

The Herald and News

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

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Sell The Sizzle

By WAYNE SCOTT
Perhaps it's just me. I think our annual crop of tourists is great; long may they come. Also I have a very deep affinity for money; may there be an everlasting abundance of it, right here locally. I am also highly in favor of our chamber of commerce, all in all they do a pretty fair job. Too, I think that the Klamath Falls area offers much that should appeal to vacationers. Further, I believe that we should go all-out in our efforts to bring more and more tourists here each year.

But, I've got a growl. It seems that we have developed a type of "carnivalistic" attitude toward the tourist in our publicized efforts at persuading him to stay a day longer and spend more of his cash with us.

We will have to assume that the average tourist can read; and may, on occasion, watch the "hoob-tube." If this is the case, the thought occurs to me that he just might get his intelligence inflamed.

The "Write 'em and Invite 'em" campaign is fine—but the emphasis on how many more dollars we can extract from him while he is here leaves me cold.

Also, when he reads that if he stays just one day longer he will help to contribute toward an extra \$33,000,000 revenue for us, it's possible he might develop a slight chill. He may not like to be reminded of the fact.

As nearly anyone who has ever been a vacationing tourist probably realizes, a trip across country, or from state to state, or even an overnight camping trip, costs money. This, in itself, is not alarming.

The average vacation is pretty well planned. The family saves and looks forward to it for quite a spell. But, like all plans ever laid, the cost of the whole thing usually gets away from one and, many times, you return home to find that you spent a bit more than you had planned. So, then you spend a little while recouping. And that's all right too, you'll make it—just about in time for next year's jaunt.

When our tourist friend is at home again, realizing all this, I don't necessarily think that he mutters to himself. "Those people in Klamath Falls took a number of dollars away from me by luring me to stay just one more day."

Not, that is, unless he was reminded constantly of the fact while he was here.

And, it seems to me that we are reminding him. Perpetually. Sure, we want his money. And the tourist, deep down, knows it. But, I have never heard a good insurance man sell a man a needed policy by telling him how much money the seller was going to make off the sale, if he made it.

Nor, have I ever seen a grocer put a full page ad in the newspaper devoted to his profits and loss statement, and how much it meant to him to sell his merchandise.

Usually the seller devotes his time and efforts to extolling the virtues of his package and telling the hoped-for customer just why he should buy.

This system seems to work. Why don't we dress up our "package," sharpen up our sales ability, then settle back and enjoy our fair profits, quietly.

Gushing Noise

By NELSON REED
We understand there has been a lot of agitation and uproar over that keyser in Lake County; not just the troubles you have been reading about. The problem is what to call it.

Now we have a very evident and logical solution. By its very nature it is always spouting off. It has been said by experts that it will be very hard to cap or shut off.

It has also been said by experts that the stuff that it blows off is hard to swallow. It doesn't taste good, and to be downright truthful, it doesn't even smell pretty. Some other experts say we shouldn't worry too much about it for it will soon be extinct.

So what could be more right and fitting than that it should be named for Oregon's senior senator.

Figure Figures

By HAL BOYLE
NEW YORK (AP)—"The Venus de Milo was a fat pig," said Henry Plehn, a man with all the figures on women's figures.
"When I went to the Louvre, I found she really had only a moderate-sized bust. But she was far, far too full-waisted."
"She may be the Greek classic ideal of feminine beauty. But she

doesn't by any means have what the present day would call a perfect figure."

Plehn is a kinsman in the nation's 750-million-dollar foundation garment industry, which expects to hit the billion-dollar mark in another few years.

There is more to the brassiere field than meets the eye. Foam rubber, for example.

"Last year the industry used 10,200,000 pounds of foam rubber," said Plehn.
"About 65 per cent of American women now wear falsies, or contour cups—as we prefer to call them."

The desire for a larger bustline is by no means strictly a U. S. phenomenon. It has become a worldwide obsession, according to Plehn, who distributes his products in 44 countries from Finland to South Africa.

"Some psychologists see the fuller bosom only as a sex symbol. But there is much more to it than that. A large bosom always has been a symbol of security, and that's why I feel it is more popular now. We have never lived in a more insecure world."

A tall, handsome man with graying hair and bright blue eyes, Plehn has toured the globe, presumably with tape measure, to make a first-hand poll of the shape women are in.

Here are a few of his conclusions:

"The average U. S. woman has the best figure in the world—when she's dressed—because she spends more money on it and spends more time making it better. She buys seven brassieres a year."

"Actually, she has only about a 33-inch bust. She says publicly she'd like to have a 34-34-34 figure, but in her boudoir thoughts she yearns for at least a 36-inch bust."

"In Sweden, Germany and Italy the girls do have 36-inch busts, but they tend to look heavy-waisted because too few of them wear girdles."

"French women have the smallest busts in Europe—about 32½ inches. The Oriental women wear the smallest brassiere size of all—30."

Plehn has learned so much about women he is a bit disillusioned.

"They're phonies," he said, cheerfully. "They all say they dress to win the approval of other women, not men."

