the development of Alaska for most commerce to the newest state will depart from its ports.

In comparison to Jacksonville, the situation would be about the same if all of Brazil suddenly was taken into the Union.

By far the most interesting analogy is that between cultural similarities of the two regions. No other section of the U.S. has developed the regional consciousness of the South but the Northwest approaches it to some degree. A regional pride is evident in Oregon similar to that found in the South. Residents often think in terms of the region rather than in terms of the state or city.

The outsider gets the feeling this pride is welded together by the attitude that Northwesterners have discovered a secret unknown to others. The South's culture is more stable, being grounded in long history and the memory of a common cause in war.

In spite of these differences, the strong analogy remains and the South should nurture it. The day might come when a political association will be formed upon this foundation.

Advertising

By FLORENCE JENKINS

There is considerable justification in the complaint against the television commercial which recommends the substitution of the advertised brand of rice for potatoes. That brand, incidentally, is a latecomer into the field of quick-cooking (or precooked) rice and the copywriter for the commercial was probably hard put to find something to say after at least two big companies have explained the advantages of quick rice without having to resort to farfetched comparisons.

Charles A. Sprague, editor and publisher of the Salem Statesman, editorialized at some length the aspersions cast on potatoes in the rice commercial, noting that a senator from Maine had inserted in the Congressional Record a letter from the United Fresh Fruit and Vegetable Association defending the potato.

Fortunately, we don't have to watch TV commercials. Newspapers have long had a "Truth in Advertising" code which effectively forestalls most of the odious comparisons which seem to be acceptable over the airwaves.

Herald And News Juvenile Policy

In the future, the Herald and News will follow the policy listed below in regard to the use of names of juveniles involved in criminal activity:

14 years of age and under:—Herald and News will publish names only when the crime is of such serious nature as to warrant it.

15 and over:—Herald and News will publish names of any juveniles involved in incidents of a serious nature, or incidents which result in severe property damage or bodily injury. Also, in this age group, the names of juveniles considered repeat offenders in other crimes of a lesser nature will also be published.

It is important that our readers understand that the actions and record of the juvenile officer and the juvenile court are closed to the press and the public by law and must remain secret. We have no access to such records.

If the juvenile court elects to send the offender into district court, then actions taken become a matter of record and are open to press and public. Information on cases handled by city and state police are available to the press.

For a number of years, this newspaper has operated under a policy of not using the names of any juveniles involved in criminal activity. After a considerable study, it has been decided that such a policy has not noticeably contributed to a decrease in juvenile crime.

The rising incidence of juvenile crime has made it imperative that this policy be changed for the good of the community.

It is hoped that such a change in policy with the attendant publicity will assist in the control and curbing of juvenile crime.

Magazine advertising over the years is interesting to look at, too. The devices move from one period to another with as much faddishness as women's styles. Remember when everything from fresh bakery bread to cosmetics had a blue-eyed bouncing baby in the magazine ad? Animals come and go, from the whole family of railroad cats and the silk thread kitten to the raging beast which exemplifies the power of the newest car. Among the least likely to succeed trend was the out-of-focus advertising.

We are now having the thinking man and the discerning or discriminating woman. The woman is suavely groomed and completely dressed the bathing beauty era has passed, thank heaven! and the reader is usually treated to a close-up of the face. The caption might read: "A discerning woman always chooses 'Goofer Feathers'." The product may be anything from a new kitchen stove to a burnt orange hair dye.

Of course, being discriminating or discerning has nothing to do with the choice. The woman reading the ad probably bought a new stove because her neighbor had one or because the salesman had such pretty brown eyes. If she didn't buy a new one, she either didn't need it or couldn't afford it. "Goofer Feathers" was probably too expensive, anyhow.

Also, how can one tell from the picture of a woman's face whether she is discriminating or not? Maybe that pained expression is caused from dieting or going without potatoes.

There are some ads you can tell all about, however. One in that category is the White Satin Sugar ad showing the picture of a golden cake with White Satin's Oregon birthday frosting. And there is no secret about it. The recipe is printed in the full page color newspaper ad. It is a good, honest recipe and the result is delicious. Oregon's own sugar chose a fine way to salute Oregon's Centennial. And White Satin Sugar has the confidence to stand on its own merits and let the product speak for itself.

