

CALIFORNIA CREW DEFEATS WASHINGTON

Thoughts We've Been Thinking

Merchandising and Advertising Are The Two Big Factors Behind The Establishment of The Wanamaker Fortune; Goods Must Be Moved.

By BRUCE DENNIS

WHEN the estate of the late Rodman Wanamaker, one of the sons and heirs of John Wanamaker, had been inventoried at a few thousand dollars short of \$60,000,000, without including his real estate, it became apparent that fortunes can grow from a retail business.

Of course the retail business is only a part of the fortune that was built by the Wanamaker method, but then Rodman Wanamaker was only one of the heirs. The largest slice of his estate is 75 shares of stock valued at \$448,000,000 in the Wanamaker company, the business which deals in retail trade and has stores in New York, Philadelphia, Boston, Paris, Tokyo and Shanghai. It is very plain that the Wanamaker method brings in a great deal of money. Those methods therefore, surely ought to be profitable for merchants to study, whatever their line may be and wherever they do business. Luckily these methods, like any other business formulas, are very simple. They can be described by two words. They are not very short words but they mean a great deal and anybody can understand them. These words are Merchandising and Advertising.

These words and the ideas and business methods they connote are married; and it is a life match, and a very intimate one in every modern successful retail business.

When a business falters, totters, and appears to be a failure, a business doctor visits the firm and finds that they have been neglecting one or both of these ideas. A successful retail business is like a river with a clear channel flowing through it. That means that its stock is constantly in motion, that there are no accumulations of dead stock piling up uselessly, clogging the flow, like sand bars in a river channel.

Commenting upon the Wanamaker fortune, the Daluth Herald recently said: "The successful merchant keeps the sand bars out by keeping away sluggish items in his stock, even at less than cost, because that is cheaper than letting them stay and accumulate overhead costs. He does this as well as letting his live merchandise move by advertising. Dead items in stock acquire dust and wear on shelves, and are costlier than advertising a sacrifice sale that clears away dead

(Continued on Page Four)

Claim Mrs. Wiseman Seilaff Once Inmate Of Insane Asylum

MENTALITY NOT SOUND ALLEGATION

Say Woman Who Exploded Bomb Shell in Hardy Hearing Unreliable

CROSS EXAMINATION WILL OCCUR MONDAY

Attorney for Judge Carlos Hardy Lay Plans to Counter Stunning Blow Ceaselessly by Testimony of Woman Hired to Produce "Miss X."

SACRAMENTO, Calif., April 13 (AP)—Mrs. Lorraine Wiseman-Sielaff had her favorable day in the impeachment case of Superior Judge Carlos S. Hardy yesterday but on Monday it may be a different story when the defense attacks her testimony with records out of the Los Angeles district attorney's office—including evidence purporting to show that she has been an inmate of an insane asylum at Provo, Utah.

Attorneys defending Judge Hardy declared today they had instructed the Los Angeles district attorney's office to send to Sacramento all documents showing testimony given during the grand jury and municipal court hearings of the Albee McPherson kidnaping case in 1926.

WHI SHOW RECORDS

The asylum records are said to be among these papers and to have been introduced in the Los Angeles hearings as means of discrediting the reliability of Mrs.

KLAMATH MEN BUY SAWMILL

LAKEVIEW, Ore., April 13.—DeArmond Brothers, well known sawmill operators at Klamath Falls and Bend, this week exercised an option for the purchase and operation of the sawmill formerly operated by Campbell, Archer and Davis on Paisley mountain. The mill has a daily capacity of upwards of 35,000 feet and is in the center of a stand of excellent pine both privately and government owned. The new operators left yesterday afternoon in an attempt to reach the mill site, although snow is quite deep yet in that vicinity.

Poor Pa

"Ma fusses at me a lot, but I don't think she really regrets marryin' me except when I've got a poor appetite after she's cooked a good dinner."

DISCOVER BIG FIRE WAS SET

State and county authorities today were bending every effort towards the apprehension of notorious robbers who looted the till of the Syrian store of Beatty early Wednesday morning and then set fire to the store causing a blaze which nearly wiped out the reservoir a community and endangered the lives of a woman and small girl.

"There is no question about the fact that the blaze was of incendiary origin," said Deputy State Fire Marshal Malhorn today.

