

STANFORD CLINCHES TRACK CHAMPIONSHIP

Thoughts We've Been Thinking

In Years Gone By Advertising Was Hit-and-Miss Proposition; Today It Has Developed Into Exact Science.

By BRUCE DENNIS

WHAT is the advertising of today?
Advertising is not a game of blind man's bluff as it was a quarter of a century ago. In that time it has become the task of a highly skilled analyst, statistician, economist and writer. The result is that the appeal on behalf of the merchandise is facts presented with drama, color, catching the eye of the reader and convincing his mind by creating within him a demand for the commodity.

This is the progress of modern advertising as seen by Kenneth Collin, vice-president of B. H. Massey and Co. of New York. He was addressing a group of advertising experts in Chicago when he said:

"Twenty-five years ago it was the custom to advertise and find out the facts afterwards," explained Mr. Collin.

"It was one great game of taking a chance. If we were successful we became famous, if we failed we simply went broke. Today we have revised the process, put the business of advertising on facts with a guarantee of results and full value for every dollar spent."

"Today in great businesses like a metropolitan department store studying all conditions such as business stock, consumer's taste, trends of style, competitive situation, and the general business outlook."

"A new era of advertising is just at hand and it is safe to predict that it will result in complete consumption and the advancement of business in general."

CATTLE men were alarmed several years ago when they heard that reindeer were to be stocked around the Alaskan country; but the price of cattle came back and now the alarm felt by the reindeer proposition has been allayed. However, the Detroit News recently awakened that fear with the following statement:

"Stephenson, the Arctic explorer, prophesies that within fifty years the principle meat supply of the world will come from reindeer instead of from cattle. Increasing population pressing on the cattle ranges and bringing an ever increasing supply of meat while reducing the number of beef cattle will give the reindeer industry a great boost."

"A lack will then come into the world, he thinks. Between 1892 and 1902 the government gave the Eskimo a means of support by planting 1280 head of Siberian and Lapland reindeer in Alaska. The herds have increased wonderfully, numbering 23,000 in 1910; 33,000 in 1920 and 500,000 in 1926. They feed on grass in summer and moos in (Continued on Page Four)

Death Toll in Texas Flood Mounts To Ten; Damage Large

HUNDREDS OF HOMES INUNDATED

Damage in Lone Star State Will Run Into Millions of Dollars

SHIPPING STOPPED DURING HIGH WATER

Levee Break in Madison County Floods Ten Thousand Acres; Three Scept to Their Death Yesterday; San Jacinto River Carries Away Bridge.

HOUSTON, Tex., June 1. (AP)—Floods in south and east Texas following torrential rains, today had claimed ten lives, and caused damage amounting to millions of dollars.

Three persons, none of which was identified, drowned yesterday.

A messenger boy on a bicycle was caught in the swirling current in a street here and was swept away. A terrified onlooker fell into the water and he too, was carried away. It was believed the bodies would be recovered in the basement of some nearby building when the water recedes.

At Fort Worth, a negro boy swimming in the high waters of the Trinity river, was carried under by the swift current. Police used 125 sticks of dynamite in a futile attempt to bring the body to the surface. The river was 13 feet above normal but had not left its banks.

Seven others lost their lives earlier this week.

The Houston and Beaumont (Continued on Page Three)

DIAMOND LAKE EGG TAKE FAR BELOW NORMAL

Just why it should be so is one of those mysteries which Mother Nature keeps to herself—but the fact remains that Diamond lake, long recognized as greatest rainbow trout egg taking station in the world, will yield only six and one half million eggs this year.

This was revealed today by Lloyd M. Tucker, superintendent of the Diamond lake fish hatchery who drove into Klamath Falls from Diamond lake last night.

"We have taken about six million, to date, but the run is about over," he said. "The total will reach six and one half million. That is far below normal."

