

CHICAGO LEADS IN BROADCASTS

Many Radio Stations Are Providing Programs at Present

CHICAGO, July 10.—The broadcasting of entertainment with the radio, one of the greatest achievements of the day, finds Chicago near the top of the list of city "hosts." While not claiming the most powerful, its ten active broadcasting stations give it a distinction in numbers and variety of programs.

Including the stations that have passed out of existence, among them WBU, operated by the city of Chicago, there have been 16 working in Chicago and its suburbs within the short time broadcasting has become popular.

The city's pioneer in the radio-cast field, KYW, is still in operation. It probably has shown less change than any of the others, as far as ownership is concerned. However, it has been greatly improved in all respects.

Tribune Has Station.
The former station WDAP, now WGN and owned by The Chicago Tribune, grew from the dreams of two amateurs. At the start a low powered transmitter, it has advanced to a station that can reach Australia. It previously was owned by the Chicago Board of Trade.

Station WAAF, owned by The Chicago Drivers' Journal, has its principal broadcasting period devoted to the distribution of livestock markets. It too is one of the city's older stations.

The first station to be operated here exclusively by a newspaper, WMAQ, owned by The Chicago Daily News, also is an "old-timer." It has been improved until now is has a record of many long-distance listeners.

Following in the list of stations is WEBH, formerly WJAZ, which is now partly maintained by The Chicago Evening Post. One of its principal achievements has been the late night transmission of the news of the McMillan Arctic expedition. The call letters WJAZ are to be given to a new station to be erected here.

Other stations are WTAY at Oak Park, WTAS at Elgin, official American Legion station, and WCBD at Zion, located in the Chicago district. WTAS is being improved to make it the most powerful station maintained and operated exclusively by an amateur. WCBD is owned and operated by Wilbur Glenn Voliva, overseer of Christ Catholic Apostolic Church in Zion. Its principal feature is the broadcasting of classical music and the services at Zion Tabernacle.

The youngest station WQY, was preceded by WLS, in whose operation The Chicago Herald-and-Examiner co-operates. On the newer stations, WLS is the most powerful and in its brief existence has piled up a lengthy distance record.

SNAKE RIVER NAME CHANGE SUGGESTED

POCATELLO, Ore., July 10.—A campaign to rename the Snake river has been launched here by Colonel J. M. Ingersoll and many other residents of towns along the river in both Idaho and Washington. The first step in the campaign

will be to take the matter before the state legislature.

The suggestion of renaming the river was made by Colonel Ingersoll at a meeting of the chamber of commerce here. Some opposition is expected but, according to Colonel Ingersoll, proponents of the idea welcome a broad discussion on both sides of the question.

Early French trappers in the district called the river "Portneuf" meaning "Newport." The trappers exercised a free hand in the naming of the river, says Colonel Ingersoll. He asserts the Lewis and Clark expedition called it the Lewis river in honor of the commanding officer of the expedition party sent out by President Jefferson.

Other trappers called the river the Snake and the name has stuck, despite early opposition, it is declared. No definite name for the river is being urged.

"Under the Red Robe" Comes to Pine Tree

Film Has Noted Cast Headed by Rob't. B. Mantel, John Charles Thomas and Alma Rubens

The Cosmopolitan Corporation announces that it will present at the Pine Tree theatre today and Friday, a sumptuous screen version of "Under the Red Robe" from Stanley Weyman's romance bearing the same title.

The new picture presents a cast of actors notable on stage or screen, chosen also as being the best representatives of their art to interpret the celebrated personages of history who are the leading characters in this drama visualizing the most vivid period in the reign of Louis XIII of France.

The statement is made that "Under the Red Robe" represents the most careful regard for historical accuracy in all of the important features of settings and costumes. The picture was nine months in the making, and the total cost is upwards of \$1,500,000—an outlay, which, probably has not been exceeded in the production of any historical film, except that of "Yoland" the Cosmopolitan production just completed.