Travel Notes

By NELSON REED

SAN JUAN, Puerto Rico, Feb. 14—San Juan is one of the fastest growing cities anywhere, thanks to "Operation Bootstrap," and a very capable governor, Munoz Marin.

"Bootstrap" is the inducement offered by the Puerto Rican Government to American industries of ten tax exempt years if they will come down here and build factories or establish businesses that will give employment to Puerto Ricans. It has really worked and is gradually changing the economy of the island from almost 100 per cent sugar cane agriculture to an industrially balanced one, with a big assist from the tourist business.

Around San Juan new buildings are going up everywhere, big expensive apartments, low cost housing developments, office buildings and small factories. On some of the earlier low cost apartments were noticed bronze plaques. "Built with funds set aside for that purpose by President Franklin D. Roosevelt."

Now we know that Puerto Ricans can't vote in presidential elections but we do feel hurt that no mention is ever made of our country's Most Forgotten Man, "Timid Tony the Taxpayer." It was your money and mine, dear reader, that built these housing developments. We would feel better about it if just once in a while Uncle said thanks.

There are still plenty of slum or blighted areas around San Juan and all over the island, shacks built out of old oil barrel tin or palm leaves, pitifully mean and miserable. Something is being done about it, too. Just yesterday we read in the local paper that Low Cost Housing Project No. 124, a 32-house "self help" community, had been christened at Camuy, bringing the total of such houses built in Puerto Rico to 5,443.

Thirty-two families built their homes there under the project at a cost of \$360 each, financed by a government loan which is paid back at \$2.54 a month after a \$20 down payment. This covers materials, transportation and supervision of the work, which was done by the residents themselves.

If the prices mentioned seem ridiculously cheap to our readers they must remember that these are very simple houses, just concrete shells with a roof over them. You might say, for in this climate most homes do not even have glass in the windows and of course no heating system and a very minimum of plumbing, if any. But compared to an oil barrel tin shack they are a castle.

Criticism
Klamath Falls (To the Editor)—You will probably recall that several weeks ago Councilman Walter Fleet went to quite a length to inform me that I had only four years, or thereabout on the Klamath Falls Police Department. That is right. I was not allowed to recite my other police background, and my time in and about law enforcement work and study of police science.

It was, I suppose, to show that I was unqualified to criticize the police department. I have never been critical of the police department. I was misquoted several times in the press and I always corrected it. I am and always have been critical of the way it

was operated from the council level. I have no ill feeling for any one of the councilmen or the mayor.

We requested the council for a headquarters force many years back and was refused. We were only policemen and were told so. But watch the quick change when the breeches of the fathers are to the blaze.

I don't need to tell you that so long as the department is without foot and motor patrolmen you are going to see trouble on Main Street. I saw it coming. That is why I started to study the situation. Panhandlers, bums, drunks, loiterers, possibly pushers, people running to the curb to avoid getting run down by cars, foul language. If Walter Fleet or any of the council and the mayor can show me how a man in a car on an on-and-off schedule can handle it properly and constantly and prove to me it is the best way I will support it, but until they do—well I will stick to the flat-foot way.

Mr. Fleet pointed out — very forcefully—that in December, 1958, there was a great increase of drunk arrests over December, 1957. He gave it almost triumphantly it seems. Did Mr. Fleet consider two of many things? Did he consider the fierce weather of December, 1957 against the December, 1958 mild weather? Did Mr. Fleet consider that 1957 saw policemen on the street controlling the drunks and perhaps keeping them more sober and when they had had enough, send them home? Also did Mr. Fleet consider the possibility of the amount of men who were in town and the work going on at the two periods under question?

The same way as our current crop of burglars and stick-up arrests. This is going to be hard to discuss without letting out the strategy and stratagem of the work and the tactics. Points of vantage are not covered. At noon and evenings great hordes of people and high school students crowd into the shopping area. Can a squad of three cars—when there are three cars in use as supposed to be according to the book—handle that? Huh?

Recently we have had several burglaries and holdups. Has there been any officers afoot on the street meeting and questioning the hangers-on about town? The pressure of uniforms are not there as they used to be.

Have you, good people of Klamath Falls, ever stopped to think of the possibility that a footman on the street at Sixth and Main streets might prevent a child being killed on a residential area street? It is true. This statement is hard to qualify without giving out trade secrets.

