THE KLAMATH NEWS

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FRANK JENKINS ..... Editor

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The Challenge of the New Frontier

ONE of the reasons why America always came out of its 19th century depressions so completely was that it always had a frontier awaiting development. When industrial stagnation in the east had reached a certain point, the country could turn west, roll up its sleeves and proceed to pull another section of the frontier into the fold; and before it got through it discovered that the depression was gone.

No one needs to be told today that the old frontier is no more. We haven't any vast undeveloped spaces along the western horizon any longer; none, at least, that we can use just now. But we have a new frontier these days, if we only stop to recognize it, and it can serve us today precisely as the old western frontier served us a generation or two ago.

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Our new frontier is less tangible than the old ones, and you won't find it on any map. It includes practically all of industry and nearly all of agriculture. The pioneers who are attacking it are the workers, the farmers and the business men of the United States; their map—still a bit rough and uncertain, in spots—is the combined industrial recovery and farm relief program.

It isn't just a figure of speech to say that all of this stands as a new frontier.

The old, physical frontier represented an obstacle to be conquered, new paths to be found, jobs to be filled, daring decisions to be made—with a new space in which men and women could establish homes, bring up children and hunt for happiness as the prize.

This new frontier represents exactly the same thing.

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It is a challenge, just as the old one was, to our daring, our ingenuity and our endurance. Beyond it there lies nothing less than a new order of living waiting to be exploited. The possibilities are as unlimited as any that an early pioneer saw when he climbed an unexplored mountain peak and looked off to the west.

The present moment is the end of a depression, but it is also something more important: it is the beginning of a new era. The future can be finer than anything in our past has been, if we just recognize our new frontier and tackle it as a frontier should be tackled.

Exit the Atheists

IT is possible to get two or three little smiles out of the news that the depression has so sharply reduced the number of militant atheists that the American Association for the Advancement of Atheism is threatened with extinction for want of funds.

This organization's annual report shows that its membership has declined steadily during hard times and that its income has been reduced by one half. On the other hand, the report complains that church membership has increased constantly all through the depression, so that more than 50,000,000 Americans today are regular church communicants.

And all of this, somehow, sheds an interesting little sidelight on human nature. It's easy enough to be an atheist, militant or otherwise, when everything is going swimmingly, and every stock market flurry increases the size of your bank account. But when the bottom falls out of things, and you find that you aren't quite as all-wise and eternally lucky as you had thought—well, atheism becomes a non-essential luxury then, in short order.

After Repeal—What?

ONE of the oddest things about the current campaign to repeal the 18th amendment is that all of us seem to be too busy, or something, to give the slightest thought to the question of what program we shall adopt after the amendment has been discarded.

Are we to go back to the old high-license regime that was common before 1920? Are we to adopt the Ontario system, or a modification thereof? Is the Quebec system one which we could profitably copy? Will it be necessary for us to find an entirely new method of handling the liquor traffic?

All of these questions become more important each week. So far we have hardly bothered to give them a thought. It would be very foolish for us to rush through with the task of repealing the dry law without devoting any time to a consideration of what sort of liquor control we are going to have afterward.

Dangerous Billboards

THE billboard has long been famous as a nuisance. Now it is becoming apparent that it is actually dangerous, as well.

Col. Frederick S. Greene, superintendent of public works of New York state, declares that the billboard distracts the attention of speeding motorists on country highways and thereby causes traffic accidents.

"If a sign does not attract attention, thereby distracting the driver from his business of handling his motor car, it fails in its purpose," says Colonel Greene. "In my opinion, the more important objection to the billboard is that it does cause accidents rather than that it mars the scenic beauty of the roadside."

The logic of this remark is obvious. How long, do you suppose, will we continue to put up with the billboard blight?

Telling the Editor

KLAMATH FALLS, Ore.—(To the Editor)—Can nothing be done about the prevailing "epidemic" of magazine agents? The ones this year seem worse than in former years.

Why do Klamath Falls residents patronize people who come in here from every state in the union soliciting subscriptions for any and all magazines?

Right now there is a team of five ladies canvassing the county for one of the most popular weekly magazines, as well as various other individual representatives who are soliciting for many others.

These people cannot give any better prices than a local representative and most assuredly they cannot give as good service as one who lives here year in and year out.

