

The Herald and News

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Payola

By BILL JENKINS
The payola racket is still a paying proposition for the politicians despite the formidable opposition offered by civil rights, tight money and the grumbling over the labor bill.

And well it might be. On the surface it might appear to be nothing more than another childish attempt on the part of the practitioners of the political art to parlay the troubles of others into a big win for themselves.

But I can see something a good deal deeper than that in the whole mess. Perhaps I am viewing with undue alarm. Perhaps I am merely crying wolf. But the circumstances are very suspicious.

Look at it in its logical order. First the "scandal" broke over Van Doren and the question of whether winners of large cash awards on quiz programs on television were given inside information. As soon as the story was blown to proper proportions the politicians got into the act and promptly suggested legislation to curb such corrupt practices. (Who, I still want to know, was being corrupted?)

The boys got into it cautiously at first, but as the public continued to gulp down the juicy morsels with ardor they warmed up to their subject and the halls of congress echoed with mighty threats. That "scandal" (who was scandalized?) wasn't even allowed to grow decently cold before the lawmakers leveled a blast at radio over the so-called payola. Announcers, they said, were actually taking favors, even money, in return for which they played the donor's newest be-bop or rock 'n' roll record. This, obviously, was corrupting the public morals and must be stopped. (With music in the state it is in today how in the world can one record more or less corrupt anyone any further than he has already been corrupted?)

Again the halls of congress reverberated to the thunderous pledges of the politicians to stop this awful mockery of American morals. Frantic calls went out from the lawmakers for their public relations men and publicity agents. "Give me something juicy, boys. We've got 'em on the run and we'll shut 'em up for good this time."

That "investigation" is still going on. Now the air is full of veiled threats to the press (the newspapers) that we are next in line. Have we ever accepted a drink from a publicity man who was trying to get a story about his product in the paper? Is it true that you had dinner at the home of an advertiser? Did you actually play golf with the district attorney?

Oh horrors. Oh scandal. Oh dear! Well, as I say, maybe I'm just seeing trouble where trouble ain't. But to me the whole thing falls into far too neat a pattern not to have some pretty careful planning behind it.

What would the politicians like better than anything else? What would give them the final strangle hold on the public? What would offer them sanctuary no matter what trouble they got into? What would the supreme King's-X be?

Why, control of the press, radio and television, of course. And how can they get this control?

Simple. A little law here, a little law there and pretty soon the people's right to know is nothing but a mockery. When that day comes you'll know, and I'll know just what the politicians want us to know. No more.

You think it couldn't happen here? Just take a look at some of the things that congress has "investigated" lately.

Final thought: Do all these politicians who are raising such a fuss refuse campaign contributions? Or, if they accept them, do they pledge that they will spit in the eye of the donor after they are elected? I'll bet!

Budget Notes (3)

By FLOYD L. WYNNE
ONE OF THE BUDGETS I discussed was that of foreign languages with Helen Hoffman.

I find the same trend here as in the guidance program. The federal government has moved into the picture and is pushing for more and more foreign languages.

Already new classes in German are being planned, and there is talk of courses in Russian. These can be added to French, Spanish, Latin and others now being taught. Also, modernization has moved into the program with the use of tape recorders, etc.

FEDERAL MATCHING MONIES again made their appearance in this department for such items as

tape recorders, tapes, French and Spanish prepared tapes, ear phones and the like.

I'm not certain of the exact amount of money involved, but understood it totaled several thousand dollars.

A new course in German apparently is being added during the coming year, and, as I mentioned, there is talk of adding a course in Russian.

Here, as in almost every other class, we were told that the classes were constantly expanding and the demand growing so that new classes would have to be started during the coming year.

THE BUDGET for foreign languages included just \$150 for instructional supplies; a \$336 item for maintenance, replacement and repair was slashed to just \$5 and that was to rebind a Spanish dictionary.

However, capital outlay totaled \$250 and another item in capital outlay provided \$681 for remodeling another room for foreign languages, including doors, lighting, etc.

THE ENGLISH DEPARTMENT appeared to be in excellent hands. Wendell Smith gave us a good rundown on present instruction. His budget included \$201 for instructional supplies, a maintenance, replacement and repair budget of \$369 which included \$250 to trade-in a tape recorder used in radio classes for a new one.

Capital outlay for English was reduced from \$1,575 to \$700. Items eliminated included \$450 for another tape recorder for the radio class, and \$100 to provide a tape recorder for an English class. Allocation for dictionaries was reduced from \$216.75 to \$150 and an item of \$29.50 for a dictionary stand was eliminated.

IN ADDITION to their regular budgets, both the English and the foreign language departments had asked for the addition of one new teacher. The two would amount to about \$11,000.

English reported its average class load as 23 pupils, and languages said theirs was 30.

MY GENERAL IMPRESSION was that while the English Department was being well handled and apparently in line with its importance in the overall curriculum, foreign languages were being emphasized slightly beyond their importance, and a need was apparent for careful continued control over this department to prevent its ballooning beyond the immediate needs of the high school level.