To be any way adequately policed for all usual problems the city of Klamath Falls, I believe, should have patrolmen for street work and motor policemen. It has been pretty accurately reported to me that a single (car) patrolman was injured trying to take control of a situation in the downtown area recently which should have been prevented by foot patrol officers before it went so far as to cause injury to a police officer. Two men should be in the "paddy wagon" at all times.

The condition is such that someone may get badly hurt or even killed and when it does I expect city hall to say "We did not realize," or "We are going by the book." They have been told.

Mr. Fleet's statements of last Monday's council meeting regarding the "up" in drunk arrests excites in me these thoughts. How many of those men should have been sent home by a foot patrolman and would have kept his job and been back after work the next day spending money and adding to our economy, or was he just another statistic and an addition to the food bill? (About \$1200 per month as stated to me by Mayor Slater at council meeting). I wonder just how many men have lost jobs just for statistical purposes.

Any criticism is of the august body of the mayor and common council in their official capacities only. As K. Sugarman said "I ain't mad at nobody."

Otis M. Metsker
Former Police Officer
No. 17

19th State
Klamath Falls (To the Editor)—The flag of true is the 49th with might and power. The symbol of love and friendship to all mankind: the truth of our eagle which flies by night. From the early fathers who fought and suffered so much to earn each star. May it stand forever on the land which has given love and kindness to all nations.

Anthony B. Almeida

They'll Do It Every Time

By Jimmy Hatlo



7 Come 11 Back In Cuba

HAVANA (AP)—The click of roulette wheels and the rattle of dice came back to Havana today like a sweet melody — for foreign tourists and well-to-do Cubans.

Fidel Castro's revolutionary regime added a little glitter to its reform program by taking the padlocks off the doors of the plush gambling casinos. But poorer Cubans were still barred from the tables. The "popular" casinos where small sums were bet will stay closed.

The multimillion-dollar industry that enriched fallen dictator Fulgencio Batista and many American racketeers resumes in 11 big Havana casinos. The revolutionary regime promised strict government control.

Under Batista the casinos paid a \$25,000 licensing fee and a percentage of their profit to the government. The casino operators of 100,000 or more in bribes and graft.

Premier Castro laid down a new set of rules designed to root out the racketeers and enrich the nation's treasury.

The National Institute of Saving and Housing will regulate the casinos.

The new division of profits has not been announced, but the government has been considering taking 70 per cent — allocating 40 per cent for welfare and 30 per cent to promote tourism. Play in the old days often ran between one and two million dollars a night.

The reopening casinos must have new operators with financial standing and no criminal records. The operators also must pay the casino employees their wages for the seven weeks they have been idle.

Foreigners must declare their winnings at the Cuban National Bank. They will pay a 2 per cent tax for a permit to take their winnings out of Cuba.

City's 2nd Fire In Week Hits La Grande Apartment

LA GRANDE (AP)—A spectacular, quick-moving fire whipped through La Grande's largest apartment house Wednesday night. None of the 75 tenants was killed or injured, but firemen had to carry 10 persons to safety from upper floors.

Among those brought down the ladder from the third floor of the blazing building was 93-year-old Mrs. Fred Kittle. She showed no ill effects from the ordeal.

It was the second disastrous fire to strike this Northeastern Oregon town this week. On Sunday, fire wiped out a quarter block of the downtown business district. Four buildings were destroyed and two others were damaged in the \$260,000 blaze.

Loss in Tuesday's fire was estimated by an insuring agent at \$200,000.

Cause of the blaze was not learned immediately. However, some apartment tenants said they heard an explosion in the basement a short time before the fire.

The lower floor was quickly evacuated. But some residents had trouble getting out because of darkness. The lights in the rear of the building went out a few seconds after the blaze started.

Firemen threw their ladders up to the second and third story windows to rescue those trapped there. Keith Patten, a volunteer fireman, said that as he helped

the trapped tenants out, "I heard their radios playing and the lights in their rooms were burning and all the time heavy smoke was pouring out of the windows."

The apartment is about four blocks away from the scene of the earlier fire.

The 24-suite apartment house—a three-story brick-faced structure—is owned by Vincent Thomas. He lived there. The half-block-long building was constructed in the 1920s and was considered one of the town's better apartments.

The fire destroyed the interior of the building, leaving only the charred walls standing.

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