

OIL INDUSTRY ANALYSIS GIVEN

"The oil industry is at the moment much in the public eye, because of critical conditions, resulting from an extended period of over-production of crude petroleum," declared Edward Prizer, chairman of the board of the Vaux Oil company, today.

Mr. Prizer proceeded to a refreshingly frank and impressive analysis of the situation, which, he declared, affects an industry now second only to agriculture.

Mr. Prizer returned only a few days ago from a trip around the world in the course of which he made a careful study of business and political conditions in many countries. In the light of his observations, the remarkable statement which he makes regarding the present situation of the petroleum industry is of unusual importance.

"In confronting its present difficulties," Mr. Prizer said, "this industry's situation is not unique. A considerable number of highly important branches of the nation's business face similar problems. Among these are agriculture, bituminous coal, textile manufacturers, the lumber industry, the boot and shoe industry and the growers of cotton. All these—and the list is by no means complete—confront the fact that, for various reasons, their producing capacity has for the moment at least somewhat outrun the demand of the consuming public.

"Excepting only agriculture, the petroleum industry, representing \$11,000,000,000 invested capital, is the country's largest industry.

"It furnishes employment to about 1,500,000 people.

"It is owned by approximately 1,500,000 stockholders, bondholders and royalty owners.

"Its products furnish to American railroads more than one-sixth of all the tonnage of manufactured articles which they transport.

"Of the \$69,000,000 horsepower of mechanical power used in the United States, more than half is produced from petroleum.

"More than 70 per cent of the entire petroleum industry of the world is in the United States.

"In addition to furnishing fuel to our 24,000,000 motor vehicles, this industry makes a larger contribution to the nation's annual export of manufactured products than any other single industry. The department of commerce states that the four leading groups of manufactured commodities as regards the value of their exports, are as follows:

Refined Mineral Oils
(Petroleum Products)

Automobiles and Parts 497,452,000
Machinery 400,167,852
Wheat and Flour 284,472,189

"It thus appears that petroleum products contribute more than any other group of manufacturers to maintain the country's trade balance.

"It seems fair to insist that an industry which performs such services, which thus distributes to the public the benefits of large production, high efficiency and improved methods and which occupies so large a place in the country's economy is entitled to be understood by the public and to receive fair treatment at a time when it faces a peculiarly difficult complexity of internal problems."

Rumors of Injuries Are Now Dispelled

Enthusiasm has broken out anew among the candidates in The News and Herald's \$6,000 prize campaign. How they are working—how they are hustling—these men and women who have already entered!

The cause of all this enthusiasm is primarily the desire to become the owner of one of the four luxurious motor cars that will be given away in just a few short weeks.

But the immediate reason is the 100,000 extra vote offer which is now on and closes July 23rd. The prospect is literally revolting in votes from now until the close of this offer has deviously increased to an exceedingly high point.

Every \$20 club of new subscriptions turned in during this offer 100,000 bonus votes will be given. These votes are to be given in addition to the regular votes allowed on each subscription. There are no limits to the number of clubs. Extra votes will be given on every one and pro-rata for all portions of a club. On a club of 100,000 extra votes, two clubs 200,000 extra votes and so on.

Anyone considering entering the campaign should do so NOW, this week, while the greatest extra vote offer is in force. There is still plenty of time to enter and secure a \$20 club of new subscriptions to count in the extra vote offer. Any new candidate entering now will be credited with 12,000 free votes as a starter. Later on those entering will receive only 2,000 free votes. Also, if you enter now and turn in your first subscription, you will be credited with 20,000 extra votes in addition to the regular votes. Later on this 20,000 extra vote offer will be withdrawn entirely.

On another page in today's issue of this paper you will find a nomination blank. Fill it in and make your start today.

NEW YORK, July 20. (AP)—David Merriweather Milton, Jr., who intends to be a conscientious lawyer and not merely the son-in-law of a rich man, is bound for Europe in a third class cabin, the cheapest on the Herculina, price, \$100. Mrs. Milton, the former Abby Rockefeller, daughter of John D. Rockefeller, Jr., left on the Olympic first class two weeks ago, her husband could not get his vacation so early. He is to spend a week with her in Paris, then hurry back to work again.

NEW YORK, July 20. (AP)—The glorified American girl seems to be getting larger. "The Ideal American ankle" selected at the national hosiery and underwear exposition, is nine inches in circumference. Its owner is Miss Gladys Turner, stage dancer. Last year's "ideal" was 7 1/4 inches around.

Does your car give 30 miles or better to the gallon of gasoline?

The Whippet does!
Buy a Whippet
Overland-Knight Sales Co.
4 and Klamath Phone 880

32,000 Free Votes IF YOU START NOW

NOMINATION BLANK
Good for 2000 Votes

Please enter:

Name _____

As a Candidate in The Klamath Falls News and Herald Automobile and Prize Campaign

Street and No. _____

Town or City _____ Dist. No. _____

Signed _____

Address _____

10,000 Extra Votes

If you enter during first six weeks of the campaign. Only one nomination blank credited to each candidate. You can enter yourself or nominate any other person.

These two coupons good for 32,000 votes—for a short time only—in The News and Herald's great \$6,000 prize campaign. Later nomination credit will be reduced to 2,000 votes and first subscription coupon will be withdrawn entirely.

FIRST SUBSCRIPTION COUPON

Good for 20,000 Extra Votes
During first six weeks of campaign only

Return this coupon to the Campaign Manager, The Klamath Falls News and Herald, with your first subscription payment, either old or new, of three months or longer, and you will receive 20,000 votes in addition to the votes allowed on the regular vote schedule, providing you act during the first six weeks of the campaign.