"The padlock was torn off a door and a clasp ripped loose. One hundred dollars in quarters, halves and dimes, were stolen from the till. The robbers failed to take dimes, nickels and pennies."

Sheriff Low and Malhorn investigated the site of the big

FIND ROY C. TOOMBS GUILTY

ST. LOUIS, April 13. (AP)—Roy C. Toombs, accused of wrecking the International Life Insurance company by fraudulently removing \$3,500,000 of its assets, was convicted of a charge of issuing false certificates of stock in a sealed verdict opened today in circuit court. His punishment was fixed at three years in prison and \$5,000 fine.

The case had been given to the jury late yesterday and a sealed verdict returned last night after nearly five hours of deliberation.

The charge was one of several indictments returned against Toombs, who was president of the now defunct insurance company. He is charged in other indictments with issuing additional false certificates and with embezzlement and using the mails to defraud. This was his first trial in connection with the crash of the company.

ROGUE VALLEY SMUDGE PERIOD PASSES TODAY

MEDFORD, Ore., April 13. (AP)—Warmer and cloudier weather came to the Rogue river valley today and brought to an end a period of heavy smudging in orchards, necessitated by unseasonable cold weather.

FIVE CONVICTS ESCAPE PRISON

HOUSTON, Tex., April 13. (AP)—Five long term convicts sawed their way out of the tubercular ward at the Wynne state prison farm north of here shortly before midnight last night and escaped in a heavy downpour of rain. All available guards and bloodhounds took up their trail.

BEAR FROSH WIN OAKLAND ESTUARY, Calif., April 13 (AP)—

Coming from behind in the last mile of the race, the Junior Varsity crew of the University of Washington defeated its rivals from California by three lengths here today.

MYRON HERRICK RETURNS NEW YORK, April 13. (AP)—

Myron T. Herrick, beloved by two nations, came back to America today to sleep through eternity in his native land.

WINTER HITS NEW ENGLAND BOSTON, April 13. (AP)—

Winter was felt in many sections of New England today. Coastal settlements were the chief sufferers as high spring tides, aggravated by a strong wind flooded streets and cellars and in some places threatened to destroy buildings.

BOY SCOUT TRIP ENDS IN FATALITY

Patrol Leader Tumbles Off Cliff and Is Killed Last Night

RESCUE PARTY FINDS GROUP ON MOUNTAIN

Chehalah, Wash., Boy Scout Mountain Climbing Expedition Ends in Tragedy Last Night When Rotten Rock Gives Way As Party Descends Steep Slopes

CHEWELAH, Wash., April 13. (AP)—With one of their party dead, another with a broken leg, and their scoutmaster in a serious condition from cold and exposure after hanging over the edge of a cliff for eight hours, a group of boy scout mountain climbers were returned to Chewelah today.

A party of six scouts with Don Hutchinson, their scoutmaster, and Paul, his brother, a former University of Idaho football star, scaled Quartzite Peak, which rises 2,000 feet above this town yesterday. Just before starting the descent last night, rotten rock gave way, hurling the group down the steep side to a narrow ledge.

Harold Stiffenson, the patrol

KLAMATH HIGH STUDENT WINS STATE CONTEST

Miss Mable Moore, Klamath Union high school student won the district championship in the oratorical contest being conducted by the Portland Oregonian, held in Bend last evening.

Miss Moore competed against other contestants from Redmond, Lakeview and Bend.

All addresses were on the United States Constitution. Wilson Wiley, Klamath Falls; R. W. Sawyer, Bend and L. Bechtel of Prineville were judges.

Miss Moore will compete with the winners from other districts in the state at a contest in Portland when the state champion will be chosen.

DEBENTURE PLAN LOSSES WASHINGTON, April 13. (AP)—

By a vote of 17 to 4, the house agriculture committee today rejected a proposal to write the export debenture plan into the new farm relief bill. The proposal was offered as an amendment by Representative Jones, democrat, Texas.

EX-SENATOR DIES SHERMAN, Tex., April 13. (AP)—

Joseph W. Bailey, former United States senator from Texas, dropped dead in the district court room here today. Mr. Bailey was appearing in a case involving toll rates on a bridge over the Red River. He dropped dead shortly after making a plea for the transfer of the suit to the federal court.

