

The Herald and News

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Entered as second class matter at the post office at Klamath Falls, Ore., on August 29, 1906, under act of Congress, March 3, 1879

SERVICES:
ASSOCIATED PRESS UNITED PRESS
AUDIT BUREAU OF CIRCULATIONS
Serving Southern Oregon And Northern California

Subscription Rates

CARRIER
1 MONTH \$ 1.50
6 MONTHS \$ 9.00
1 YEAR \$18.00
MAIL
1 MONTH \$ 1.50
6 MONTHS \$ 8.50
1 YEAR \$15.00

Women's News

By FLORENCE JENKINS
Last week the managing editors of some 1,700 daily newspapers across the country which are members of the Associated Press met at Seattle for the annual national convention.

Just prior to the big meeting, the managing editors of Oregon and Washington newspapers which are AP members had their annual two-state meeting.

Always before the meeting there is a sort of informal survey made of the newspapers to determine what the publishers seek as possible improvements in the news service. This year, one of the subjects which came up was women's news.

Like a lot of other things, women's news—as such—is easy to talk about but hard to define. Neither Frank J. Starzel, general manager of the AP, nor Alan Gould, executive editor, was willing to give an exact AP definition—we asked them.

It was pretty generally agreed that women read more of a newspaper than the club and society news or even school news. Women's interest in the sports pages has increased as more women, particularly in Southern Oregon, it seems, belong to softball teams, bowling leagues and archery clubs. More little boys are playing softball and baseball and their mothers are naturally interested.

So, sports cannot be excluded from the over-all heading of women's news.

More women than men in the United States own shares of common stock in big companies, so women undoubtedly are interested in financial news.

Women worked mighty hard to gain equal suffrage with men, so politics cannot be left out when speaking of women's news.

We deplore the emphasis given tragic news by the wire services. But, after all, news is an account of something that happened and if a newspaper were to publish unimportant news, there would be no place to draw the line.

Take any three-day holiday. Newspapers banner the number of fatalities in the state or the particular community. If the city is "accident-free," usually another "top" story is found.

Last Friday night, a veteran local pilot brought his plane back down to the runway after the engine failed on take-off. It was his first emergency landing in some 22 years of flying. Because no one was killed, it was only a regional story and we'll wager both wire services featured the fact that four persons were hospitalized and not the good news angle of the story, namely, that no one was killed and the plane did not burn.

Had one or more fatalities resulted when the pilot brought that plane down, the story would have been on the wires from coast to coast.

That, of course, is beside the point. Both men and women read that story. And we doubt if it would have gotten greater women's readership if the story included a detailed description of what the two women passengers were wearing for the sight-seeing flight. At the convention, A. L. Alford, publisher of the daily newspaper at Lewiston, Idaho, summed up the subject by saying that, so far as newspapers are concerned, there is no difference between the reader interest (or the reader mind) of men and women.

Diplomats Talk

By NELSON REED
Papers full of headlines these days about diplomats' talks, interpreters and such. Often wonder how many difficulties they get into 'cause one speaks up meaning such and such, and the other hears him say so and so, meaning something entirely different.

Puts me in mind of a time in the Old Man's War when I was training at Camp Lee, Virginia. We had a French captain from the famous Blue Devils teaching us bayonette.

Handsome dude, with a striking blue uniform and lots of decorations. Quite a social lion. All the hostesses in Richmond fell over each other to entertain him. A well educated officer, he prided himself on "speaking also the English." Even thought he spoke American slang, too.

One day when he was enjoying himself being "beau of the ball" at a big cocktail party, the hostess urged him to have a cocktail. Not wishing any, but being desirous to display his knowledge of American manners and customs, and language, he bowed graciously and announced to one and all: "Ah no, merci, Madame, I am what ze Americans say on ze water closet."

Morse Supporter

Klamath Falls (To the Editor)—I note in the paper, that our good friend Nelson has spouted again. Nelson reminds me of the Old Faithful, does a lot of spouting, but after the steam has blown away—nothing left but mud.

Four years ago he blew up numerous times. Then it was about Richard the Glib (Neuberger). Today he is one of the foremost U.S. Senators. Now it's Wayne Morse. Wayne just doesn't seem to please Nelson at all. He seems to think that Wayne should take the stump against Richard, and now that he isn't, Nelson is terribly disappointed. Morse is one of the leading U.S. Senators in all of the U.S. Senate—his mind is the best.

As to his productiveness, he helped save 300 million dollars on Ike's give-away foreign aid bill. He and he alone whipped Luce and Strauss—which would cost the taxpayers plenty.

Recently he introduced a bill to give the old social security boys some medical care. Of course this doesn't mean anything to Nelson. Nelson is not 65 yet. A total disabled man at 50 can draw his social security due to our good friend Wayne.