Only last year a man claiming to represent a leading teachers' magazine came through here just before school opened and he collected a large amount of money from Klamath county teachers for magazines which were never received by the subscribers. This man was afterward arrested in Portland and sentenced to serve a term in jail.

Why not subscribe for all magazines through local representatives and know that copies will be received and commissions from subscriptions will be spent in Klamath county?

MRS. WALTER WEST.

WASHINGTON NEWS BEHIND THE NEWS

By PAUL MALLON

By PAUL MALLON

Gold

WASHINGTON, July 3—Europe exerted subtle pressures to make the Roosevelt administration change its course at London.

The threats it made against us publicly were mild compared with those made Sotto Voce. The pressure was so warm at one time Thursday that a definite course of European opposition was mapped out privately to our officials.

We were told in international whispers that France would probably not go off gold, but that England would peg the pound with the franc and let us try to get along against that combination.

The Threat

The threats frightened some of the administration advisers. They started talking about a compromise whereby we would accept the principle of currency stabilization now and delay working out the details for a few months.

The Europeans would accept that only if Mr. Roosevelt would promise not to use the dollar revaluation power in the meantime.

The harassed experts left in Washington frankly conceded off the record that the situation was badly muddled. They gave up and looked to the Amberjack for the answer.

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Maneuvers

This new cotton textile code is almost as good as it looks.

Loopholes are few. Exemptions are not important, child labor appears to be thrust out of the national economic picture.

There are good reasons behind these implications that the millennium is just around the corner.

The inside fact is that textiles have been leading the progress we are making toward recovery. The business has been running more than 100 per cent of what the federal reserve board considers normal. The spurt is based on fear of higher prices for raw materials, also on a desire to avoid the processing tax.

There is actually a shortage of certain kinds of labor in some cotton textile localities. The industry can stand higher wages better than any other.

That is why it was selected to lead the industrial recovery band.

The textile people completely out-maneuvered the labor strategists.

Their ten dollar wage proposal was what did it. You can hire good men for that money. There was no longer any sense in hiring children. Therefore, they agreed to write into their code a provision abolishing child labor.

It ruined the strongest argument of the labor opposition.

That is one reason why the labor presentation was as strong as planned. President Green of the A. F. of L. privately eliminated from his speech certain phrases which were somewhat bitter.

The changes softened his public attack considerably.

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Parody

The Otto Kahn hearing was only a state rehashing of the big Morgan show.

It was staged because the Morgans had been privately assured they would not be left out in the heat alone. At least one of their competitors had to be fried publicly at the earliest possible moment.

The investigators did not bear down on Kahn very hard. They have their minds on digging up evidence about our capital financial structure. They will spend the summer on that. Taking evidence will start in October. They expect to lay groundwork then for legislation completely reforming New York dominance of the financial picture.

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Methods

You have noticed the big Wall Street waistlines have recently bulked themselves against the old income tax loopholes. They used these same loopholes to avoid taxes the past three years. Now they want the law changed.

There is a method in their madness.

The truth is that the period of capital losses is about over. The period of capital gains from market transactions was started about three months ago. The provision makes the profitmakers pay more taxes. It enables the traders to escape taxes only when the market is falling.

For that reason the change of front is not so philanthropic as it might appear.

They will wait a long time before the provision is repealed.

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Stocks

The administration has been looking at recent stock quotations with misgivings.

That is supposed to have been what was behind the recent fast trip Budget Director Douglas made to the Roosevelt yacht.

Douglas has long been an advocate of action to keep the market from running away with itself. The largest New York traders heard he was interested some days ago. They have been running up telephone bills on Washington calls trying to find out from their college chums in the administration what is going on.

The only answer they received was that no one could tell what orders would come from the Amberjack. It has no telephones.

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Bashful

Bernard Baruch moved back to New York only to get out of the summer publicity heat in Washington. He is still influencing the Washington show on the inside as much as ever. He can still use the telephone from New York. The only difference is that the tolls are higher than they were from his hotel here.

The state department is constantly in touch with him. So are his men in the key administrative positions.

The change keeps his name out of the limelight and gives him a freer hand.

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Notes

The opinion is general on the inside here that no effort will be made to prosecute Otto Kahn on his income tax sales. You could plainly see the effects of of the Mitchell acquittal at the hearing. Witnesses dealt much more boldly with their tax sales. The investigators handled the issue less forcefully.

