

The Evening Herald

E. J. MURRAY Editor FRED SOULE City Editor

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WEDNESDAY, AUGUST 25, 1930

ADVERTISING GETS BUSINESS FOR ONE DEALER

LOS ANGELES, Aug. 25.—After having completed a business trip covering many of the Goodyear branch offices throughout the west and northwest, J. X. Kennelly, advertising manager for the Goodyear Tire & Rubber company of California, Los Angeles, declares that business conditions in these sections are decidedly encouraging, despite the special handicaps that exist in one or two localities.

"I found quite a difference in the attitude of various dealers," he says, "for instance, in a town in eastern Montana, I found one dealer who had nothing to do all day but talk about how bad business was, how little business he had been doing for the past few months and his wail was that unless things picked up soon he expected to close his doors and hunt for a new location. This fellow was pulling down the window shade and weeping because tire users were not tearing in his door and forcing him to sell them tires."

"In the same town I found another dealer that I tried to talk to but found he was so busy selling tires that it was necessary for me to return to his store after business hours to get his attention. This dealer determined that he would stimulate business a little, so he hired another salesman and increased his advertising in the newspapers."

"On the particular day that I encountered him he had sold 32 Goodyear tires, while his competitor had been weeping because he could not sell any. He recognized that there was an actual demand for his product and he took the proper measures to get his share of the demand."

"Aggressive salesmanship and advertising can usually be depended on to increase sales. During the last year we have been able to interest thousands of our dealers in using newspaper advertising to increase tire sales. Many of them had never before used newspaper space and the results obtained have been so pronounced that a regular advertising budget is planned for next year. In some instances our dealers have arranged contracts with their papers covering an entire year."

"Goodyear is now a sort of 'advertising agency' for all of its dealers. We not only give advice concerning how to formulate good copy but actually write it for them. We also work out advertising plans and make up layouts. Hundreds of our service stations are taking advantage of this service, for which we make no charge whatever. Our sole aim is to help the dealer who wishes to advertise, to spend his money judiciously in the

PARKER TO SELL MIDLAND LAND

Six thousand acres of Midland Tule land is in the hands of C. F. Parker for marketing, through agreement between Mr. Parker and L. Jacobs, owner of the acreage. Mr. Parker announced today. He will devote all of his time, aside from management of his dancing pavilion interests, to the sale of the land, and when the close of the summer ends open air dancing he will swing all his attention to real estate.

"I am convinced beyond question of the fertility and value of this land," said Mr. Parker today, "and after pains-taking investigation and observation of the results that the Weyl-Zuckerman company and Chinese and Japanese farmers are getting in this territory I am sure that purchase of this land is a profitable investment for any one."

He said that he had been approached in the last few days, by many persons desiring to form an association for the development of a part of the acreage, and formation of a stock company is being considered to plant several hundred acres to diversified crops this fall. It is proposed to start cultivation at once and make a fall planting of mint and later sow winter wheat. In the spring celery, onions, potatoes and other crops will be tried and the result of the general experiment, it is expected, will show the most profitable purpose to which the land can be put.

Many thousands of women employed in industries in California are receiving the benefits of the minimum wage scale of \$16 a week, which has just been put into effect by the Industrial Welfare Commission.

mediums that our experience has shown us will bring the results.

"We find that newspaper men everywhere are appreciating our efforts, for we are constantly trying to correct some of the wrong impressions that exist concerning advertising and are advising regular insertions even in a small way in preference to the use of large space spasmodically."

Keep Your Battery Young. The only tonic any battery needs is a little charging now and then. Square treatment and a drink of water once a week go a long way toward keeping it in tip-top shape. You can be sure your battery is new when you get it if it has Threded Rubber Insulation—the kind selected by 136 manufacturers of passenger cars and motor trucks.

Link River Battery Station 7th and Klamath Phone 171

OREGON NEWS NOTES OF GENERAL INTEREST

Principal Events of the Week Briefly Sketched for Information of Our Readers.

A building boom has struck Rainier. Grain and alfalfa crops near Prineville are looking fine and making a great growth.

Three good nuggets were found in the crew of a duck by Mrs. J. Q. Rodgers of Albany.

Work on the Salem Commercial club's free camping grounds is progressing rapidly.

The shortage of gasoline on Coos bay is becoming serious for several classes of industry.

Owing to the increase of business the Baker postoffice will be made an office of the first class July 1.

Douglas county prune trees appear to be in good condition and an average crop is predicted this season.

Frank O. Worley died at his home in Roseburg at the age of 89 years. He settled on South Myrtle creek in 1849. Newton Vandalem, for the past six months state director of vocational training in the public schools, has resigned.

Prospects for excellent summer range in the Hood district were never better, according to the statement of forest rangers.

The University of Oregon co-ed baseball team defeated the Oregon Agricultural College girls at Corvallis by a score of 25 to 6.

The 15th annual conference of the Woman's Home Missionary society of the Salem district, Methodist Episcopal church, was held at Gresham.

Major William G. White of the general staff of the national guard, is convalescing at his home in Eugene from injuries received in an automobile collision.

Herbert Hoover plans to visit Salem and other points in Oregon at an early date, according to a letter received by his aunt, Mrs. Agnes Heskelson, of Salem.

Hal Hubbard camp, Spanish War Veterans, of Salem, has gone on record opposing the proposed pardon of Henry Albers of Portland, convicted of seditious utterances.

Increases in freight rates amounting to 23.91 per cent are sought by all the railroads operating in Oregon, in a petition filed with the Oregon public service commission.

