

Herald and News

Editorial Page

Community Effort Required

Recently, at a meeting of the Industrial Development Committee of the Klamath County Chamber of Commerce, the thought was injected into the discussion that it would be well for the Chamber to concentrate its efforts on helping in expansion of existing industries and businesses before wasting effort on attempts to get new industries into the Basin.

As one experienced gentleman put it: "I have been spending years of effort in the area in which our sphere of influence is felt in trying to get new industries. Now, I am convinced that that effort would have been better spent in consolidating and helping to expand those industries and businesses that are already established here."

We think that he and the committee members are correct in their approach.

It is an expensive and time-consuming task to solicit industry for a community or an area. Naturally, everything must be done to make an area attractive to industrial complexes and single industries. Such situations just don't happen. They are created.

But it is even more important that we realize the worth and the need of those industries and businesses that we already have established. And a major portion of our community effort must go into maintaining their growth and development. Such effort leads to an orderly industrial and economic growth that avoids the pitfalls and dangers of a boom and bust situation.

Another element of the Industrial Committee's philosophy that we like is the awareness of the importance of the tourist and recreation industry. Here is a great, untapped

resource for the Basin. By "untapped" we are not implying that the community has been lax in promoting this phase of our economy. Rather, it is generally recognized that the state of Oregon and the Klamath area can benefit much more from this tremendous source of activity and revenue. We would like to see more done along these lines.

Attracting tourists to a community, keeping them longer than they had planned, and getting them to come back is a complex matter. It includes such fundamental things as cleanliness, neatness, courtesy, a respect for the right of others, consideration of pocket-book (no gouging), well-stocked merchants' shelves, complete services, and related elements of solicitude. These are elements of community and individual regard. When any or all of these elements are lacking, it is almost impossible to lure a tourist back to a community or an area, even if you are fortunate enough to get him the first time.

Word of mouth promotion is very valuable in the tourist industry. Once an individual, a family, or a group has enjoyed a stay in an area, they are almost certain to relate their experiences to friends and acquaintances. And, they are equally as certain to relate examples of a poor experience.

These are only some of the things we must keep in mind as we make preparations for luring tourists into the Klamath area in 1961 and the years following. We can't expect the Chamber, or any committee of the Chamber, to do the job alone. It must be a community and an area effort, on a sustaining, meaningful basis.



Nikita May Be Last Chance To Effect Peace With Reds

By JAMES MARLOW
Associated Press News Analyst
WASHINGTON (AP) — It's no wonder President Kennedy is giving so much time and thought to dealing with Premier Khrushchev. The chubby Russian may be the last train home.

There will be nothing to look forward to except intensified and more dangerous cold war if this country and Russia don't find some common and amicable ground upon which to do business.

Khrushchev won't be around indefinitely. Unless in his lifetime some peaceful settlements are reached, the Communist world, particularly the Red Chinese, can consider his peaceful coexistence policy repudiated.

The logical alternative to that is a return to the aggressions of Stalin.

Khrushchev may be repudiated by his own followers even in his own lifetime unless his pursuit of peaceful coexistence can be realized in some demonstrable way. His Chinese allies think he is wrong and have said so.

In a way Khrushchev has been a political freak. The only kind of communism the world knew until Stalin died in 1953 was Stalin's kind—cold, more or less inarticulate, and unimaginative.

It was unimaginative in a very

real sense. Stalin relied on the primitive use of force. He ignored the more modern weapons of propaganda, visits abroad, and foreign aid to influence other peoples.

Khrushchev not only denounced Stalin but made the complete switch by drawing a peaceful picture of Russia while using all the modern public relations methods available, the ones Stalin didn't try.

What Stalin and Khrushchev retained in common, as Kennedy pointed out in his State of the Union message, was a determination to make communism prevail.

One basic difference remained. It was impossible to reach peaceful solutions with Stalin; it might be possible with Khrushchev. Kennedy has made it clear he will ignore no effort toward doing so.

Khrushchev sits and waits until Kennedy makes up his mind on what he'll do and how.

But just because Khrushchev may be the last chance in a generation for some peaceful solutions, Kennedy almost certainly will be glad to talk with him if the Russian comes to this country in April for a United Nations meeting.

Kennedy hasn't even indicated yet that he will. At the moment his policy is to say practically

nothing about Khrushchev or Russia. But he has said "each day the crises multiply."

Since he spoke they've become worse. For example: the killing of Patrice Lumumba in the Congo. One of Kennedy's most critical problems is one which may lie beyond his control. While he ponders the course to take in seeking settlements with Khrushchev, the possibility of settlements may be made even more remote by explosions, like the Congo, in areas far distant from both Russia and the United States.