Eugene Meyer is working ten hours a day learning to be a publisher. His private ambition is to make his Washington Post a second New York Times. He has money enough to try it. His editorials have led federal reserve board members to suspect he may shortly open up an attack on his old pals. He does not like their easy money policies.

Those who should know say that Norman Davis may clean up the odds and ends on disarmament, but that is all. His unequaled ability will be lost to the administration because of his international banking connections. The severance of his relations will be accomplished in the quickest possible way.

Earlier Days

(From Files of the Klamath Republican, July, 1909.)

An automobile party consisting of Mr. and Mrs. Howard and Mr. and Mrs. Nunn, of Napa, Calif., returned yesterday from Crater Lake, the first auto to attempt the trip this year. The party had difficulty in reaching Prospect with their machine, being told the road was impassable. The auto however, could have made the trip into the park area before encountering heavy snow, and in a fortnight Steele's camp can be reached by car.—Medford Mail Tribune.

There will be no excursion to Shasta Springs on the Fourth of July due to the fact that the requisite number could not be secured.

Editorials on News

(Continued From Page One)

This is a great stock country, and the by-products of sugar beets are among the best stock feeds we have. The tops and crowns that are cut away when the beets are harvested, the wet pulp that is left after the sugar bearing juice is taken away, the dried pulp that is made from this wet pulp, and the molasses, all have very great feeding value indeed.

This is one of the greatest stock growing regions in the country. With an abundance of the proper feeds, available at reasonable cost, it would become one of the greatest stock feeding regions.

The sugar beet industry supplies cheap fattening feeds.

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FOR MANY YEARS, the sugar industry has been on a declining scale. That is to say, it has been growing less profitable every year. So at any time in the recent past it would have been impossible to interest any of the larger beet sugar companies in entering this field.

But conditions are changing somewhat. The sugar industry is looking steadily more promising, and so it may be that the time is here when new investments in beet sugar factories will be made.

If that is true, this is the time to push the sugar beet industry in the Klamath country if we WANT to push it.

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BUT the pushing, in this writer's judgment, must come from the farmers themselves. If they want a new crop, to be added to the crops that are grown here already, thus adding to the diversification of agriculture in the Klamath valley, the sugar beet offers opportunities.

But success or failure of the sugar beet industry will depend wholly upon whether or not the farmers of the Klamath valley will grow year after year, under varying price conditions, enough beets to meet the factory's requirements.

Beauty Hints

Elbows are terribly neglected, as a rule. Many an otherwise well-groomed woman seems never to have looked at her elbows. Her arms will be smooth and well cared for. Her elbows will be dark, unpleasant patches in the creamy stretch of her arms.

Warm weather clothes bring all elbows out into the open. Are yours ready for inspection?

Start immediately. Use your hand brush, with a little salt and war mwater and scrub. Not too hard. You can't rectify neglect in a single treatment.

Now use some lemon juice on them, by dipping your brush into it. The salt and lemon together are a magnificent bleach. But you must remember that they also harden. So you'll have to use some good cream afterward.

You can massage unpleasant, sagging elbows into respectable looking, unnoticeable ones. Use a circular motion around the elbow, then stroke the arm up and down, through the elbow joint. At night put your best nourishing cream on your elbows and gently massage it in and let it stay.

These little attentions to your elbows need take only a second or two each day. If you haven't thought about your elbows, take a good look sideways at yourself in the mirror and see if yours don't need care. Perfect grooming really means daily care to all these little details.

Some People Say

It is grand to read, but not good to accept without thought. Too many people are apt to accept what others say without weighing and forming their own judgment. —Mrs. Franklin D. Roosevelt.

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The deaf are a proud folk; they never beg. I've worked among them for 50 years and I never knew of a deaf beggar.—Dr. Thomas Francis Fox, retiring master of the New York school for the deaf.

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Not only is one man's expense another man's income, but one man's debt is another man's credit.—Henry Kitteredge Norton, economist.

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It is doubtful whether the pampered child-and-a-half of the American family today is better than the child of a former generation with eight or nine brothers and sisters.—Dr. Barton C. Hirst, Philadelphia eugenics expert.

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Nationalism in the sphere of politics may be essential to human freedom. Self-sufficient nationalism in economics is the death knell of advancing prosperity.—Prime Minister MacDonald.

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Contrary to many statements concerning Shakespeare's domestic life, there was no strife in Shakespeare's household.—Prof. B. Roland Lewis, University of Utah, a Shakespearean authority.