Oregon never really had a senator till Wayne and Rich got in. Nelson should stay with his lyrics—mostly about ducks and geese—and women "ax handle wide ladies." The Levi's kind—that is, "One of the wooliest of the dyed in the wool Democrats."

D. A. Lanier
P.O. Box 92

Asia Let Down?

By ARNOLD DIBBLE

TOKYO (UPI)—There is a building fear in the minds of many Americans that the Eisenhower-Khrushchev visits may lead to a terrific letdown in Asia.

And that means literally as well as figuratively. But mostly literally.

It must be understood that just as the West, for all its best efforts, is lacking in insight into the ways of Asia, so Asia is unsophisticated in its understanding of the doings of the great powers of Europe and North America.

Asia has all the cohesive qualities of quicksilver. But soundings made by United Press International throughout the vast area indicate that, at least from the American point of view, too much is being expected of these historic visits of the two most powerful leaders in the world today.

The danger is, again from the American standpoint, that the sweetness and light will cut the ground from under the strong preparedness stand taken by our allies in Asia: weaken the pro-Western stand of government leaders in such countries as Japan and the Philippines; and strengthen the hand of the Communists in the so-called neutralist nations of Asia.

Plainly, the fear is that the visits have been "oversold."

Not long ago, this correspondent talked at length with one of the top American diplomats in Asia, one with long experience in East-West affairs, and one who long has been advocating "summit conferences" as often as the Russians want to hold them.

"The big fear," he said, "is not in meeting with the Russians—but in giving the world the idea that something might result from such meetings."

Ultimately, he reasoned, we must meet with the Russians. But if we keep on insisting we won't meet with them unless concrete results are assured, then we are in danger of building up for the letdown when "ultimately" we do get together.

SHORT RIBS

By Frank O'Neal



Steel Strike

By SAM DAWSON

AP Business News Analyst

NEW YORK (AP)—The government will step into the steel strike when it's a national emergency and not before. So says President Eisenhower. How long before the strike becomes a threat to the over-all economy?

A nation-wide survey by Associated Press reporters shows that—with few exceptions—users of steel are well stocked. Unemployment has hit transportation and mining industries closely tied to steel production.

But most steel users were able to lay in supplies from domestic or foreign mills. A few have been paying higher prices. A. O. Smith says it must close its pipe mill in Milwaukee now. Some other firms say they will run out of steel after Labor Day. More say they can hold out till October or later.

At Groton, Conn., the Electric Boat division of General Dynamics says it ordered steel so far in advance it can continue work on seven A-bombs at least a year. In New York, General Dynamics says its other divisions have enough steel for at least another 60 days.

"The steel situation is going to get critical—like a tornado," says Marlow C. Dodge, owner of Steel Metal Products Inc. of Los Angeles, and vice president of the Sheet Metal Contractors Assn. of Southern California. "We know the danger is there because we can see it, but when?"

The auto industry, which uses about a fifth of all steel output, reports large stocks on hand because the strike seemed so sure for so long. It has an upcoming bumper while no steel is being used during the model changeovers. Also the Detroit Steel Corp. isn't struck. And Ford's own steel plant isn't affected.

Appliance makers say the pinch may come in another month—although some can go still longer. A few put Labor Day as the trouble date.

In Pittsburgh, Westinghouse says its supplies of various steel products will last from 60 to 90 days. In New York, General Electric says various divisions have varying amounts and there may be some trading between plants. Able to hold out for two months or more are: Minneapolis-Honeywell Regulator, Whirlpool in St. Paul, Paper Calmenson & Co. in Minneapolis, Western Air and Refrigeration in Los Angeles.

Helped by a two-weeks vacation just ended, International Harvester of Chicago says it expects to run at least till the end of September. Hotpoint in the same city has a six to eight week supply. Fairbanks Morse may have trouble after August.

The International Business Machine plant in Lexington, Ky., has a four months supply. The American Can plant in Arlington, Tex., sees little trouble for several weeks. But in Kansas City, Butler Manufacturing, which makes tanks and farm equipment, says some plants may close early in September, and Black, Sivalls and Bryson, which makes oil field equipment, says it can run through Labor Day.

In New York, Continental Can says its over-all steel tonnage is high, but demand for various kinds of cans varies widely, and its Chicago plant expects to feel the effect in October.

Supplies for another month or more are reported in New York by Esso Standard Oil and Fairbanks-Whitney, in Philadelphia by Budd Co., in Beverly, Mass., by United Shoe Machinery, in New Haven, Conn., by Sargent & Co., makers of hardware and tools. Des Moines reports most Iowa steel users have 30 to 60 days stocks.