The cast is headed by Robert B. Mantel, John Charles, Thomas and Alma Rubens. Mr. Mantel has the role of Cardinal Richelieu while Mr. Thomas appears as the heroic Gil de Berault. Miss Rubens will be seen at Rence.



MILK
is always sweet and pure in this handy tin.
It's Nestle's ALPINE

ADVERTISING MEN OF MANY NATIONS GATHER FOR MEET

LONDON, July 12.—Hosts of advertising men from all parts of the world, 2,000 alone are expected from America, are beginning to arrive here for the convention of the Associated Advertising Clubs of the World. The general sessions of the convention, held at Wembley Park, site of the great British Empire Exposition, will begin July 14, and continue to July 18.

From India, Hawaii, South Africa, New Zealand, Australia, Belgium, France, Norway, Holland, Sweden, Italy and Czechoslovakia delegates of the advertising fraternity will wend their way to the world's largest city to confer on the latest developments in merchandising and advertising, to lay plans for the future and to hear the opinions of famous statesmen, business men and advertising experts.

The list of prominent men who will address the convention includes Premier McDonald, American Ambassador Kellogg, Lou Holland, president of the Associated Advertising Clubs of the world; E. W. Beatty, president of the Canadian Pacific Railway; Reginald McKenna, famous British banker; Sir Eric Geddes, Herbert Houston, Harry Tipper, Winston Churchill, Sir Philip Lloyd-Greame, Lord Leverhulme, Lord Kylsant, Edward A. Filens of Boston, Sir Robert Horne and Stanley Baldwin, former British premier.

In addition scores of speakers will discuss the more detailed questions of the various phases of advertising in the group meetings, of which there will be many. Every known variety of advertising will come up for consideration.

The Prince of Wales has extended his patronage to the convention, and the Lord Mayor of London, with the Lord Mayors of virtually all of the principal cities of England, Scotland and Ireland, have given their official cognizance.

NOTICE FOR BIDS

Sealed bids will be received by the City Park Board at the office of Mayor A. R. Wilson up to 7:45 p. m. Monday July 14, 1924, for the construction of a concrete tennis court in South Riverside Park. Plans and specifications on file at Don J. Zumwalt's office. A certified check for \$100 must accompany each bid, and the successful bidder will be required to furnish a bond in the amount of his bid to guarantee the completion of contract. The City Park Board reserves the right to reject any or all bids.
DON J. ZUMWALT,
City Engineer.

Too many tired business men work themselves into heart failure trying to avoid business failure.

A common dog is the safest watch dog. Get a good dog and some burglar is liable to steal him.

Thrilling Serial Will Start at White Pelican

"Leather Stocking," a photo-play serial from the famous novel by James Fenimore Cooper, will start at the White Pelican theater tomorrow (Friday) and continue through Saturday. This picture is said to be one of the most interesting and thrilling early day visualizations ever put on the screen and of particular attraction here because of its Indian setting.

"Tea with a Kick," featuring 27 stars, will be the companion feature for the same two days. It is a satire on present-day American life. It tickles the toes of prohibition and throws its audiences into throes of laughter—its humor is instantaneous and contagious. Each subtitle in the picture is an original epigram and audiences leaving the theater quote the titles as they would lines from a successful stage play.

Tomorrow the White Pelican will inaugurate a Friday matinee and announces this departure by inviting all children under 12 years of age to attend free.

CHANGES ARE SEEN HERE IN 40 YEARS BY JUDGE LEAVITT

"Today I celebrate the fortieth anniversary of my arrival in Klamath Falls," remarked Circuit Judge A. L. Leavitt in his chambers today.

"Just forty years ago I arrived here from Mono county California, and stopped over night at a spot between Tenth and Eleventh streets, of course the two streets were not in existence then.

"I recall that it was just 2:30 in the afternoon. At that time there was, I remember, a small lean-to shack on the site now occupied by the Pine Tree theater. There were a few other ramshackle structures on what is now the business section of town and that's all.

"For the most part most of the main part of town was then pasture land."

