

The Evening Herald

Published daily except Sunday, at The Evening Herald Publishing Company of Klamath Falls, at 115 Eighth street.

Entered at the postoffice at Klamath Falls, Ore., for transmission through the mails as second-class matter.

MEMBER OF THE ASSOCIATED PRESS

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SEVEN DOLLARS PER ANNUM

REFORESTATION

The National Lumber Supply is not well conserved and the development of the new sources through reforestation is not immediately started.

The annual consumption of the country is 26,000,000,000 cubic feet a year.

The annual replacement by growth is 6,000,000,000 feet a year.

We have cut six-sixths of the virgin supply.

The one-sixth remaining represents a forest acreage of 127,000,000 acres.

This is being reduced by destructive logging and forest fires at the rate of 10,000,000 acres annually.

We are in the same position as a man who started in with a bank account of \$100,000, spent \$99 for every \$1 he saved.

The end will come in the lifetime of most of us. It is only a few years ahead. And what then? Perhaps Canada can help us out for a time, but this relief will only be temporary.

Today we use 99 per cent of the lumber we produce, showing how dependent we are upon our own resources.

The chief offender from the threatened lumber shortage will be the farmer. He uses more lumber than any other class.

As a nation we use more wood than any other in proportion to population. To reduce consumption to almost the vanishing point will result in an economic disaster from which all will suffer.

The only solution of this problem is to stop cutting and to reforest on an adequate scale.

We must grow as much wood as we use and conserve that we have left with meticulous care if we are to avoid the disaster which confronts us.

Concerning the desirability of such a course there has been altogether too much talk and too little action.

Legislators and politicians are too busy with the affairs of the day to think of the morrow. We have had many years of experience with this character of official procrastination and know what it means.

It is said that many of the sharks found in the Pacific and Indian oceans are fifty feet long but are harmless. At that we would rather see them swimming about a bell-buoy than near this child.

HEALTH IN OLD AGE

When one grows old the digestive organs lack vitality, the blood is thinned, appetite falls and the general health may suffer.

Personal Mention

Mr. and Mrs. Frank White and children have returned from Woodland, California, where they have been making their home for over a year.

Miss Ellen Young arrived Thursday from Honolulu and will visit for a short time with her uncle, L. P. Hanson, before going on to her home in San Diego.

Miss Lillian Knapp, who has been on a vacation trip to Portland and other Oregon cities, has returned and will occupy the Ulrich home while that family is away for a month's trip to British Columbia.

Mrs. F. C. DeChaine is spending a few days here from her present home in Hornbrook, California.

The members of the Houston-Pita orchestra left yesterday for Lakeview where they filled a musical engagement.

Mr. and Mrs. George Chesser and son, accompanied by Chesser's father, are here from Washington as the guests of Mr. and Mrs. C. F. Setzer.

Mr. and Mrs. H. A. McClimans, of Kalamazoo, Michigan, are guests of Dr. and Mrs. F. R. Goddard.

Mr. and Mrs. Harry Richardson and children, accompanied by Mrs. Lawrence Rucouch and son, motored to Chiloquin for a visit with friends last Friday.

Mr. and Mrs. J. B. Chambers and family have returned from Chiloquin where they have been camping for the past two weeks.

Miss Marjorie Black arrived on last night's train from Flint, Michigan, and will be here for a brief visit with her brother, S. R. Black.

Rev. and Mrs. A. B. Bristow and daughter have returned home after a three weeks' absence spent in attendance at the Christian church conference at Turner, Oregon.

Stanley George, of Kingland, Arizona, and Kenneth Thayer, of Berkeley, California, left yesterday morning for their respective homes after a two weeks' visit in Klamath county as the house guests of Mr. and Mrs. S. E. Martin.

Bert Withrow returned last night from a three day's timber cruise over various sections of the county.

C. M. Underwood left this morning for the Lake of the Woods to get Mrs. Underwood, Mrs. W. O. Smith and Mrs. Parker Perry and son, who will return with him this evening.

Mrs. Edna Hawley, of Chicago, is visiting here for a few days with Mrs. S. E. Van Emon, mother of W. C. Van Emon.

