

The Evening Herald
O. G. Crawford Editor
Published every afternoon except Sunday by The Herald Publishing Company at 102-122 South Fifth street, Klamath Falls, Oregon.
Entered as second class matter at the postoffice of Klamath Falls, Oregon, on August 30, 1909, under act of Congress, March 3, 1879.
MAIL RATES PAYABLE IN ADVANCE
By Mail In Outside Delivered by Carrier
County One month \$0.55
Three months \$1.75
Six months \$3.25
One year \$6.00
City One month \$0.45
Three months \$1.35
Six months \$2.50
One year \$4.50
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Saturday, April 19, 1930

First Impression Lasting
FIRST impressions are usually the most lasting. This is true with individuals and it is true with communities. It is probably more apparent with communities for the town or countryside cannot hide its imperfections as well as the individual and the casual visitor or tourist sees things as they are.
That town or city which grows careless about its appearance is inviting a bad name for itself. Every year thousands of people pass through the communities of Oregon. The impressions they gain remain with them long after their journey is over. One town may be remembered for its well-kept lawns, clean streets and alleys and carefully groomed business district. Its neighbor may be remembered for its poorly kept lawns, littered streets and alleys and slatternly business district. Other towns may be remembered for embracing both good and bad features. The fact remains that the traveler gains an impression of one kind or the other in every place visited.
It is probably true that "hope springs eternal in the human breast" and in the springtime that hope is stronger than other times of the year. New hope, new vision spring up when the year is in the ascendancy and it is then that man, like nature, puts on new dress. It is then that the cleanup campaign gets under way, prompted by a desire to rid house and yard of the winter's accumulation of rubbish. Until recent years no co-ordinated movement was fostered to carry on the cleanup campaign, but the present year sees a movement directed by a body which has as its object the cleaning of highways, public parks and playgrounds as well as the homes, streets and alleys and business districts.
Looking to the preservation and protection of the beauty of Oregon, the Portland Garden club is urging a general cleanup of the highways and by-ways of the state. Special stress is placed upon the removal of unsightly signboards, as well as refuse. It is a splendid move and should have the cooperation of every district, for in these days of automobile travel the most remote districts are not immune from the tourist and sightseer. Clean highways, parks, homes, streets indicate pride in one's surroundings and are an invitation to the prospective homeseeker.
Great Britain wishes it could, like Gandhi, take the Indian situation with a grain of salt.
Wonder if ex-Senator George Wharton Pepper is jealous at the publicity salt is receiving these days.
A traveling salesman in Virginia invented what is said to be the deadliest machine gun in the world. Maybe this is how he received inspiration for his rapid fire sales talk.

EDITORIALS
FROM OVER THE NATION
THREE THOUSAND TO ONE
Toledo Blade: There were 9,740 licensed and identified non-military airplanes in the United States on January 15, the Aeronautical Chamber of Commerce of America reports. That is one plane for every 19,500 persons in the country—one plane for every 3,900 automobiles in use in the United States.
In 1920, the federal census of that year showed, there were only 4,192 automobiles in existence in this country—less than half the number of non-military planes now being flown.
It seems improbable that within the next thirty years there will be corresponding increase in the number of airplanes—a plane for nearly every family and two or three planes for some families, and yet the possibilities are limitless.
A flight made a few days ago by a plane powered with a Diesel engine may be a forerunner of a tremendous development of air transportation. This ship was flown from Detroit to Miami, nonstop, in ten hours and fifteen minutes. The fuel oil consumed cost \$5.50—considerably less than 1 cent a mile, and the plane carried two persons.
If and when flying becomes the cheapest as well as the fastest agency of passenger transportation, some great business enterprises will be revolutionized. The manufacturers of automobiles and the operators of bus lines, trolley cars, steam railroads and boats especially have reason to take notice of the upward trend of the times.
Cleveland Plain Dealer: David Kinley, retiring president of the University of Illinois, recommends that the football season be shortened by at least one game. The grind of training and of hard competition week after week, he believes, is too severe.
This recommendation comes just when spring football practice is beginning at many colleges and universities. Not content with training for nearly three months in the fall, the coaches require players to give weeks and even months to it in winter and spring.
At this distance from the important fall games it is easy to assert that too much time and energy are given to college football. But when the season actually gets under way alumni groups whose teams have not made good showings in their early games will be talking about too little practice and training, and of the need for more thorough preparation.
A basic trouble with American football is that it is amateur in name, but professional in the demands made upon it. The theory of an amateur sport is that it is played for fun. But of college football the presumption is otherwise. It is played by young men who are expected to live up to the standards of professional play, notwithstanding the fact that they are young and comparatively inexperienced, and furthermore are presumably students first and athletes afterward.
It is doubtful whether shorter schedules would greatly relieve the difficulty of which President Kinley complains. The basic trouble is deeper, and goes back to the demand of coaches, alumni and public for more nearly perfect performance than can reasonably be expected of men between the ages of 18 and 23 whose major interest is not football.
There are about 220 muscles that have to do with the moving of the human body.