Columnist's Mail

By HAL ROYLE

NEW YORK (AP)—Things a columnist might never know if he didn't open his mail:

You think your wife is expensive? Mme. Pompadour, famous 18th century French mistress, is reported to have spent \$100,000 a year on perfume alone, just to smell nice for King Louis XV.

Feeling tired and rundown? Why not try a wonder drug popular with the ancient Greeks? They thought you'd have good health and long life if you drank a portion of wine, cloves, and hippopotamus fat. Either red or white wine will do, but be sure the hippopotamus fat is properly chilled.

How times change! Comic George de Witt says he saw a late movie on television that was so old the Germans were bad guys!

The Schick electric razor people just got a shock. A poll they made disclosed 200,000 U.S. men now wear beards, and the number is growing.

Incidentally, can you name the first American president with a beard? It was Abraham Lincoln, who at 50 started letting his whiskers sprout after an 11-year-old girl had written and suggested a beard would make him look more dignified.

Latest fad-of-the-week in Greenwich Village? Dyeing eyebrows a color different from the hair.

When you enter a store for the first time, in which direction do you turn? About 79 per cent of Americans instinctively turn to the right.

Facts that will get you nowhere: You spend as much energy in opening and closing your eyes in a year as it would take to hoist an 8-year-old child to your shoulder once.

You can't get a ride in a two-tone gondola in Venice. These water-borne taxis, in use there for nearly a thousand years, are traditionally painted black.

In most of Europe convicts aren't given an added sentence for trying to make a prison break. Their desire to escape is taken as normal.

Old gags never die: Singer Lisa Kirk tells of the indignant woman who complained to the zookeeper that the monkeys were gambling at cards. "It's all right," soothed the keeper. "They're only playing for peanuts."

A democracy has been described as a country in which you can call the president anything you want to, but you have to be polite to the traffic cops.

Speaking of traffic cops, never tell them, "I'm sorry." For some reason—probably because they feel it is usually insincere—this is the phrase that infuriates them most.

If your wife wonders why she is getting fat, tell her this: She is probably still eating as much as her mother did. But, where her mother needed 3,000 calories to get through the day, she herself needs only 2,000 calories because modern home appliances make her life so much easier.

On the other hand, if you like to keep your home life happy, don't tell your wife any such thing.

We're still the talkingest people on earth. The world now has about 120 million telephones, of which 63 million are in the United States.

It was John Ruskin who observed: "There is no wealth but life."

The Almanac

United Press International

Today is Monday, August 17th, the 229th day of the year, with 136 more days to follow in 1959. The moon is approaching its full phase.

The morning star is Mercury. The evening stars are Mars, Jupiter, Saturn and Venus.

On this date in history:

In 1788, the Indian fighter and congressman, Davy Crockett, was born in the hills of Tennessee.

In 1790, the federal capital was moved from New York City to Philadelphia.

In 1807, Robert Fulton's steamboat, spoken of today as the "Clermont," began its first voyage from New York City to Albany. The 150-mile trip took 32 hours.

In 1869, the first international boat race was held on the Thames (Temz) River in England, with Oxford beating Harvard by three lengths.

In 1915, a hurricane struck Galveston, Texas, taking an estimated 275 lives.

Thought for today: The Greek philosopher Plato said, "Be desirous of solid good and not of the opinion of mankind."

They'll Do It Every Time

FUTELESS, THE CAMP COUNSELOR, IS A SPECIALIST AT CONVINCING THE KIDS THEY'RE NOT HOMESICK....



By Jimmy Hatlo



Many To Give Corneas Of Eyes

PORTLAND (AP)—More than 225 persons have applied to donate eye corneas to the Good Samaritan Hospital Eye Bank in Portland since the late Secretary of the Interior Douglas McKay did it last month.

McKay left the corneas of his eyes to the hospital. Since then the hospital has had applications from as far away as Greece to leave corneas to its eye bank.

A hospital official said Saturday the corneas from McKay's eyes were transplanted successfully to provide sight in one eye for each of two persons. Their names were not released.

SWIMMERS SING BLUES

WATERLOO, IOWA (UPI)—Clear, blue water is what everyone wants for swimming; but there was too much of a good thing here Sunday. Water in one of the town's pools turned purple. Authorities believed a prankster tossed dye into the water.

FALSE TEETH That Loosen Need Not Embarrass

Many wearers of false teeth have suffered real embarrassment because their plates dropped, slipped or wobbled at just the wrong time. Do not live in fear of this happening to you. Just sprinkle a little PASTEETH, the alkaline (non-acid) powder, on your plates. Hold false teeth more firmly, so they feel more comfortable. Does not sour. Checks "plate odor breath." Get PASTEETH at drug counters everywhere.

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