Almanac

By United Press International

Today is Sunday, Feb. 19, the 50th day of the year with 313 more in 1961.

The moon is approaching its first quarter.

The morning stars are Jupiter and Saturn.

The evening stars are Mars and Venus.

On this day in history:

In 1473, famed astronomer Copernicus was born at Torun, Poland.

In 1864, the Knights of Pythias fraternal organization was founded in Washington, D. C.

In 1878, Thomas Edison received a patent for his invention of the phonograph.

In 1881, Kansas adopted statewide prohibition of all alcoholic beverages.

In 1945, the U. S. Marines landed on Iwo Jima.

Also in 1945, war mobilization director James Byrnes ordered a midnight curfew for all places of entertainment.

Thought for today: Daniel Webster said: "Knowledge, in truth, is the great sun in the firmament. Life and power are scattered with all its beams."

THEY SAY...

The income of a composer who has published a major work is infinitesimal compared to that of a novelist. Not more than 10 composers live from their earnings. —American composer William Schuman.

I hope that by making this offer I will encourage others who have been silent to fight to keep the schools open. —Ellen Steinberg, who loaned \$500,000 to New Orleans school board.

I believe that the public will find some other romantic subject to become imbued in. . . We're going to put a man into space real soon and I think this will really signify the end of the so-called saucer era.

—Lt. Col. Lawrence J. Tacker, Air Force information officer, declaring flying saucer era is ended.

We expect failures. We learn from them, and what we learn helps us toward ultimate success in all our space goals. —Dr. T. Keith Glennan, head of National Aeronautics and Space Administration.



I don't know why, but from an article I read recently comes the information that the husband's responsibility for food shopping decreases as the family income increases. In households earning under \$4,000, the husband makes 26 per cent of the food store visits. Where the family income is between \$4,000 and \$7,000, the husband makes 20 per cent of the shopping trips. In families with incomes of \$7,000 and over, the male head makes only 16 per cent of the shopping visits.

I know that can't be because the husband is the more frugal shopper, and as his income goes up, the less he bothers to check the shopping habits of the L.W. In my own case, I can be sent to the grocery store for a bunch of parsley and a quart of vinegar, and I run up a \$25 total before I get the cart past the first island of goodies. And, I find that this is true of practically every male shopper. They aren't "shoppers"—they're buyers.

The other day, there came in the mail a letter to the editor that is absolutely the ultimate. It's priceless. I only hope we can be of some help in getting the writer and his Uncle Fred together. Uncle Fred must be quite a guy—and the world needs, and little boys need, more like him, and I'd like to know him. I'm not going to use the boy's name, but here's what he wrote—in longhand:

"Dear Sirs: "Mr. Editor, will you please print this in your paper so maybe someone will tell my uncle Fred to answer the phone when I call. I live on a dairy farm and I like it very much, but I like to stay with my uncle Fred, in town, on week ends, so I can go skating and to shows. That is when he ain't teaching me things. "He teaches me many things that might not be so but I listen then he gives me money to go skating. "He tells me about justice in Mr. Vandenburg's court, about what the city council are and the county courts. I learn how to paint and nail boards. I should read the paper and know what's going on and I do sometimes. I do not understand like he does because sometimes he gets red in the face and talks loud and aunt Melba takes him to the bedroom where I can't hear unless I slip up to the door and listen. I hear him say words that he says I must not say. Once when that happened I had to run back in front of the t.v. so he wouldn't know I listened. Then when he went to the drug store to get some pills, I read the paper because I heard what he was saying about a paper sack robber it said the robber tried to rob Tucker's East Side Grocery, it's East Side Grocery. It says at 902 East Main it is at 921 East Main. I know because I stay there many times. How can I know what's going on when so much ain't so. "When he came back from the

drug store he looked better and I sit on his lap and he told me many more things about policemen not being paid enough and somebody else — lawmakers I think. He taught me to respect the law and other things I can't remember. But I ask him about things in the paper and he got red in the face and aunt Melba took him in the bedroom again. Then I watched T.V. She must have got him another pill or something because he told me how to catch trout when nobody else can. Then he told me to read the paper every day and see justice done in Mr. Vandenburg's court and maybe he would take me and let me see some. I ask him why aunt Melba catches more trout than he does and then he didn't answer the phone for two weeks. I'm sure glad I didn't ask him about the big buck she killed. "But he doesn't stay mad. He came for me and taught me more things. I read the paper to please him then I get to go to shows. But after the court he didn't answer the phone. "Mr. Vandenburg sat there with his eyes closed—but he must not have been asleep because he talks sometimes. Mr. Redding show paper sacks and clothes and people raise their hands and get up and talk about the time of day and none of them the same. Mr. Redding said he was guilty and that bald headed fellow said he wasn't. My uncle said those people sitting up there would decide which one of them was right and put him in jail. Then Mr. Vandenburg opened his eyes and said something and everyone left. "I read the paper even though my uncle said I didn't have to and maybe that's why he don't answer the phone. But I don't care if everything he teaches me ain't quite so. I love him just the same. I hope when he comes for me that we go fishing and if I catch more than he does, he won't mind because he taught me how."