Careful attention is also needed by the KUHS board to prevent the federal matching money requirements from expanding this department beyond our needs, also.

Contest

By FLORENCE JENKINS
The Klamath County Cow Belles have announced an art poster contest to promote the annual Beef For Fathers Day observance which is part of the area, state and national Cow Belle work during the year aimed at increasing the consumption of beef.

Letters have been mailed to the art departments of all Klamath County high schools, inviting entries from all high school students in the county.

Deadline for turning in entries has been set as May 1, according to Mrs. Don E. Johnson, president of Klamath County Cow Belles. Entries should be taken or sent to her at 2633 Midland Road or to the Klamath County Extension Office in the Post Office Building.

Three cash prizes, \$15, \$10 and \$5, will be awarded to the three winners. The best posters will be displayed in Klamath business houses' windows prior to the June

Sunday, which honors fathers. The Klamath County Cow Belles, women's auxiliary of the Klamath County Cattlemen's Association, is in its eighth year and this is its second poster contest. The theme is, of course, Beef For Fathers Day, and entries will be judged on appropriateness to the theme, emphasis on the attractiveness, desirability and nutritive qualities of beef and on originality.

Approximately two dozen entries were submitted in the first poster contest held by the Cow Belles and a great many more are expected this year. There are no set rules on size, color, etc., but since the aim is to use them for window displays, sizes appropriate for such display are advisable.

Art posters can be pasted-up, crayon, water color or pen and ink sketches. The theme, Beef For Fathers Day, should appear on the poster.

The contest is announced early this year, Mrs. Johnson points out, in order that the prizes may be awarded before those last extra-busy weeks in the school year.

Market Changes

By SAM DAWSON
AP Business News Analyst
NEW YORK (AP) — When a dramatic break in stock prices and a partial recovery takes its place on front pages alongside snowstorms and presidential junkies and even royal engagements it means that the public is asking:

Is this really a change from the 10-year bull market to a bear market? Is it a passing bubble caused by traders making a quick buck on the drop as well as on the rise? Or is it a real ground swell caused by a change in attitude of investors?

The market is used by many types of persons. There are the chartists. They plot the daily ups and downs of selected stocks that make up the popular indexes. When the index reaches a certain point they decide that means a bull market is under way and they buy. Or the index turns down and when it reaches another predetermined point they say it means a bear market is a sure thing and they sell. All this influences and accents the price trend.

There are the in-and-out traders. They may scoff at the charts but trust to tips and rumors. They sell when they think a stock is at its top. This may cause general price weakness. They jump in to snap up bargains after a price break. This may lead to a recovery.

There are the big institutional stockholders—the mutual funds, the pension funds, personal holdings managed by trustees, to some degree the insurance companies. Any switch in sentiment by them can have a deep influence on the course of the market.

There are the individual investors, mostly with relatively small holdings. They usually follow a trend rather than lead it. Often they just ride the cycles through unless price changes are too big to be ignored.

Along with these types are the millions who own no stock at all but get nervous if a market break seems to foretell a change in general economic climate.

They have been told today's conditions are so different from 1929 that a stock market break now can go neither so deep nor affect the general economy to so great an extent.

Many times the public has been told that the long bull market that present or prospective earnings didn't justify. Still it worries when the inevitable correction comes.

For the long-term investor the daily ups and downs are only paper gains or losses. He has no real gain or loss unless he sells his stock. He isn't actually out of pocket unless the price he gets when he does sell is less than that which he paid, perhaps long ago.

And since margins are now set at 90 per cent—meaning only 10 per cent of the buying price can be on the cuff—not many stockholders can be sold out by a break such as the one last Thursday and early Friday.

The answer then to whether it's really the start, or the confirmation of a bear market probably is: It's too early yet to tell. An overdue correction in stock prices can be short-lived and more beneficial than not in the long run.

Tired Remarks

By HAL BOYLE
NEW YORK (AP) — Remarks that waresses get tired of hearing, or overhearing:

"What's a pretty dame like you doing working in a joint like this?"

"I know I asked for my steak well done, but I changed my mind. Take it back and ask the chef if he can make it rare."

"Whaddaya have to do to get service around here, keel over dead?"

"Her legs wouldn't be half bad if only they were on a piano."

"Pardon me for being alive. After all, I'm just a customer."

"Whaddaya got on for tonight, kiddo?"

"I know you call it coffee, but what is it really?"

"I asked for Java, not lava."

"I'm a talent scout, kid. How'd you like to leave all this and go to work in Hollywood?"

"I know it says no substitutions, but can't you make it sliced tomatoes instead of the succotash?"

"Whaddaya do for excitement in this town, watch haircuts?"

"What happened, did the dishwasher swap jobs with the chef again?"

"Now, I haven't been waiting long, I needed a shave when I came in."

"Never mind the sugar, honey. Just dip your finger in it."

"Let me speak to the manager, or, better still, someone from the Board of Health."