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Countries really experienced in democracy—the United States, Switzerland, England, the British dominions and the Scandinavian countries—have not been and are not now threatened with dictatorships.—General John J. Pershing.

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What's wrong with the fight business? There is too much "Yoo, hoo, Sweetie!" stuff in it. Do you think people come to fights to see a couple of ballroom dancers? They want to see action.—Max Baer, pugilist.

Wise Cracks

The average Londoner must be having a tough time these days in trying to figure out whether the fog arises from the weather or from the Economic Conference.

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From our observation, those snappy beach pajamas that the girls are wearing this summer are used more for posing than for dozing.

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Iona, Mich., farmer narrowly escaped being hit by a falling meteor on the day the farm relief bill became effective. We always predicted that the heavens would fall if something was done for the farmer.

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Worry over the depression has increased baldness, says a Chicago scientist. And we always thought the crisis the nation has just gone through was a hair-raising experience.

"They hired the money, didn't they?" said Mr. Coolidge in his famous observation about the war debts owed us by European nations. Looks like now they have decided to give it a permanent job.

SIDE GLANCES— *by George Clark*

"Don't hesitate, Mr. Brooks, now is the time to buy fur coats."

AMUSEMENTS

PELICAN — Now playing, Maurice Chevalier in "A Bedtime Story."
PINE TREE — Now playing, Tom Mix in "Hidden Gold."
VOX — Now playing, Jack Oakie in "Uptown New York."

PELICAN

Here's "A Bedtime Story" that will keep you AWAKE!

It's Maurice Chevalier's latest Paramount picture by that name which is now playing at the Pelican theatre. A year-old baby shares honors with the gay Parisian star in a film that's dazzling entertainment from its charming opening through its romantic close-up.

The child—"Monsieur Bab-ee" to you—won the right to play the role in a competition that included practically every infant in California, and he shows why as he gurgles his way to your heart. Edward Everett Horton, who did such a swell job in Lubitsch's "Trouble in Paradise", shares comedy honors with Chevalier, in the role of the valet. Helen Twelvetrees, celebrating her return to the screen, has the kissable role of the baby's nurse while such glamorous femmes as Adrienne Ames and Gertrude Michael give Chevalier—and you—plenty of allurement.

PINE TREE

Tom Mix is coming back, riding, fighting, socking his way through Universal's latest thriller of the wide open spaces, "Hidden Gold" which is now playing at the Pine Tree tomorrow.

Pretty Judith Barrie, Eddie Gribbon, Raymond Hatton and Donald Kirke are with him in this gripping cowboy drama of a handsome cowpuncher who nearly loses his neck trying to save his sweetheart's ranch for her.

The police throw him into jail as an under-cover man so that he can gain the confidence of an imprisoned gang of bandits and find out where they have hidden a fortune in gold before being captured.

There's a blood-tingling prison break, a forest fire and a screen-full of flying fists and bullets as Tom and Tony go through their hair-raising paces.

Arthur Rosson directed the film and Jack Natteford and James Mulhauser adapted Natteford's story for screening.

VOX

Packed with romance, good comedy and a highly dramatic climax, the latest picture, "Uptown New York," now playing at the Vox from the Kelly-Blschoff-Saal combination measures up to the standard these independents have set for their product this season. Victor Schertzinger has handled his characters, situations and dialogue expertly to get the most from the Vina Delmar story, adroitly adapted for the screen by Warren Duff.

The comedy department is in very capable hands: Jack Oakie, George Cooper, Henry Armetta, Lee Moran, a quartette who never overlook a bet. Incidentally, someone better watch this Armetta chap. He's been the life of the party several times lately with his delightful Italian characterizations.

Jack Oakie delivers another dumb-but-smart characterization that is highly amusing. His only thoughts in life are for a thriving slot machine business until he discovers that love is more important, and then things happen.