RAIL MEETING IS HELD TODAY

A meeting of the Central railway committee composed of a number of civic and quasi-public organizations which have endorsed the proposed extensions of the Great Northern and Western Pacific railroads, was held this afternoon in the office of the Klamath Irrigation district.

These organizations, however, favor a route which would take the Great Northern through Olney Gap, across Poe Valley, through the Shasta View Irrigation district, through Malin and on south.

MR. SHOUP TO SPEAK WEDNESDAY

Southern Pacific's attitude toward the extensions of the Great Northern and Western Pacific in southern Oregon and northern California will be explained Wednesday noon by Paul Shoup, president of the Southern Pacific, at what gives promise of being one of the biggest chambers of commerce forum luncheons ever held in Klamath Falls.

H. D. Mortenson, president of the Pelican Bay Lumber company, will provide.

The meeting will be held in the Willard hotel and accommodations are being made for 150.

Mr. Shoup, recognized as a railroad genius in the United States, rose from the position of a freight clerk to his present position as chief executive of one of the biggest railroads in the United States. He will arrive in Klamath Falls Wednesday morning, and probably return to San Francisco Wednesday evening.

Mr. Shoup's address, it is understood, will cover the reasons why the Southern Pacific rail-

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COUNTY COURT HOUSE CLOSING FOR ONE HOUR

As a tribute to the late Frank H. McCornack, former county commissioner and prominent Klamath pioneer, the county court house closed between 2:30 p. m. and 3:30 p. m. today to allow employees of the court house opportunity to attend the funeral services which were held at the Earl Whitlock funeral home.

The closure was ordered by County Judge F. R. Goddard.

UNIQUE BOOZE VENDOR PAYS

Tom Barclay, the "mall carrier bootlegger," was freed today when he paid \$400 of his \$500 fine to Justice of the Peace W. B. Barnes and promised to raise the remaining \$100 by April 25.

The magistrate did not waste many words on the well known Indian (hat) addressed a few words of advice to Mrs. Barclay.

"Now you keep 'em on the right track, Mrs. Barclay," he cautioned. "The next time he is caught on any such proposition as he was nabbed this time, it'll be Portland and prosecution under the Jones law. Do you realize what that means? It means that you won't see your husband for several years."

Mrs. Barclay gave her husband a sidelong glance, and then gave a little affirmative nod to the judge.

"Don't worry," she said. "He'll not be back."

Barclay stands out rather unique in the Klamath bootlegging fraternity. He held a mail carrying contract and carried a certain route each day. He always carried along with him a quantity of whiskey to sell along his mail route.

MRS. RANDALL WILL BE SENT NORTH TODAY

Rossey Randall, fair former, will bid good-bye to Klamath tonight for five years.

In the custody of a nurse from Klamath Agency, who is taking Alice and Joseph O'Donovan to the Home of the Good Shepherd, Mrs. Randall will be taken to Salem where she will be turned over to Mrs. Clara J. Upton of the Pacific Protective society.

Mrs. Randall was sentenced to five years in the penitentiary by Judge W. M. Duncan and then paroled to Mrs. Upton for that period. The prisoner was told that her return to Klamath county would be viewed as a violation of her parole.

BIND OVER T. CAPTAIN; \$5000 BAIL

Preliminary Hearing Held This Morning Before Federal Magistrate

WRIGHT TESTIFIES CONCERNING FIGHT

Young Indian Pugilist Says He Ran Out of House As He Saw Captain Reach Suddenly for 30-30 Caliber Rifle; Widow of Slain Man Testifies.

Teddy Captain, young Klamath Indian, lost the first skirmish in his fight for freedom this morning when he was bound over to the federal grand jury on a charge of second degree murder in connection with the killing of Morris Lotches, fellow tribesman, on the Captain ranch near Modoc Point April 5.

A feature of the hearing was the account of Harold Wright who told of the quarrel with Captain which just preceded the shooting of Lotches.

