

The Evening Herald

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SEVEN DOLLARS PER ANNUM

REFORESTRATION

The National Lumber Supply is not well conserved and the development of the new sources through reforestation is not immediately started the United States will be faced with a disastrous lumber shortage within 20 years.

There is no guess work about it. The Federal forestry bureau proves the case beyond a doubt. Here are the figures:

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 \$400, spent \$300 of it and is now putting back only \$2 for every \$9 he takes out. At that rate his remaining deposit will not last long, and in the same way the American forests are doomed to a speedy destruction.

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 and will add greatly to already excessive and almost prohibitory costs.

Today we use 95 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. Industries of all kinds also will be greatly affected.

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 as we often have pointed out, is reforestation 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.

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. They expect to go into business here again.

Miss Ellen Young arrived Thursday from Honolulu and will visit for a short time with her uncle, L. F. Hanson, before going on to her home in San Diego. Miss Young expects to return to Honolulu this fall where she is employed as a teacher.

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. Setzer also have as their guest Mrs. L. Lansing, a sister of Mrs. Setzer. Lansing will arrive Sunday from Oakland to join his wife and from here continue together to Washington. The Lannings were residents here eight or nine years ago.

Mr. and Mrs. H. A. McClimans, of Kalamazoo, Michigan, are guests of Dr. and Mrs. F. R. Goddard. They motored to Southern California via the Santa Fe Trail, then up the coast on the Pacific highway to Klamath Falls. Mr. and Mrs. McClimans expect to make their return trip by way of the Rainier and Yellowstone national parks. Mrs. McClimans is a sister of Mrs. Goddard.

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. They also visited with relatives in Eugene. Austin Hayden, representative of the local Elks at the National convention held this month at Atlantic City, New Jersey, has returned home and reports having a splendid time.

S. Rexford Black and F. P. Keen, of the beetle survey office, enjoyed a fishing trip at Rock Creek this week. They report that they had indifferent luck, returning with only one representative of the particular brand of trout found in that stream.

John Brett, who has been confined at his home for the past three or four days, is able to be about again.

A. E. Moore and family of Morton, Oregon, are city business visitors this week.

Bill Tingley, one of Klamath county's best known old time farmers, is still confined to his bed in the Blackburn hospital where he has been for the past several weeks, seriously ill.

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. Wright. Vonson, who is noted

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.

Mrs. Bertha Harris returned Thursday from Rocky Point, where she took little Margaret Anderson, who is staying with her, for a few days' visit with Margaret's mother, Mrs. Hazel Anderson, who is at the resort this summer.

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. They are staying with Mrs. Jefferson.

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.

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. Taking advantage of her nearness to one of the wonders of the world, Miss Black left this morning with her brother for Crater Lake where they will spend the week-end.

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 o' the Woods to get Mrs. Underwood, Mrs. W. O. Smith and Mrs. Parker Perry and son, who will return with him this evening. The ladies have been spending the week at the lake, having gone out on Monday.

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. Hawley is the wife of Dr. Hawley, a prominent eye, ear and nose specialist of Chicago. Mr. and Mrs. W. C. Van Emon will take the entire party to Crater Lake tomorrow.

Lamenting the fate that demanded he should leave Rocky Point and Klamath county after a month's vacation here, Dr. E. G. Simon departed this morning for Oakland, California. A permit from the Oregon game commission allowed him to take several fine fish to the California city, where he said he would have them displayed in the window of the largest sports goods house and do his best to advertise Rocky Point as the most choice of outing places.

Ensign Howard Orem left this morning for Seattle to join his ship after a three week's leave, which he spent here with his parents, Mr. and Mrs. H. Orem. Orem graduated this spring from the naval academy at Annapolis.

Mr. and Mrs. Martin Green, at their ranch on the Merrill road, have been the hosts of Mr. and Mrs. J. K. Armsby of San Francisco, who are on their way to New York where they expect to meet their son, Jeffrey, on his return from Europe the latter part of the month. Armsby is a millionaire pecker and banker with large interests in northern California.

Mrs. Hober Radcliff left this morning for her home at Pine Ridge after an extended visit with her parents Mr. and Mrs. W. C. Ball.

Terminating a visit of several weeks Miss Margaret Foster, of San Francisco, left for her home there this morning. She was accompanied by her mother who arrived a short time ago for the purpose of joining her on the return trip. They have been the guests of Mr. and Mrs. Elias Oberchain and Miss Miriam Martin.

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

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 youngster was whimpering from the pain and the forester took pity on it and lashed it to his speeder.

The patrolman started on his journey only to discover that the mother bear had appeared and was in hot pursuit. As the track ran uphill at this point, the bear, making long strides, gained steadily and the need for strategy was clearly indicated. The forestry book of instructions does not cover a situation such as this, but the ranger was resourceful and decided that the best plan would be to throw the cub off the car. His attempt to untie the knots on the lashings which secured the youngster to the machine, however, proved futile.

Pursuer and pursued came to a yet steeper grade, with the advantage all with the former. Finally with one mighty effort the old bear threw herself on the back of the speeder, holding on by her claws and paws.

This is where the forester 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

Henry B. Walthall and Mary Alden in

'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.

EXTREME PENALTY IS ASKED FOR MADALYNE

LOS ANGELES, July 29.—The assertion that the evidence in the case warrants the extreme penalty was made by Deputy District Attorney Asa Reeves today in the closing argument in the second trial of Mrs. Madalynne Oberchain, for the murder of J. Delton Kennedy.

Kennedy began his address to the jury this afternoon after Judge Rush had closed a two-day argument for the defense. The prosecutor said his case is expected to conclude in time for the world.

Cleveland Trust Co., estimates it costs more than one-third less to operate a car today than a year ago. Gasoline is down 33 per cent, tires 25 per cent, oil 42 per cent.

On July 4, 1894, there was but one practical automobile in the world.

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. They realize that they must put greatly increased efforts back of all their plans for selling and distribution.

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. He must be in a mood to buy before the salesman meets him across the counter.

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. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

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"

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. Tonics, the powerful reconstructing tonic, and system purifier, is the ideal medicine for old folks. It creates an appetite by strengthening digestion through its natural influence, then the whole system is toned up and old folks may enjoy prime health.

Write for full details