Name of Subscriber _____

Address _____

Candidate's Name _____

District No. _____ Amount Due. \$ _____ (old or new) _____

This coupon, accompanied by the nomination blank and your first subscription, will start you during the first six weeks of the campaign with 32,000 votes PLUS the regular votes on the subscription, as shown in schedule. Only one of these blanks will be credited to each candidate.

Three More Days of 100,000 Extra Votes

Now is the best time of all to get your prize-winning votes in The News' and Herald's great \$6,000 prize campaign. Every \$20 club of new subscriptions means 100,000 EXTRA VOTES for you—all the regular votes on each separate subscription are given as usual. Never again such a big vote offer! NOW—the next three days—you can assure yourself of ultimate victory by getting the votes you will need.

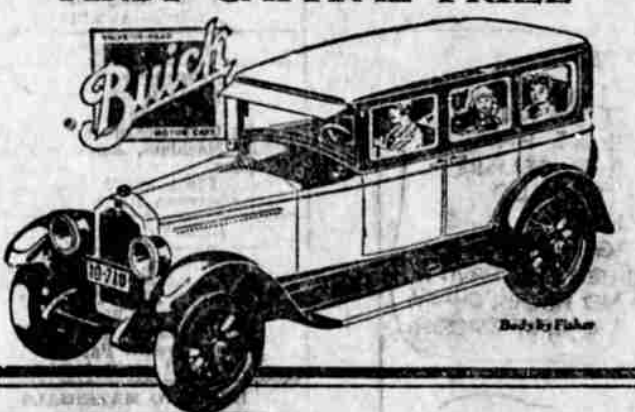
Offer Closes 9 p. m., Saturday, July 23

New subscriptions secured now are of vital importance. Every \$20 worth of these new subscriptions constitute a club—worth 100,000 extra votes. If you obtain over a club, extra votes will be given pro-rata. Two clubs means 200,000 extra votes, and so on. Candidates in outside districts have just as much time to secure \$20 clubs as have city candidates. All remittances mailed Saturday, July 23, and bearing a postmark not later than 9 p. m., will apply on this offer.

ENTER NOW

Are you among the men and women who are striving to win four luxurious motor cars, fine radio sets, and liberal cash prizes in this record-breaking prize campaign? If you are considering entering, do so NOW. There is time enough to get in touch with all your friends and acquaintances, to secure new and renewal subscriptions. A few subscriptions secured NOW during the extra vote offer will give you a good position in the published list of candidates. Thirty-two thousand FREE votes are yours first thing, if you enroll now and send along your first subscription. The two coupons printed above will later be withdrawn and the nomination credit reduced to 2,000 votes. Send in your nomination today!

FIRST CAPITAL PRIZE



\$1,515 Buick 5-passenger Standard Sedan, purchased from and on display at Buick Garage, 1330 Main St., K. F.



SECOND CAPITAL PRIZE

\$1,005 Chrysler '50' Sedan, purchased from and on display at Howie Motor Co., Esplanade and Pine Sts., K. F.



THIRD CAPITAL PRIZE

\$965.00 Essex Sedan, purchased from and on display at the Acme Motor Co., 400 So. 6th St., Klamath Falls.



FOURTH CAPITAL PRIZE

\$849.00 Chevrolet Sedan, purchased from and on exhibition at the Chevrolet Sales & Service, 522 S. 6th St., K. F.

Standing of Contestants

DISTRICT NO. 1

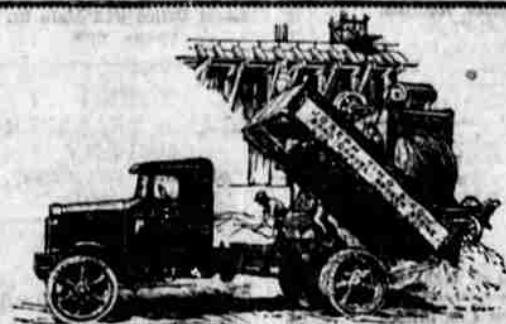
Comprises all territory within the city limits of Klamath Falls, Shippington and Pelican City.

Beckley, Nell	100,000
Bruchon, Sophie	99,500
Craft, Lee	101,500
Dorman, Wm. J.	105,000
Foster, Mrs. Walter	105,000
Howard, Juanita	103,500
Hosking, Mrs. J. E.	103,000
Jones, Nellie Rose	101,000
Johnson, Margaret	99,000
Martin, Mrs. Jack, Pel. City	106,000
Moore, Vera	105,000
Torrey, Mrs. R. D.	105,500
Vernon, Mrs. J. W.	106,000
Wahl, Mrs. Nella	69,000
Baird, Wayne P.	43,500
McElwin, Marie E.	84,000
Edmonds, Mima	62,000
Metcalf, H. M.	99,000

DISTRICT NO. 2

Comprises all territory outside the city limits of Klamath Falls, Shippington and Pelican City.

Barry, Josephine, Lakeview	103,500
Brown, Mrs. Arlene, Merrill	102,000
Bunch, Mariou, Ft. Klamath	105,500
Dufort, Mrs. J. O. Chiloquin	101,000
Daniel, Mrs. C. M. Bonanza	102,500
Hanan, Louise, Paisley	105,000
Kelkar, Kamilla, Malin	103,500
Midkiff, Mildred, Algoma	106,000
Pallard, Ernest, Bray, Calif.	69,000
Puckett, Jessie, Keno	105,000
Reiling, Marguerite, Olene	85,500
Anderson, Mrs. Francis, Dorris, Calif.	105,000
Watt, Mrs. H. W., R.F.D.	105,500
Tice, Elva, Chiloquin	69,000
Skeen, Meda, K.	99,000



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