That's it. And I hope that by this time, Uncle Fred has taken that boy fishing and let him catch more than he. Furthermore, I'll bet that's just what Uncle Fred did!

I guess that's what uncles are for. I recall my own Uncle Bill who taught me enough baseball and basketball to qualify me for the pro ranks. And he taught me how to hunt everything from a gopher to a deer.

All this brings another sobering thought to mind: that most of us fathers consider ourselves too busy making a nickel to bother too much with the problems and the joys of a young son. Then, the first thing we know, they're grown into teen-agers, and they're way past us. We have failed to weld a common bond between ourselves and our sons, and when we realize it—it's too late. For too many of us, that is. Some of the wiser fathers wake up, and learn their lesson early enough to prevent a critical failure.

Uncle Fred—you're great!

THE DOCTOR SAYS... Nasal Troubles Plague Victims By HAROLD T. HYMAN, M.D. Written for Newspaper Enterprise Assn. "Ever since the middle of September," writes a lady from Pittsburgh, "my nose is closed more than it's open at night. Sometimes I can hardly get my breath. And my mouth gets so dry it wakens me. The nose and throat specialist I go to wants to operate on me and remove an obstruction he finds in my nose. But if that's my trouble, wouldn't you think it would bother me more during the day when I'm busy at home? Or outside when I'm breathing in dust and soot?" Dear lady, your questions indicate that you've been thinking clearly. Now, how about thinking the problem all the way through? For the reasons you've suggested, of course you'd expect your nasal obstruction to give you more trouble during the day than at night. Now, can you figure out why the opposite is true? In other words, why does this obstruction bother you to such an extent at night when you're at rest or even asleep in your own room? Several possibilities come to mind. From the accompanying dryness of your mouth, I'd suspect that your bedroom is too hot, too dry and possibly underventilated. Without going to extremes, why don't you experiment with the atmospheric conditions in your sleeping chamber? You might first see what a steam kettle will do for you. Just plain steam, that is. No need for smelly medication.

Guilt And The Guilty

(The Wall Street Journal)

The Government's antitrust case against various companies and individuals in the heavy electrical equipment industry has come to the final stage, but the questions go on.

Some individuals involved have received, besides fines, jail sentences of up to 30 days. By and large the men going to jail had, in the court's view, policy-making functions; those individuals who followed along in a difficult situation will not suffer imprisonment.

But Judge Ganey, in announcing his judgment of the sentences of the individuals, got back to the great unanswered question of the case. Said he: "In reaching that judgment, (the court) is not at all unmindful that the real blame is to be laid at the door-step of the corporate defendants and those who

guide and direct their policy." He added that while the Justice Department had said it had no probative evidence which could secure conviction of those in highest corporate echelons, "in a broader sense they bear a grave responsibility for the present situation."

These were violations which had gone on over a long period of time, involved many companies and individuals and many millions of dollars worth of business. The violations were known and condoned at the higher echelons of the companies or else the top officials were not acquainted with important aspects of their business.

Either way, the fate of those jailed impinges on the conscience of the leaders in the electrical equipment industry, and the lessons are plain to the whole business community.

Easy Come, Easy Go

(Gazette - Times, Corvallis)

Looking behind the figures for private income and spending last year, we get the impression that as a people, our motto was, "Easy come, easy go." We were not too prudent.

We spent a record of \$328.2 billion in the twelve months. When we add the \$120 billion that goes for Federal, state and local taxes, that left only \$55 billion of the \$503 billion that was the value of the gross national product. Individual savings were at the rate of \$26.1 billion. That left less than \$30 billion for investment, expansion, and all the other things we need to do to make jobs, build our country and our private interests.

It was a combination of extravagance and

the high cost of living. Each man, woman and child in the country would have had to spend \$1,823 to make up the grand total of what Americans spent last year, and we know that millions did not have that much to spend. The average consumer spent \$4.70 of each \$10 bill on food, clothing and other nondurables; \$1.30 on cars, refrigerators, furniture and other hard goods and \$4 on rent, doctor and drug bills and other services.

High prices and high wages make a mockery of high earnings. We continue to spend most of what we earn and look to the Government to take care of us in our old age, instead of having enough to put aside for our own retirement. And our laws penalize the couples who save to take care of themselves.

