

DRIVE FOR FUND TO ADVERTISE OREGON ABROAD

Portland, —Underwriting of the \$250,000 fund with which On-To Oregon, Inc., will advertise Oregon's resources, advantages and opportunities to the world is going forward steadily this week in Portland under the direction of E. B. MacNaughton, vice president of the First National Bank.

With the 100 business men who are in field seeking subscriptions all busy, directors of the association expressed confidence today that the \$150,000 needed to supplement the \$100,000 now on hand and bring the total up to \$250,000 will be obtained before the campaign closes August 9.

Due to the expense which would be incurred and the time which would be consumed in setting up numerous local organizations for the collection of funds in the several communities of the state, no attempt is being made to solicit subscriptions outside of Multnomah county this year. However, subscriptions from individuals and firms and corporations in communities outside of Portland will be welcomed, the directors said.

Subscriptions are ranging in size from \$15,000 from large firms down to \$12 from small firms and individuals. Lump subscriptions are being discouraged in favor of monthly installments.

Founded on the principles of community advertising associations which are directing the national advertising being done in Los Angeles, Atlanta, San Francisco, Dallas, Philadelphia and other cities, on-to-Oregon has been created to sponsor and direct publicity. It has been endorsed by, and has the support of the Oregon State Chamber of Commerce and the Portland Chamber of Commerce.

Inquiries received from the national advertising will be turned over to the chambers of commerce, upon which will fall the task of following up requests for information.

The advertising will be designed to build up a tourist travel industry, attract new industries and stimulate land settlement.

KLAMATH COUNTY GETS GOOD ROADS

About 24 miles have been completed of a 44-mile contract of highway improvement in Klamath county on the Green springs, The Dalles-California and Klamath Falls-Lakeview highways, it is said at the office of the state highway department.

The contract was awarded last spring to J. A. Compton at a contract price of \$130,152 for 44 miles of bituminous macadam wearing surface. Four miles of this is on the Green Springs highway, 14 miles on The Dalles-California highway and 26 miles on the Klamath Falls-Lakeview road. It is estimated the contract will be completed by September 1.

The bituminous macadam is being laid over an old macadam base which was laid several years ago. The new wearing surface averages about 2 1/8 inches in thickness and the average cost of this part of the work is \$3000 per mile. To this, however, is added the cost of the rock and stock pile which is said to be about \$2000 a mile.

Dallas—The Farmers' State Bank of Independence has filed a complaint against L. Kamaye and P. L. Brown involving the sum of \$250,000 as principal, interest at 8 per cent from April 9, 1930 and \$50 attorney fees.

Tells How Fat Men Can Lose Half a Pound a Day

Here's a simple way to get rid of that corporation and quickly feel in both body and mind the joy of living.

It's the safe way, too—for every day you continue this easy method of losing unwanted and unneeded flesh you'll gain in energy, vigor and endurance.

Nine times in ten obesity means inactivity—it means that your blood is starving for the six vital salts your internal organs need to keep you youthful, active, ambitious and keen in mind.

When you take one half teaspoonful of Kruschen Salts every morning in a glass of hot or cold water you get these six vital salts which modern foods and cooking do not supply.

Start taking Kruschen Salts—that's the common-sense way to reduce—but don't take them with the

TWENTY OREGON ENTRIES-SIGNED FOR FAIR RACES

Twenty of the record list of entrants to compete for the \$2500 prize in each of the three stake races at the Oregon state fair here, September 22 to 28, are to come from Oregon's own stables, records revealed Wednesday.

Ten of the entries in the 2:12 trap 2:15 pace and the 2:08 pace are listed as from Portland, with another ten from stables throughout the state.

In the 2:12 trap, Portland entries include "Lady Acme," George L. Parker; "Hallie Guy," J. J. Keddery; "Checkers," C. A. Witt; and "Gallie Vernon," Jack Nolan. State entries in this race include, "L. C. McK," Frank McCarthy, Salem; "Prince Charming," Slim Lindsay, Salem; and "The Northern King," H. V. Adix, Gresham.

In the 2:15 pace, Portland entries are: "Miss Pleasanton," H. Glerman; "Stony Logan," I. E. Kunzman; "Ethel Herder," Sam Hakim; "George Dromore," P. J. Kaddery; and "Hy Everding," C. A. Witt. Other Oregon horses entered include: "Anna Cincifield," E. M. Thomas, Gresham; "Sir James Logan," Dick Crawford, Gresham; "Hal Fitzsimmons," Ramp and Wilbourne, of Brooks; "Todd Mann," Ramp and Wilbourne; and "Zolok Hal," Iva Rettig, Salem.