Mrs. Ray Orem has returned from a two weeks' vacation spent in Portland with her sister and is again at her desk in the sheriff's office.

C. G. Hunt was in town from his farm yesterday attending to business matters. He was accompanied by Mrs. Hunt.

Herbert Davis of the American Tobacco company is here for a two days business and pleasure trip from Corvallis.

A party of California tourists left here yesterday after a successful fishing trip included Mr. and Mrs. Fred Martin and Mr. and Mrs. M. Vonson and daughter, of Pasadena, California, who spent two days here as the guests of Dr. and Mrs. George T. Withrow.

BIRTH RECORD

BORN—At Klamath Falls, July 29, 1933, to Mr. and Mrs. J. W. Vernon, 214 Lincoln, a girl; weight, eight pounds.

Soot, smoke and dirt have no place in a modern kitchen. An electric range eliminates all these. Link River Electric Co. 29-3

mineralogist is collecting specimens as they travel along. After visiting Crater Lake they will return to their California homes.

Newcomers in the city are Mr. and Mrs. Ralph E. White of Salem, recently married. White is a nephew of Mrs. E. H. Jefferson and of Mrs. Perry O. DeLap.

George Butts and Virginia Egan were married at the Christian parsonage by the Rev. A. B. Bristow at 5 o'clock yesterday afternoon.

O. V. Myers of Medford, who recently added Klamath county to his Mack truck territory, is stopping at the White Pelican for a few days while transacting business in this county.

Alta Marie Davenport, Bonita Schaffer, Sister Julian and Sister Anglica will return in the morning from Anderson's camp on Spring creek, where they have been enjoying a week's outing.

The Public Library will be closed on Sunday afternoons from now until September 1st.

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LINKVILLE IN YE OLDE TIMES



MOTHER BEAR PURSUES RANGER

Attempt to Give Cub Ride in Car Not Acceptable; Forester Takes Sudden Departure

PRINCE GEORGE, B. C., July 29.—Forest fires in northern British Columbia during the past month have had a peculiar effect upon some of the wild animals of the woods, judging from some of the stories brought in here.

A fire patrol ranger is sponsor for this story. While making a survey along the Grand Trunk Pacific railway in the mountain district, he came upon a young cub suffering from severe burns on the feet and body.

The patrolman started on his journey only to discover that the mother bear had appeared and was in hot pursuit.

At this point the bear, making long strides, gained steadily and the need for strategy was clearly indicated.

The forest ranger decided to resign in favor of the enemy. He dove off the car, and regained his feet in time to see it continue its journey eastward, with a mother and child happily reunited as its passengers.

Later the speeder was found, run down and everything intact except the side of the seat where the cub had been tied, the old bear having torn it out to release her offspring.

STAR THEATRE TODAY

"SNOWBLIND"

A gripping story of the frozen north. An all-star cast including Cullen Landis, Pauline Starke and Mary Alden

COMING SUNDAY—BETTY COMPSON IN "LADIES MUST LIVE"

A Paramount picture from the novel by Alice Duer Miller

Today at THE LIBERTY

'PARTED CURTAINS'

Two great stars in a great emotional drama.

Sunday—Robert W. Chambers' story of the early days of American history "CARDIGAN." The entire Sunday program is unusually interesting. On Sundays hereafter the show will be continuous commencing at 1:30 P. M.

Two Sides of Turnover

The alert business man dealing with present day conditions knows that the big word today is "Turnover." Whether he be a merchant, manufacturer, jobber, or banker, he sees that one thing with a clear vision unbiased by the limits of his own business. It is in the fair, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way.

That is the function of Advertising—to create consumer demand

and consumer preference. With this demand as a fact all selling plans have a chance to succeed. Without it they fail.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this community would be rapidly changed into an era of great prosperity—in spite of local conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the dealers who are putting proper emphasis on creating a demand for their product, as well as selling it are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.

THE EVENING HERALD

"COVERS THE KLAMATH FIELD"

104 homes in Klamath Falls use electric ranges. Is your home one of the 1647 Link River Electric Co. 29-3