(Continued on Page Five)

RECORDS SHOW MAY DRY, CLEAR

In spite of the fact that during closing days of the month Klamath residents shivered as the mercury dropped and the wind whistled down over snow-capped Cascade peaks into the basin, May was predominantly warm, clear and dry, records of the Southern Pacific weather bureau revealed today.

Only .05 of an inch of rainfall was recorded at the weather bureau. There were 25 clear days; three partly cloudy and two when the sun was entirely obscured by clouds. Minimum temperature for the month came on May 4 when the mercury dropped to 26 degrees above; maximum temperature came on May 21, 86 degrees. May of 1928 showed no rain or snow, two clear days, six cloudy and 23 partly cloudy. The minimum for that month was 21 degrees on May 2 and 99 degrees on May 24 and May 25.

During April of this year there were 14 partly cloudy days, eight clear and eight partly cloudy; the minimum temperature was 17 degrees above on April 6 and 69 above on April 26. Precipitation totaled .51 of an inch; there were three and one half inches of snow.

ACADEMY CLASS WILL GRADUATE JUNE SEVENTH

A class of 11, ten girls and one boy will be graduated from Sacred Heart Academy, high school on Friday evening June 7. Commencement exercises will be held at Sacred Heart church. Father A. F. Loewer will deliver the address.

Students to be graduated include: Mary Bertram, Edna McMahon, Edna Jones, Silva H. Helen Marshall, Myrtle Mullenax, Viola Wilcox, Lucille Calhoun, Annabelle Smith, Gertrude von Berthelsdorf and Byron Caldwell.

WORK STARTED ON POE VALLEY MALIN HIGHWAY

Because the county has equipment which can do a certain type of grading work cheaper than if it were contracted, the light grading of the Poe Valley-Malin highway—a road bond issue project—is being done force account.

Work has been under way for the important county thoroughfare for the past week under the direction of Charles Spidell, county roadmaster. Difficult construction will be let by contract.

Pioneer Goes To Court To Protect Farm Land

John S. Shook, aged and venerable Klamath pioneer whose name has been linked with Klamath history for sixty years, has gone to the courts to protect his ranch in Yonka valley. The white-whiskered old livestockman has instituted legal action to bar his former wife, now Mrs. Cora Bromillette, from any claim to his large ranch. The lawsuit indicates that Mrs. Bromillette is setting forth some claim to the famous old Shook farm. In his complaint, Mr. Shook holds that although on April 28, 1913 he did enter into a certain agreement with his wife whereby she was entitled to one half of his property, that in 1921 in consideration of certain conveyances to her, she agreed to forfeit her rights set forth in the 1913 agreement. December 8, 1925, Mr. and Mrs. Shook were divorced and later she married T. Bromillette, Portland, who was named as a party defendant in the suit. J. H. Carnahan represents Mr. Shook.

LARGE FIRM SUSPENDS OPERATIONS

Taylor, Ewart and Company Closes Doors in Chicago This Morning

RECALLING OF LOANS SAID TO BE REASON

"Suspension Will Be Permanent" Says Official of Company; Other Official Believes That Affairs Will Be Cleared Up Without Loss.

CHICAGO, June 1. (AP)—Taylor, Ewart and company, an investment securities house with offices in 11 cities, suspended operations today. Announcement of the suspension was made at the firm's offices here.

The company is headed by B. F. Taylor, chairman, and C. E. Ewart, president, and maintains offices in Chicago, New York, San Francisco, Boston, Kansas City, St. Louis, Minneapolis, Milwaukee, Louisville, New Orleans and Houston.

Recalling of demand loans by New York and Chicago banks forced the company to shut down, officers of the brokerage firm announced. The Guaranty Trust company, Seaboard National Bank and New York National Bank took the initiative in withdrawing their call money and the First National Bank of Chicago, Continental Illinois Trust company and Northern Trust company of Chicago followed suit.