The 2:08 pace includes two Portland entries, "Miss Pleasanton," H. Glerman and "Mahlie Lacey," C. A. Witt, both of Portland and "Cincofield," E. A. Thomas, "Georgia Hal," H. G. Cox, Salem; and "Todd Mann," Ramp and Wilbourne.

Entries in the 2:20 trap are still being received, it was said at the office of Mrs. Ella S. Wilson, secretary of the state fair board, and will close when entries into the class races end August 15. Lists this year are considerably ahead of applicants which had been received up to this time a year ago, officials said.

OILING OF ROAD GOES ON RAPIDLY

By the end of this season the maintenance division of the state highway department will have completed oiling about 75 percent of the macadam surface of the Roosevelt coast highway between Coquille, Coos county and the California line, a distance of about 121 miles, according to R. H. Baldock, maintenance engineer. A state oil crew is now at work south of Gold Beach.

By a careful study of oiling methods, the division is able to carry on this operation with practically no inconvenience to traffic. It is rarely necessary for an automobile to come into contact with the freshly laid oil.

It is said this consideration is highly appreciated, particularly by motorists who have come in contact this season with county work being done in some parts of the state.

NIGHT AIRMAIL FIXED
Portland (UP)—Inauguration of night airmail south from Portland beginning August 15 was announced by Postmaster John M. Jones. The night mail will leave Portland at 8:45 p. m., arrive at Medford at 11:05 p. m.; Oakland, 3 a. m.; Los Angeles, 6:35 a. m., and San Diego, 8:10 a. m.

COLLEGE MAN GUEST
Mt. Angel—Mr. and Mrs. Al Hodapp and son, Philip Henry, of Chicago are guests for several weeks at the Keber and May homes. Jos. J. Keber took the guests to Rockaway, Sunday, in company with Miss Helen and Miss Dorothy Keber. Mr. Hodapp is a professor at Loyola University in Chicago.

No wonder



this stunning

The tire pictured is the handsome new Goodyear Heavy Duty in the 4.50-21 size, (formerly 30 x 4.50)

new Heavy Duty GOODYEAR



is sweeping the country

You can buy this stunning new Goodyear Heavy Duty Balloon—one of the best-looking and best-performing tires ever produced—at a price almost anyone can afford.

great new tire is recommended for tough service—for the heavy car, the fast driver, the rough and rocky road.

Fresh and original in design, this super-standard

Goodyear is the very last word in fine appearance, rugged endurance and dependable performance.

If you want the biggest money's worth you ever got in a tire, buy the new Goodyear Heavy Duty.

Crude rubber is now the cheapest it has ever been, and as a result you can get this special Heavy Duty Goodyear for only a dollar or two more than you had to pay last year for an ordinary tire.

**Now is the
time to get
YOURS**

Extra-stout and extra-massive, this

GOOD YEAR

Frank Doolittle's

MASTER SERVICE STATION

North Commercial at Center—Telephone 66

ASSOCIATE DEALERS—SALEM, ORE.

Otto J. Wilson
BUICK—MARQUETTE
388 So. Commercial—Tel. 220

Eiker Auto Co.
Ferry and Liberty

LEWIS (All under cover)
Service Station
West End Salem Bridge—Tel. 3575

Dougherty Bros. Garage
2120 Fairgrounds Road—Tel. 996

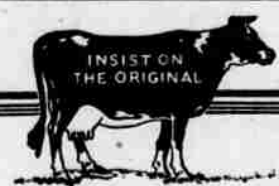
Wood-Wheaton Motor Co.,
OAKLAND—PONTIAC
350 N. Hight St.—Tel. 2125

Fromader Bros.
2310 South Commercial

State Motors, Inc.
HUDSON—ESSEX
525 Chemeketa—Tel. 1000

Harbison's Service Station
Com'l at Miller Capitol & Market

IT WILL PAY YOU TO SEE THE SUPERTWIST DEMONSTRATION



INSIST ON
THE ORIGINAL

Peppey age

Growing old is a bad habit. Wrong nourishment contributes most to premature decline. People of years particularly find Horlick's malted milk ideal nourishment—mild, soothing, restful to tired nerves, quick relief for fatigue. Send ten cents for sample and mixer.

HORLICK'S

RACINE, WISCONSIN