A check for \$23,053.85, covering the sales of gasoline and distillate in Oregon by the Standard Oil company during the month of April, was received at the offices of the secretary of state.

A. C. Marsters of Roseburg proposes to irrigate more than 5400 acres of land lying north of Upper Klamath lake. He proposes to construct a ditch 75 miles long, the entire project to cost \$40,000.

Prospects for strawberry harvest help seems good this year, according to the Hood River Apple Growers' association. With berry picking still a week off, families are already arriving in numbers.

The last of 1885 cars of the 1919 apple crop handled by the Hood River Apple Growers' association has been shipped to New York city. The clean-up of apples has been unusually late this season.

The McMinnville Commercial club tendered the newcomers of the vicinity a reception and banquet last Friday. More than 150 newcomers and their wives were guests of the club members and their wives.

Total price increases in living necessities averaged less in Portland during the period between December, 1914, and December, 1919, than they did in Seattle, Los Angeles or San Francisco, according to the U. S. department of labor.

The Northwest Construction company, of Portland, which has the contract for the grading and hard surfacing the "west side" Pacific highway between Yamhill and McMinnville, started its paving plant the first of the week.

Kitchener, Ontario, has appointed its first policewoman.

Good Baking

A Forerunner to Good Baking

Wherever you find OLYMPIC Flour used in the kitchen, you'll find good bread and pastry in the pantry. That means happy and healthy folks in the family.



There's a great treat sealed up in every package of OLYMPIC Pancake Flour—rich brown pancakes and waffles.

Try OLYMPIC Wheat Hearts, too.

And wherever good flour is sold—of course, you will find OLYMPIC. Put up in 10, 24 and 49 pound sacks.

Here's Bread You'll Like. A short method of making three loaves, or two loaves and twelve biscuits. 1 1/2 pints tepid water; 2 1/4 tablespoons sugar (level); 1 tablespoon salt (level); 2 cakes compressed yeast; 1 tablespoon shortening; OLYMPIC Flour, well sifted before measuring, enough to make a smooth dough, about 1 1/2 quarts. Dissolve yeast in part of water, salt and sugar in remainder. Combine and add OLYMPIC Flour to make a smooth batter. Beat until free from lumps, then add rest of flour, sufficient to make a smooth dough. Add melted lard or oil. Knead well, put in greased bowl to rise until double the bulk. Knead down and let rest again until double the bulk. Mold into loaves, let rise till light, bake in moderate oven.

OLYMPIC FLOUR

AT THE THEATERS

Theda Bara has achieved a strange and wonderful feat. She has stepped out of herself and stood face to face with her other self. In "La Belle Russe" photoplay, today at the Liberty theater, Theda Bara No. 1 may be seen talking to Theda Bara No. 2.

The great star plays a dual role in this thrilling picture of feminine intrigue—a film version of the great Belasco play. She is seen as a graceful ballerina who braves dire poverty for her husband's sake. She also plays the part of the ballerina's twin sister—a magnificent but utterly wicked woman. In one startling scene the poor ballerina and her selfish sister confront each other.

"La Belle Russe" contrasts a story of mother love and self sacrifice with the story of a woman's heartless ambition.

The newest link in J. Warren Kerrigan's chain of Brunton picture successes is "\$30,000." H. B. Daniel's story of breathless adventure which comes to the Liberty theater Thursday.

Sydney Lloyd steals a necklace from his rich uncle and loses it to a ring of gamblers. His cousin, Christine Lloyd, undertakes to recover the jewels. The gamblers send word that they will return the necklace for \$30,000, stipulating that the transaction must be made through a third party. Christine goes to John Trask, a lawyer, and begs him to aid her. He gladly consents and Christine gives him \$30,000, saying that a party will visit him and exchange the jewels for the money. Trask hides the money in his office.

The leader of the gambling ring persuades Aline Norton, the pretty daughter of a ruined old aristocrat, to act as a go-between. That night her father, in his capacity as janitor, enters Trask's office and discovers the \$30,000. He yields to temptation and takes it home.

Trask finds the money missing and goes to the gamblers' rendezvous to

investigate. He wins \$30,000 at roulette, which he gives to Aline in exchange for the necklace. These stones are found to be paste, and Trask makes a raid on the gambling den and recovers the real diamonds. Annetter Norton repents and sends Aline to Trask's office with the money. Trask discloses his love for her and she reciprocates.

"OLE" IS COMING TO KLAMATH FALLS

Fun lovers are going to enjoy themselves and have many hearty laughs if they are fortunate enough to see "Ole, the Swede," which comes to the Houston opera house for one night only, Monday, August 30.

This clever Swede play ranks among the very best in comedy, and though it is intensely funny, it also boasts of a splendid plot, and even at times a touch of pathos.

Dave Williams, the well known comedian, will be seen in the role of Ole, and the press and public are unanimous in declaring him the best Swede actor on the stage at the present time.

In his impersonation of the Swede character there is no exaggeration nor overdrawn effects.

The Misses Mildred and Marion West, school teachers of Washington, D. C., are spending their vacation in a 2,000-mile tramp through the southern states.

We Try to Make You

Feel at home, when you take your meals in this cafe. Inviting and pleasantly homey—that's what we claim for it. A nice, clean, cheerful atmosphere and excellent meals always.

Jewel Cafe

The Clancy Kids Then He Stacked Out Percy L. Crosby

Comic strip panels with dialogue: POP, DO STORKS BRING BABIES? YES! WELL THEN WHO BRINGS STORKS? HERE'S A NIKKEL! GO OUT AN' GET SOME ICE CREAM.