Wright said he and Captain had engaged in a verbal controversy

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RAILROAD WAR MOVES TO LAKEVIEW; MEETING SET

LAKEVIEW, Ore., April 13. Echoes of the great rail battle between the Great Northern and the Southern Pacific lines centering in the territory between Lookout and Westwood were sounded here the past week with representatives of both lines seeking favor of the Lake county chamber of commerce, and seeking the enmeshment of the local chamber to take part in the battle. While no promises have been made by any representative of the company, rumor has it that the Great Northern is anxious to enter the Lakeview territory and participate in traffic guaranteed by the vast forests of pine timber within the district.

Traffic Manager J. H. Mahon and Attorney A. K. Wylie of the Nevada California Oregon were meeting business men yesterday and today, pointing out the threat of the Great Northern program to the traffic of the N. C. O., and the consequent effect on service to shippers over that line. Mr. Mahon also pointed out the fact that the projected line would closely parallel both

SOUTHERN CROSS NOT DAMAGED

SYDNEY, N. S. W., April 13. (AP)—The rescue plane Canberra radiated late today it had just left the vicinity of the Southern Cross discovered yesterday near Port George, and that a western Australian airways machine had landed near it on the mud.

The Canberra dropped fourteen bags of provisions to Captain Charles Kingsford-Smith and his companions, who were forced down March 31 while attempting a flight from Sydney to Wyndham. Tobacco and a revolver were also included, along with 85 telegrams from friends and well wishers.

Its position was given as south latitude 15:35 and east longitude 121:43, on a creek north of the Glenelg River. The Canberra was enroute from Wyndham to Derby.

When the Canberra arrived at Derby Captain Holden, its pilot, said he had learned by means of signals the Southern Cross was not damaged but needed only petrol and oil.

At the half way mark they led by two and a half lengths. About a mile from the finish the Bears had increased the lead to four lengths, two hundred

AUTO DRIVER SENT TO JAIL

Bob Arnold, taxi driver, was found guilty of operating a vehicle without a chauffeur's license, disturbing the peace and being drunk when brought before Police Judge U. S. Ballentine this morning.

A fine of \$10 was imposed for driving a car without a chauffeur's license and \$25 for disturbing the peace. Unable to pay the fines, Arnold was returned to jail.

W. L. McGee, tax driver, arrested at the same time paid a fine of \$10 for disturbing the peace and \$10 for driving a vehicle without a chauffeur's license.

Nine men, charged with vagrancy were released by the police department when Police Judge Ballentine deferred sentence. The men were arrested last night by city officers.

ANGLERS READY FOR GREAT DAY

With streams much lower than normal, at this time of year, Klamath anglers today were preparing for the opening day of the 1929 fishing season, Monday.

Predictions of exceptional early season catches due to the condition of the water, were made today, and many streams which usually are not in good condition until May or June are regarded as good fishing early in the season.

The fishing season opens one-half hour before sunrise. The latest one can fish is one-half hour after sunset.

FILE ARTICLES WELL COMPANY

Articles of incorporation for the Klamath Well Drilling company, were filed yesterday in the county clerk's office. Incorporators are Clarence V. Enloe, Floss J. Enloe and S. R. Colvin. Capital stock is \$5000.

ONE SIDED RACE WON BY BEARS

Margin of Victory Is Five and One-Half Lengths Today

TAKE LEAD IN BIG RACE AT VERY START

Championship California Crew Spurt Out Ahead at Beginning of Race and Gradually Widened Gap As Race Progresses Before Huge Crowd.

OAKLAND ESTUARY, Calif., April 13 (AP)—

Pulling far ahead of their northern rivals with a terrific pace, the world champion University of California crew decisively defeated the University of Washington eight by five and one-half lengths in their annual three mile race on the Estuary here today.

The Bear crew, including seven of the nine veterans that swept to ten consecutive wins and the Olympic games championship last year, defeated the northerners in a surprisingly easy manner. They went into the lead at the start with a powerful and continued to pull ahead for the remainder of the race.

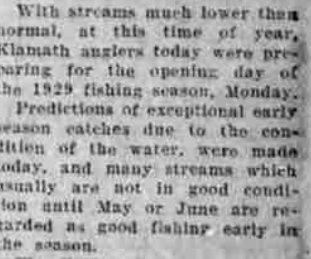
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Aunt Het



"Boys is some harder to manage, but Nature fixes it so you don't have to lick 'em like you do girls."

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(Continued on Page Six)