"It appears that the suspension will be permanent," declared L. R. Billett, secretary-treasurer, as he prepared a formal statement to be issued later. Taylor, Ewart and Company dealt in stocks and bonds, and (Continued on Page Five)

J. E. SWANSEN SERIOUSLY ILL

J. E. Swansen, past excited ruler of the Elks and prominent business man of this city is ill at his apartment, suffering from influenza. His condition late this afternoon was slightly improved. No visitors are allowed to enter the sick room according to the attending physician's orders.

Last Minute News

FAVOR PUBLIC HEARINGS WASHINGTON, June 1. (AP)—Democrats on the senate finance committee decided unanimously today in favor of public hearings during consideration of the House tariff bill and for final disposition of the measure at the special session.

BALLOT TITLES UPHELD SALEM, Ore., June 1. (AP)—The supreme court today upheld the ballot. It was prepared by Attorney General Van Cinkle in the referendum against the Multnomah county circuit judge and the Excise Tax bill, and the initiative bill relative to fraternal insurance societies.

NO CONFIRMATION SAVANNAH, Ga., June 1. (AP)—A rumor that Colonel and Mrs. Charles A. Lindbergh were spending their honeymoon on Sapelo Island a few miles off the Georgia coast could not be confirmed today.

CRITICIZE SCHOOL HEADS DES MOINES, June 1. (AP)—A resolution criticizing Des Moines university heads for apparent failure to investigate an egg and stone throwing incident in which Dr. T. T. Shields of Toronto, board president and several other trustees were indicted targets of student rioters May 11, was adopted today by the university board of trustees.

KLAMATH WILL PUT ON LARGE 4TH JULY FETE

Klamath Falls will have the largest Fourth of July celebration in southern Oregon this year, and one of the best arranged programs that has ever been offered in this line in this city, sponsors of the fete revealed today. It is sponsored by the American Legion and will represent a large outlay of money. A single night's program, that of July 4th, depicting the Modoc Indian war done in fireworks and employing the Oregon national guard and more than 2000 Indians, will cost thousands of dollars.

As one of the features of the week and as one of the means of financing the celebration a (Continued on Page Five)

VENDOR WEEPS WHEN CAUGHT

Showers of bitter tears streamed down the face of Frank Martin, alleged veteran bootlegger, when he and two companions, L. E. Peterson and William Johnson had the hard luck to run into a cluster of county, state and federal prohibition officers on the Poe Valley road near Harpold's dam shortly after noon today.

Martin wept openly as the officers went through his car and discovered a quantity of "green" whiskeys. Peterson and Johnson, officers said, were too intoxicated to quite realize what had happened. Federal Officer L. C. Mueller, State Officer Leigh Ackerman and County Prohibition Officer Lloyd Linville set forth this morning ostensibly to ferret out a still which they knew was located somewhere in the Poe Valley region. But when they met Martin and his inebriated companions, they changed their minds and searched the Martin car.

A charge of possession and transportation of liquor will be preferred against Martin. Johnson will be charged with possession of liquor and carrying concealed weapons—a revolver found in his pocket—while Peterson faces a possession charge.

C. A. HENDERSON LEAVES SUNDAY FOR CONCLAVE

C. A. Henderson, county agent, leaves tomorrow morning for Baker, Ore., where he will represent the Southern Oregon Cattlemen's association at a meeting of the Oregon Cattle and Horse Raisers association which will be held June 3 and 4. Mrs. Henderson will accompany him on the trip.

SMITH DEFEATED COULDSNIGHT COURT, England, June 1. (AP)—Henry Cotton, British professional golfer, defeated Horton Smith, young American pro, 6 up and 3 to play in an exhibition match at 30 holes today.

DIPLOMAT RECALLED BERLIN, June 1. (AP)—Advices published here today from Nanking state that the Chinese diplomatic representative and Chinese consul official at Moscow have been recalled.

NEVILLE LEADS DEL MONTE, Cal., June 1. (AP)—Jack Neville of the Monterey Peninsula Country club, was nine up on Francis Storey, Jr., of Los Angeles, at the end of their morning round in the 36-hole finals today of the California Amateur Golf championship. Neville went into the lead with the first hole and swamped his 10-year-old opponent with a brilliant first nine to have him eight down at the turn.