YOUR POCKETBOOK

Forethought Saves Repair Dollars

By FAYE HENLE

Twenty-five cents out of each dollar spent annually for home appliances is spent for repairs. If you have not given serious thought to licking those repair bills, start now.

First line of defense: Learn as much as possible about the appliances and their maintenance.

When you shop, remember that an appliance's guarantee or warranty is only as good as the company behind it. Check on who will make good on the guarantee—dealer or manufacturer. If possible, buy from a dealer who has his own service department, or from a manufacturer that will send a serviceman to your home. When an appliance must be shipped to the manufacturer for repairs it is a headache.

Make sure that you know what the guarantee covers. Sometimes parts and not labor are covered, sometimes everything except a vital motor is covered.

Never covered is damage caused by your own misuse. Therefore, learn all you can about an appliance before using it.

When should you get a service warranty? Only if the original guarantee does not cover replacement of the larger and more expensive parts and if you can get service from a nearby repairman, says the American Management Assn. They have studied the high cost of repairs and report on how you can save in a publication called "Supervisory Management."

The association advises that the simpler the appliance is to operate, the easier it will be to repair. Make sure small parts are readily available before you buy.

If you have no guarantee or service warranty, make doubly sure you need the repairman be-

fore you call him. Check whether the appliance is plugged in and the outlet working. If your washing machine is sluggish, try a less sudsy detergent. If the oven smokes, clean it.

Play along with your appliances for a while. A repairman will charge the same—from \$5 to \$10 an hour in most parts of the country—whether he is tightening knobs or overhauling motors. If you suspect big trouble, don't diagnose the problem yourself. You may think the motor is shot when only a simple repair is needed, but if the repairman is dishonest, he may install an unnecessary new motor—and hand you a big bill.

Check your phone book for authorized service bureaus. Patronize these whenever possible.

Ask for a manual or instruction book for every appliance you buy. If your dealer has none, write the manufacturer. Most manuals give instructions helpful to you and your serviceman.

Get repair estimates in writing. If they appear high, check with another repairman. Get written guarantees on repairs, plus an itemized bill.

When should you replace instead of repair? A good rule of thumb is: When the repair bill is more than half the original cost of the appliance, a trade-in may be a better bargain than a repair.

How long should various appliances last? Says one manufacturer: The life of refrigerators, ranges and vacuum cleaners range from 10 to 20 years; 5 to 10 years for your dishwasher; 5 to 20 years for a clothes washer; about 10 years for an electric sewing machine. No estimate is given for your TV. How long it lasts depends on how much you use it.

BARBS
When little tots climb around the house the best thing to try on your piano is scratch-remover.
You're not a fish simply because you fight the hardest when you get to the end of your string.
A large percentage of home accidents happen in the kitchen. Give the new bride time—she'll learn to cook.
Lady barbers in a Midwest town struck for higher pay. A razor else.
QUESTIONS AND ANSWERS
Q—What causes the sulphur color on the underside of the blue whale?
A—A coating of microscopic plants.
Q—In how many presidential elections have both major candidates been in their 40s?
A—Only the 1960 election.

Canadian Province
ACROSS
1 Capital of Saskatchewan
7 Province of Canada in 1905
13 Speaker
14 Eludes
15 Exterminate
16 Born anew
17 Mariner's direction
18 Shade tree
20 Pastry
21 Gaze amorously
22 Musical note
24 Lawyers (ab.)
25 Hope's kins
27 Fossil
28 Reverential fear
29 Armadillo
30 Clam
31 Soft final
32 Solid (comb. form)
36 Weights of India
41 Long fishes
42 Near
44 Month (ab.)
46 Hawaiian pepper
47 Arrival (ab.)
48 Annamense measure
49 Langer
50 Prince — is one of its communities
55 Masculine appellation
56 Gratuity
57 Impose a tax
58 Seasoned
DOWN
1 Western cattle show
2 Canded sea-holly root
3 Presidential mallets
4 Followee
5 Neuter
6 Soviet guild
7 Road shoulder
8 Night before
9 Taxi
10 Taken as one's own
11 Earns
12 Anglo-Saxon thews
19 Varnish ingredient
22 Russian storehouses
24 Eagles' nests
26 Asterisk
28 Reverential fear
29 Knocks
31 Malt drink
35 Flavors
36 Retinues
37 Rowing implement
39 Seat afresh
40 Scanty
41 Roman helmet deity
43 Snares
45 Carried (coll.)
47 Crafts
50 Golf mound
51 Worm
53 Lady Literate in Arts (ab.)
54 Babylonian deity