"The coffee's usually good here on Mondays. That's the day they clean out the urn."

"If George Washington ate here, he must have used this same table cloth."

"Here y'are, kid. Buy yourself another Rolls Royce."

"I hear in this place even the chef brings his own lunch."

"It couldn't be a statue. I saw her move."

"I tell you I ordered chow mein, not lemon meringue pie. But what's the difference? Leave it here anyway."

"If that soup isn't cold, how come you had your thumb in it when you brought it?"

"Let me take you away from all this, sweetie, and the world will be waiting on you."

"There may be snow on the roof, baby, but there's still fire in the boiler."

"Whatcha getting so stuffy about? After all, you can't blame a guy for trying."

They'll Do It Every Time



By Jimmy Hatlo



Medical Research Program May Offer Steady Advance

WASHINGTON (AP) — The federal government's medical research program is expected to produce steady progress rather than spectacular breakthroughs, Surgeon General Leroy Burney said today.

At the same time, Burney said in an interview that neither the public nor the medical profession is taking full advantage of the knowledge already at hand for preventing some ailments and checking others at an early stage.

As examples, he said there are an easy, inexpensive diagnostic test for glaucoma, a major cause of blindness, and a highly efficient test for cancer of the cervix (entrance to the womb). Neither of these is being used as widely as it should, Burney said.

Urging more attention to preventive medicine, he said people are interested "if someone can do something for them in mass—such as providing a preventive vaccine against something. But there are no such tricks yet available in the case of cancer, heart disease and arthritis." He said he expects no such quick cures from current research programs.

Rather, he said, he expects that further progress against the great chronic diseases will come one step at a time, based on "learning more and more about the biology of man."

He foresees, he said, further improvements in drugs for treating high blood pressure, for controlling the blood clots that might cause heart attacks for treating arthritis—and possible even for treating additional kinds of cancer.

At present, chemical weapons against cancer are limited essentially to leukemia—and none of them are curative.

Burney related there are a number of promising leads on various fronts to which the Public Health Service's main research arm, the National Institutes of Health, will devote increasing attention either in its own laboratories or through research grants to university and other private research centers.

Governmental appropriations to NIH for medical research have increased more than five-fold since 1954.

For the fiscal year beginning July 1, the health service is seeking 400 million dollars for NIH. This is the same as was appropriated last year but with carry-over funds would provide 14 million dollars more—a total of 295 million—for medical research. The remainder goes for training scientists, dissemination of research results, and related purposes.

Attack Claims Hoopie Artist

LOS ANGELES (AP)—Cartoonist Gene Ahern, creator of Major Hoopie and other characters of "Our Boarding House," is dead of a heart attack at 64.

Chicago-born Ahern, who died Sunday drew the cartoon from the early 1920s until 1936. He then switched to another cartoon character, Judge Puffie, for King Features Syndicate Inc.

Survivors include the widow, Jane. Ahern had lived in California for 36 years.

The National Bureau of Standards can compare lengths to the nearest ten millionth of an inch.

Now Science Stops Useless Coughing with a Tiny Tablet and a sip of water!

Controls nerves that control coughing due to colds and excessive smoking. Helps break up bronchial congestion—raises phlegm.

NEW YORK, N. Y. (Special) A major breakthrough in cough control is now announced with the introduction to the public of a new anti-cough tablet. It's a tiny tablet...to be taken with a sip of water. Working through the bloodstream, this remarkable tablet stops useless coughing up to 6 full hours. Called DONDRIIL Anti-Cough Tablets, this entirely new concept in cough control is now available without prescription.

The astonishing relief offered by DONDRIIL is made possible by a combination of three great medicines...a unique antitussive, a medically-proven decongestant and an exclusive antihistamine. DONDRIIL has twice the effectiveness of codeine, yet is non-narcotic. Get DONDRIIL Anti-Cough Tablets. Money back if not satisfied. DONDRIIL is a trademark.

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What is useless coughing?

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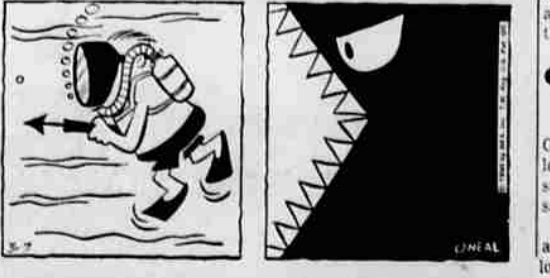
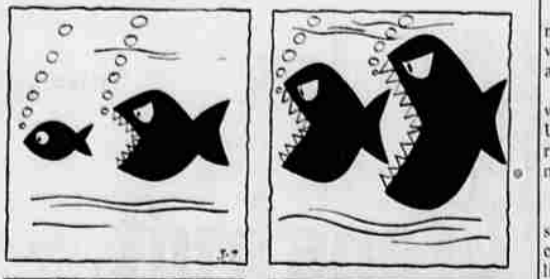
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SHORT RIBS By Frank O'Neal



Quotes