VILLAGE SURROUNDED TOKYO, June 1. (AP)—The village of Tonia on the east coast to the Isle of Saghalien was surrounded today by the forest fire which has raged for the last week there. Its 1,060 houses were isolated and conditions in the town were not known here.

DEMENTED EX-SOLDIER FOUND DEAD

Maniac Who Killed Three and Wounded Four, Decapitated by Locomotive

HAD LAIN ON TRACK WAITING FOR TRAIN

Gunfire From Expert Marksman Cuts Down Police Squad As It Charges on Maniac Barred in Chicago House; Had Been Drinking.

CHICAGO, June 1. (AP)—Ferdinand Preuss, the maniac who shot three men dead, and wounded four others while in a drunken fury yesterday, was decapitated today by a Chicago and Northwestern railroad train. A body found on the right of way was identified positively by a fishing license issued to Preuss, and police believe the man, sobered over night, realized the tragedy of yesterday and committed suicide by leaping in front of a train.

The condition of Preuss' body indicated he had lain on the track and waited for the train to run over him, police said.

Preuss, a war veteran and expert marksman, killed two policemen and a civilian yesterday and wounded two policemen and two civilians with a pump shotgun. The police were members of a squad sent to arrest him after neighbors heard him threaten to kill his wife.

John Lee Conley, leader of the detective squad, was the first to fall before the mad man's onslaught. After mortally wounding him, Preuss fired at Police (Continued on Page Three)

'CHUCK' KLEIN HITS ANOTHER

PITTSBURGH, June 1. (AP)—Chuck Klein, sensational newcomer to the Philadelphia outfield, hit his thirteenth home run of the season here today in the second inning of the Philly-Pirates game retaining the inter-league lead over Ruth and other sluggers. Jess Petty was in the box for Pittsburgh. Donald Hurst hit his eleventh homer in the fourth and his 12th in the sixth, pulling up to within one of his team mate.

NE YORK, June 1. (AP)—Babe Ruth hit his tenth home run of the season in the eighth inning of today's game between the Yankees and the White Sox.

SECRETARY OF HEALTH BOARD VISITS BASIN

On one of his regular visits of inspection, Dr. Frederick D. Stricker, Portland, secretary of the Oregon State board of health, visited Klamath Falls Friday. He conferred at length with Dr. G. S. Newsom, medical director of the Klamath county health unit.

Homesteaders Endorse Cooperative Marketing

Definite decision to form a hay growers cooperative marketing association whose principal objectives would be to raise the standard of the product and stabilize prices, was reached last night at a meeting of Tule Lake homesteaders held at the Gentry homestead. A committee composed of A. E. Street, J. W. Taylor and Charles A. Henderson, county agent, was appointed and authorized to draw up articles and by-laws of the association. Principal speaker was William A. Schoenfeld, Portland, representative of the bureau of agricultural economics, United States department of agriculture. Mr. Schoenfeld discussed various forms of cooperative associations and dwelt at length on various methods of successful marketing. "The purpose of this association," Mr. Henderson said today, "is not only to protect the Tule Lake farmer against violent fluctuations in the market and sacrifice sales, but also to raise the (Continued on Page Five)

EARLY MORNING FIRE DESTROYS P. MARTIN HOME

Fire of unknown origin completely destroyed the home of P. Martin in Chillicothe and endangered the lives of four occupants who escaped from the flames just in time.

Mr. Martin, a Chillicothe shoe merchant, his wife and two children were sleeping in the house at the time they awoke at 3:30 a. m. to find the residence in flames. Pausing only long enough to save a few personal belongings they rushed out of the hot house.

Because the blaze was too far along before it was discovered the Chillicothe fire department could not save the dwelling. The loss approximated \$2000 which was covered by insurance.

GRAND JURY TO MEET MONDAY

When the grand jury convenes Monday morning in response to a call from Judge W. M. Duncan, they will be confronted with between ten and 15 criminal investigations some of which have already come to light and others which have not.