"That may be true of their underwear. But when it comes to dress, they dress to make themselves more attractive to men."

Will Travel

By ARNOLD DIBBLE
TOKYO (UPI)—If ever the time was ripe for a visit to Asia by President Eisenhower, that time is now.

Since the President decided that he has good health, good will, and will travel, there have been all kinds of suggestions, feelers and trial balloons concerning a tour of Asia. Asians realize that the focal point of the cold war still is in Europe, but they also caution the United States to keep its eye on Asia.

As UPI's Asian affairs expert in Washington, Rutherford Poole pointed out in a dispatch last week, U. S. relations with the uncommitted nations of Asia have improved dramatically with the past year — mainly, it must be said, through the blundering of Red China in Quemoy, Tibet and with her communes; and the bullying threats of Russia in the Berlin Crisis.

Ike is just the man to put the frosting on the cake in this happier state of affairs, to consolidate and strengthen the better relations building.

Those are the immediate reasons why a visit now by the

American President would heighten American prestige. But there are other and deeper reasons that perhaps would add up to more in the long run.

Asians always have resented the United States' "Europe first" policy. This feeling, when set against the oriental exclusion laws, has given many Asians an attitude of being treated like "second class" citizens.

Asian nations also are just beginning to dig out from centuries of Western colonialism. There still is much evidence of national inferiority complexes and there still is a reservoir of bitterness toward former rulers.

Thus, a visit by an American president — especially one so revered as President Eisenhower — could do much to alleviate and palliate these feelings.

To understand Asians' feelings, it must be realized that no American president ever has visited Asia while in office.

There is scarcely a country in Asia — those behind the iron curtain except — in which Mr. Eisenhower's presence alone could not quiet, if not actually lead to peaceful solution of, some extremely important problems.

Eisenhower has said he would like to travel the world once he has left the White House. It is to be hoped, that so far as Asia is concerned, he can do it before.

Nervous Habits

By EDWIN P. JORDAN, M.D.

Two mothers have asked for discussions of what are probably related conditions. One says that her son has been grunting and grinding his teeth at night. The other says that her little daughter constantly blinks her eyes.

Now both of these are rather common habit disorders. Grinding the teeth during sleep is particularly common among those children who are over-active in the daytime and perhaps are anxious or insecure.

Hence activity should be curbed and the home life carefully studied to see if there are any factors of insecurity or tension which can be eliminated. It is said that large adenoids may lead to teeth grinding. A child with this difficulty should be examined also for tonsil trouble.

Blinking is usually a nervous habit and perhaps should be treated in much the same way as teeth grinding. However, it can be the result of irritation or infection in or about the eyes, allergy, or occasionally something else.

In both cases the children should be studied for the presence of possible disease. If none is found, the proper procedure is to try to correct any environmental causes.

A problem of a different kind comes from another mother who is concerned about convulsions in children while they are teething.

I believe most of those who have studied this question do not believe that teething alone can cause convulsions. There are certainly a good many youngsters who have convulsions of this sort for a while and "outgrow" them. But it is not safe to count on this and it is not something which can simply be ignored.

Mrs. H. has sent in a question which is interesting but which I cannot possibly answer.

She says her son has just finished examinations for which he had studied carefully. When he sat down to write the answers, however, he found that all of his ideas went out the window. She wants to know if there is some drug that a student might take which would help him to remember for his examinations.

This is not really a medical question, but I can assure Mrs. H. that her son is not the only one who has had such an experience. If I could suggest a drug which would do what Mrs. H.

wants done, I am sure I should be very popular indeed. Perhaps this boy, like others, is overly tense for his examinations. It might be helpful if he could realize that the world will not rise and fall on his answers and if he goes into his examinations in a somewhat more relaxed frame of mind he might do better.

Almanac

United Press International

Today is Sunday, August 23, the 235th day of the year, with 130 more days in 1959.

The moon is approaching its last quarter.

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

On this date in history: In 1500, Christopher Columbus was arrested in Haiti on charges of mistreating the natives, and ordered sent back to Spain in chains.

In 1775, King George of England proclaimed that a state of rebellion existed in the American colonies.

In 1869, the poet Edgar Lee Masters was born.

In 1923, the first real comedians of radio, Billy James and Ernie Harro, went on the air, billed as "The Happiness Boys."

In 1926, Rudolph Valentino died.

In 1927, Nicola Sacco and Bartolomeo Vanzetti were executed as a climax to one of the most controversial trials of the century.

In 1937, Japanese forces landed at Shanghai.

Thought for today: It is written in the Bible: "To every thing there is a season, and a time to every purpose under the heaven: A time to be born, and a time to die."

Quotes

United Press International
WASHINGTON — President Eisenhower, on proclaiming Hawaii the 50th state:

"We know she is ready to do her part and make this union a stronger nation than it was before."

INDEPENDENCE, Mo. — Former President Harry Truman, on Vice President Richard Nixon's visit to Russia:

"If he did handle himself well, it will be the first time."