"It is a source of great satisfaction to me to look back and see what this city has developed to in the years I have been a resident.

Business Directory

KODAK WORK
Leave Your Films
Before 9 O'clock-Your
A.M. Pictures are ready at 5 P.M.

Underwood's Pharmacy

KLAMATH FALLS OREGON
WHERE PARTICULAR PEOPLE BUY THEIR DRUGS

Howard & Grimes

Announce the following new Stage Schedules, Effective March 24, 1924. Stage leaving Klamath Falls at 8 a. m. makes Eugene same day, and stage leaving Klamath Falls at 1 p. m. makes Roseburg same day. Connects with all north and south-bound trains at Medford.

FARES	
Klamath Falls to Portland	\$12.35
Klamath Falls to Albany	\$11.50
Klamath Falls to Corvallis	\$11.85
Klamath Falls to Eugene	\$10.10
Klamath Falls to Roseburg	\$ 9.45
Klamath Falls to Grants Pass	\$ 8.15
Klamath Falls to Medford	\$ 5.00
Klamath Falls to Ashland	\$ 4.75

Call Phone 488 — RIDE ON STAGE — Office at City Transfer

Boat Schedule to Eagle Ridge Tavern

Klamath Falls-Eagle Ridge SUNDAY	
Lv. Klamath Falls 8 a. m.	Lv. Klamath Falls 9 a. m.
Ar. Eagle Ridge 10 a. m.	Ar. Eagle Ridge 11 a. m.
Ar. at Rocky Point 2:30 p. m.	
Lv. Rocky Point 4 p. m.	
Lv. Eagle Ridge 4:30 p. m.	
Ar. Klamath Falls 8:30 p. m.	

MONDAY	
Lv. Eagle Ridge, 8 a. m.	Lv. Klamath Falls 10 a. m.
Ar. Klamath Falls 10 a. m.	Lv. Klamath Falls 10:30 a. m.
Ar. Eagle Ridge 12:30 a. m.	

FRIDAY	
Round Trip Eagle Ridge, including dinner	\$4.00
Rock Point Boat Fare only	\$3.50
Round trip	\$3.50
Children under 12 years—boat fare One-half.	


Connections made by boat at Modoc Point by telephone appointments at any time. Garage Accomodations at Modoc Point
Records Auto Service Makes Connections with all boats.

WHITE PELICAN IRON WORKS, INC.

Practical Boiler Makers and Iron Workers

Spring St., near Oak Ave., Klamath Falls, Ore.

Heavy Sheet Iron Work, Tanks, Breechings and Stacks, Steel Conveyors, Air Cooled and Brick Lined Burners
We Specialize on Repairing Boilers of All Kinds
PHONE 704



Genuine Pennsylvania Oil

Quality, like character, seeks publicity through honest channels and so do Valvoline Motor Oils
FREE CRANK CASE SERVICE

KLAMATH TIRE HOUSE

6th and Klamath

STOP!

For Guaranteed First Class Automobile Repairing
Quaker State and Monogram Oils
Modern Wash Rack
Automobiles—Franklin and Rickenbacker
Phone 608 Night or Day 7th and Klamath
PETERSEN MOTOR CAR CO.



Protective Insurance

PROTECTIVE Insurance is insurance that protects because it is backed by a company that is big enough to pay. You will find that our companies are listed high among the truly great insurance companies of America.
"Think of the Future"

Momyer & Momyer
Insurance
Phone 306 518 1/2 Main St.



HOODS MASON

TIRES
MONOGRAM
OILS
and Greases
Reed Batteries
Reed Auto Supply
Phone 298
11th Street, near Main

HAVE GEORGE

fit up your little cozy home at a reasonable price, Phone 605 M. 624 Klamath Ave.

HARRY M. LOUCKS

Contractor
PLUMBING AND HEATING
Phone 707 630 Klamath Ave. Klamath Falls, Ore.