Included in the array of cases that will be submitted are the following. It was announced today from the district attorney's office: State vs. Ed Cudworth, charged with possessing a still; state vs. Ted Moore, charged with assault with a dangerous weapon; state vs. George Miller, larceny of a horse; state vs. Jesus Jara, charged with assault with a dangerous weapon; state vs. Bert Vetterline, charged with assault with a dangerous weapon. These cases have been considered before justice courts of Klamath Falls and Chillicothe and the defendants bound over to the grand jury.

Deputy District Attorney Harry Bolvin and T. R. Gillenwaters will assist the inquisitorial body in its investigations.

ROGUE VALLEY CROP REVEALS SOME DECREASE

MEDFORD, Ore., June 1. (AP)—A survey made by the Rogue River Traffic association indicates that the fruit crop of the Rogue river valley for the coming season will amount to 50 per cent of last year's yield. Fifty of the leading fruit distributors gave their estimates on the crop, from personal surveys and observations. The vote indicated that there will be 404 cars of apples and 2,300 cars of pears. Last year 2,600 cars of pears were shipped, and 800 cars of apples were sent out.

KING TO SPEND HIS BIRTHDAY IN SICK ROOM

LONDON, June 1. (AP)—Monday is King George's sixty-fourth birthday but he probably will spend it in bed. It was understood today there was little hope he would be able to be up. His room in the Victoria tower of Windsor castle, is an exceptionally cheerful one, overlooking a broad walk with beech trees.

Many members of the Royal family are expected to join Queen Mary at the castle in celebration of the occasion even if the anniversary must be spent quietly.

UNIVERSITY FAR AHEAD OF RIVALS

California Athletes Pile Up Sensational Total of 35 3-8 Points

NEAREST RIVAL HAS ONLY 11 7-8 POINTS

Second Record Tumbles Today When Jimmy Reid, Harvard Captain, Runs Two Miles in Nine Minutes and 22 Seconds; Hill of U. S. C. Also Cracks Record.

By ALLAN J. GOULD, Associated Press Sports Editor FRANKLIN FIELD, Philadelphia, June 1. (AP)—With eight of the fifteen events completed, Stanford University had clinched its third successive intercollegiate track and field championship today beyond the palest shadow of doubt. The Cardinals had piled up the sensational total of 35 3-8 points while their nearest rival, Pennsylvania, had only 11 7-8 points.

The second 1000 to be tumbled today went to the credit of Jimmy Reid, Harvard captain, who raced his famous Penn State rival, Bill Cox, into the ground in the stretch to break the tape in nine minutes, 22 seconds, or the two mile run. In a successful defending the title he was last year, Reid broke the I. C. A. A. mark of 9:22 3-5 made by (Continued on Page Three)

CRASH STORY TOLD TO JURY

That William A. Griffith, 27, came to his death as the result of an unavoidable accident, was the verdict returned Friday night after a coroner's inquest. Griffith was drowned, following an accident early Thursday morning on the highway between Klamath Falls and Dorris, California.

The jury was composed of J. E. Hosking, Earl Shepherd, Charles Riley, Otto Lorenz, Al Longacre and L. E. Alexander.

Three men, with Griffith at the time of the accident took the stand and told of events which led up to the time the light car suddenly left the road and jumped into the irrigation ditch filled with 12 feet of water.

Harold Bosen, driver of the car freed himself from the submerged machine by rolling down a side window, although hindered by three companions.

Grasping Martin Cramer, weak from injuries sustained in an automobile accident last March, Bosen dragged him to shore. C. H. Emerson and Griffith, riding in the back seat of the car were able to get out as soon as the door was opened.

After rescuing Cramer, Bosen plunged into the water to assist Emerson. Going back after Griffith, he was unable to make it.

Aunt Het

"Some women is just born to get along without worry, an' some is eternally wonderin' what to fix for dinner."