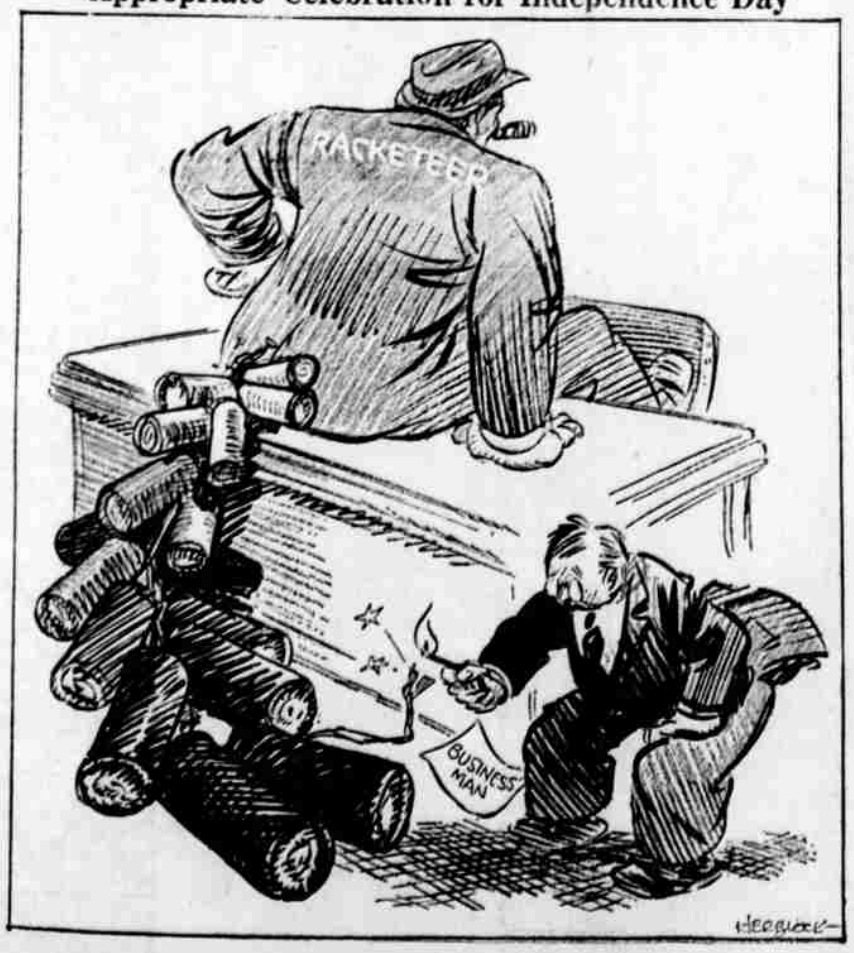
The romantic and dramatic moments are nicely balanced so that natural comedy drops in to relieve any possible monotony. Good craftsmanship is displayed throughout.

Edgar Allan Poe and William Wordsworth occasionally wrote the last stanza of a poem first; Poe's "Raven" and Wordsworth's "We Are Seven" were composed in this manner.

The United States has six times as many plumbers at present as it had in 1906.

The pagan custom of decorating buildings and places of worship at the feast which took place at the same time as our Christmas is believed to be the origin of the use of Christmas wreaths.

Appropriate Celebration for Independence Day



Is the Zero hour at hand?

Advertising...

the barrage before the drive!

Along a depression-weary Front, world-wide in extent, business men are peering into the darkness ahead, watching and waiting for the right moment to go. Who will set the hour? Who will give the signal?

Rash indeed is the man or organization to declare that the depression is over, or that the turn is really at hand. But certain signs are evident, to be read and interpreted by each according to his own ideas and vision.

Much will depend on the psychology of the consumer, the man who still has money to spend, or credit to use in making commitments. Bolster his morale with confidence, incite his wants with new and desirable products, convince him that the day of price-cutting is done . . . and the drive for prosperity will be on its way. The objective will be half achieved.

This is today's job for advertising!

But advertising must reckon with changing conditions, with a New World, with altered appetites, with revised ideals. No battle was ever won with obsolete weapons or old-fashioned ammunition. To be successful the advertiser must arm himself with the most modern and efficient appeals. He must co-ordinate his share of the barrage with that of the other leaders in business and industry.

With this in view the Advertising Federation of America has adopted as the theme for its coming convention, "Advertising's Job in the Changing World." This subject is vitally related to the problems that merchants and manufacturers are facing in today's markets.

On to **GRAND RAPIDS**
JUNE 25-29, 1933

29th Annual Convention of the A.F.A.

Keyed to a theme vital to every business man, a theme intimately connected with processes of Business Recovery, this Convention merits your attendance if you have any interest in sales problems or advertising. Non-members are cordially invited to attend. Details from your local Advertising Club, or write to A.F.A. Headquarters for program. Henry T. Ewald is chairman of the program committee.

ADVERTISING FEDERATION OF AMERICA
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