PINE BLUFF, Ark. — Associate Justice Jim Johnson of the Arkansas Supreme Court, calling on a state-wide segregationist rally to prevent integration of the Dollarway School District:

"I'm not going to stand here and tell you what needs to be done. We are depending on you. You know what needs to be done, and we know you will see the heritage that needs to be passed on to your children will be."

HOLLYWOOD — Jimmy Durante, on learning that the Smithsonian Institute in Washington, D.C., won't accept a plaster cast of his nose:

"My nose ain't never been snubbed before."

NEW YORK — Rodman Rockefeller, son of New York Gov. Nelson Rockefeller, explaining why he and his brother Michael took no gifts with them as they left for Norway to attend the wedding of their brother Steven to Anne Marie Rasmussen:

"In our family, we always find out what they need and then we act accordingly. You know what happens if you don't do that. They get 27 ashtrays."

TOKYO — U.S. Army Maj. Gen. William Biddle, chief United Nations command delegate on the Korea Military Armistice Commission, demanding punishment for Red pilots who fired on an American plane in June:

"I demand that the persons responsible for this barbarous and unprovoked attack on an aircraft of our side be adequately punished."

WASHINGTON — Sen. Jacob K. Javits, (R-N.Y.), telling what he believes was shown by government figures on the steel strike which were claimed by both sides as supporting their positions:

"There can be 'give' on both sides."

WEST YELLOWSTONE, Mont. — Madison County Sheriff V. H. Bowman, speaking of the death toll of the earthquake and massive landslide that are known to have killed at least 10 and possibly 12 vacationers:

"There might be 100 people under that slide or there might be only a few. Probably we'll never know."

They'll Do It Every Time

By Jimmy Hado



\$50 Boat Trip To Europe Seen Likely In Few Years

NEW YORK (AP) — In a couple of years you may be able to sail to Europe for \$50. Hyman B. Cantor, New York hotel and steamship operator, Thursday announced signing of preliminary contracts for two 90,000 gross ton liners, each capable of carrying 6,000 passengers, and said about 20 per cent of the passenger cabins — with private bath and toilet facilities — will sell for the \$50 rate, east or west bound. The balance of choicer accommodations will be scaled to a maximum of \$125.

The fares do not include food. Passengers will pay for what they eat. Cantor, head of Sea Coach Transatlantic Lines, Inc., said the vessels will have a 34-knot speed, enabling them to make the trip in four days.

The most inexpensive ship fare to Europe now is about \$200, including food.

The contracts involve more than 160 million dollars. The first of the giant liners is scheduled for service sometime in 1962.

The vessels will be built at Deutsche Werft Shipyards, A.G., Hamburg, Germany. They will operate between New York and Zeebrugge, Belgium, the first port of call on the eastward passage, and then on to either Cuxhaven or Bremerhaven in West Germany.

Cantor said he obtained financing abroad when he failed to get action in this country.

He said each ship will have two swimming pools, a skating rink, two movie theaters and facilities will contain 2,750 cabins and quarters for a crew of 1,350.

The largest passenger liner now afloat is the Queen Elizabeth, with a gross tonnage of 63,673. The Queen Mary is second with 81,237 gross tons. The liner United States has a gross tonnage of 53,329.

Gen. Shoup wrote back to Miss Gray, politely, in his military way: "It is gratifying to learn that young Americans are still as patriotic as ever. Your mother and father have every reason in the world to be extremely proud of you."

When shown the letter, she said: "I'm going to join the Navy."

See what we mean about being "all woman."

Ike Didn't Ask For Examination

DENVER, Colo. (AP)—"He is quite a healthy man," said heart specialist Dr. Paul Dudley White of President Eisenhower Friday.

Dr. White said he has not been asked to examine the President before Eisenhower's planned trip to Europe.

"I probably wasn't asked because the President has been so well," he said in an interview.

Dr. White is here to address the Western Cardiac Conference.

Truman-Benny To Team Again

NEW YORK (AP) — Former President Harry S. Truman and Jack Benny will team up again, this time on Benny's television show Oct. 18 via the CBS network.

The announcement Thursday said part of the program featuring the pair would be video taped at the Truman Memorial Library, Independence, Mo. There was no mention of what they'll do.

At a benefit concert of the Kansas City Symphony in March 1958, Truman conducted a portion of the concert and Benny played the violin.

'Miss Universe' Sponsors Fight

LONG BEACH, Calif. (AP)—A sponsor and the promoters of the Miss Universe beauty pageant may settle the dispute that threatens to take the contest out of Long Beach.

Chester Roth, president of the sponsoring swim suit company (Catalina), Friday called it a misunderstanding and said he hopes for settlement.

Oscar Meinhardt, executive producer of the pageant, said, "Certainly we'll listen to them."

Meinhardt said Thursday that he and local backers would hold their own contest next summer to select "Miss International Beauty." He said Catalina, which owns the titles Miss Universe and Miss United States of America, demanded a fee for their use and threatened to take the pageant elsewhere. Roth replied there was no desire to charge a fee.

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