DR. JACKSON

Treats By
PHYSIOTHERAPY

Women's Ailments a Specialty. Why Suffer with Rheumatism, Piles, Kidney Trouble, Constipation Nervousness, when my EVERETT TREATMENT and Physiotherapy does the work.

Winters Bldg.
710 Main St. Room 201

HEILBRONNER & REA

DEALERS IN WOOD

Quality, Service and Low Prices
Phones 289-E and 650

New Oriental Beauty Shop

MARCELL WAVING \$1.00
Also Shampooing
Slough Bldg. Suite B, No. 8
518 Main St.
Make Appointments. Phone 615

New and Used TYPEWRITERS

Supplies for All Typewriters.
Public Stenographer
Klamath Typewriter Exchange
Suite B2 Slough Bldg.
Phone 747

Professional Cards

Notice to the Public

THE
French Hand Laundry
123 N. 4th Street
is now under new ownership and management. Our wagon will call anywhere in the city. Give us a trial.

All Union Help Employed

MRS. WILLARD JOHNSON
TEACHER OF PIANO
503 Third Street Phone 202-R

DR. J. G. GOBLE
OPTOMETRIST—OPTICIAN
709 Main St. Phone 183-W
We fit and grind Glasses, Duplicate broken lenses, repair frames

DR. F. R. GODDARD
OSTEOPATHIC PHYSICIAN AND SURGEON
Office and Residence Phone 831
I. O. O. F. Temple

W. P. MYERS
LAWYER
Suite 5, Loomis Bldg.
Phone—Office 216; Res. 450-M

J. C. CLEGHORN
CIVIL ENGINEER AND SURVEYOR
Phone 102-J 133 S. Riverside

CHIROPRACTORS

DRS. MALLETT & MALLETT
Office over Underwood's
Residence Phone 587
7th and Main Phone 450

NEW CITY LAUNDRY

Finished Work — Flat Work
"Put Your Duds in Our Hands"
Hough Dry
Phone 154, Cor. Main & Congress

NU BONE CORSETS


Made to Your Measure
Mrs. Rose Randall
Guaranteed
321 Jefferson St. Phone 277-W

W. E. and J. E. Patterson
Contracting Painters
630 S. 6th Phone 582-J



1040 Main Street

J. H. DRISCOLL
Upstairs in the Hart Bldg.
All Kinds of INSURANCE



PERMANENT CONSTRUCTION

Exclusive Licensed Manufacturers For


—The new Concrete Hollow-wall Building Brick for Foundations, Walls, Buildings, etc.

—Absolutely Fire and Weather Proof, at a cost less than any other form of masonry.

—Stone-Tile construction eliminates upkeep expenses, is indestructible, and is approved by the best architects and builders.

—Unexcelled as a base for Stucco finish.
Let Us Estimate Your Job


Concrete Pipe Company
416th and Market Phone 583-W



A treat for SUMMER APPETITES

Shredded Wheat with juicy red Strawberries! That's a combination you'll enjoy these days—and it will do you good.


And remember that besides all the other body-building elements, in Shredded Wheat you get just enough bran to keep the system properly regulated.



Shredded Wheat

WHOLE
A full meal in two biscuits

RIDE OUT AND LOOK!



THE ARROW POINTS THE WAY!

FREE MAILING COUPON

Know Klamath County

—An Empire Awakening—
Evening Herald Feature Edition

Special Number Editor,
Evening Herald,
Klamath Falls, Oregon.

Friends named below might be induced to come to Klamath Falls. Please send them free copy of the "KNOW KLAMATH COUNTY—EMPIRE AWAKENING EDITION" of the Evening Herald. I herewith promise to write each of those named below a personal letter calling their attention to the desirability of the Klamath community as a place in which to spend a vacation or in which to locate permanently and enjoy the prosperity this district offers.

Name
(Please write plainly)

Address
(Number) (Street) (City) (State)

Name
(Please write plainly)

Address
(Number) (Street) (City) (State)

Name
(Please write plainly)

Address
(Number) (Street) (City) (State)

My Name is

My address is