Timely Quotations From People in the Public Eye
"Increasing age has not made me a singer in the chorus of despair."—Rev. S. Parkes Cadman, D. D.
"The day when man becomes a perfectly rational being marks his end."—Sir Arthur Keith.
"There is something fascinating in linguistic crime."—Otis Skinner.

Diversified Questions

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60

HORIZONTAL
41 Verbal.
1 Where is the street called Picaresco?
6 President of Austria.
11 Wrath.
12 Lost color.
13 Bustle.
14 Myself.
15 Complained.
16 To accomplish.
19 To put on.
20 To be ill.
22 To assist.
23 Limb.
25 Insane.
27 To possess.
28 Scraggle.
30 Teuchting.
32 Southeast.
33 Hog.
34 Chart.
36 Dad.
37 Soft mass.
39 Upper end.

VERTICAL
1 Capital of Peru.
3 Native metal.
3 Northeast.
4 To unclose.
5 To doze.
6 Males.
7 Notion.
8 Minor note.
9 To total.
10 By-product of fire.
12 What organ secretes bile?
16 Wand.
17 Not bright.
19 Noise.
21 Shaft.
22 Reverence.
23 To litter.
24 Jewel.
26 To immerse.
27 Our first postmaster-general.
28 Secreted.
29 Door rug.
31 Students at West Point.
33 Chum.
35 Kettle.
37 To caution.
38 Broad smile.
40 Game.
42 To regret.
43 Yale.
44 Fabric.
46 Metal.
48 Verb.
49 Pronoun.

SATURDAY'S ANSWER
CAME ALA OMIT
OPEN DEN RATA
BONUS DANGER
END HORAL EIRE
DAL ABATE ABIA
ARTISES TOWER
COMA IRE PALE
EMIT TOO ARIA
ATE YEN LEE

Thoughts We've Been Thinking
(Continued From Page One)
their son, Lieutenant C. H. Howard, who has been in the service since 1917, took the family up in a bombing plane and they witnessed the remarkable spectacle of 150 planes in the air at the same time.
CHARLES B. HOWARD is the pioneer stage man of Southern Oregon. He fought the mud over the Green Springs mountain with mules and horses, then with a Ford and finally developed the Howard stage lines which now belong to the Southern Pacific. His life has been spent in transportation. Now that the airplane is the thing Charles Howard is on his toes and wanting to fly whenever opportunity presents. They can't go too fast for the old stage man. He loves speed.
COUNT your blessings, even if business is not up to the usual high standard. The other day at a Rotary club meeting in Southern California, Mary Pickford, through her private secretary, made a fervent plea for all the old clothes that could be spared by Rotarians. Miss Pickford heads the actors' relief association and the message she sent to Rotarians was that destitution stalks ghostlike in Hollywood among the movie people. Sound pictures have thrown thousands out of work and fine talent is walking the street unemployed and in want, she said.
OWENS VALLEY people will come to Klamath county when Los Angeles county vote

La Grande Manager Visits Klamath Falls
City Manager W. C. Crews of La Grande is spending a few days in Klamath Falls meeting old friends. He resided here several years, leaving in 1906. His father, J. R. Crews, was a contractor in this city and owned considerable real estate, which in those days had little value.
Mr. Crews had not been back to this city until this trip and his amusement at the improvement and advancement of Klamath Falls was his chief topic of conversation. He has been city manager of La Grande for six years, during which time his town has done many things in a municipal way.
WHITE HOUSE FOLKS BETTER
WASHINGTON, April 19 (AP)—Both President and Mrs. Hoover, the former suffering from a cold and the latter with a painfully wrenched back and cold, were reported today to be improved.
LOOP ROAD OPEN
MEDFORD, Ore., April 18. (AP)—The loop road from Medford to Klamath Falls via Anna Springs camp at Crater Lake park was opened today, park officials said.

ERRORGRAMS

THIS ENGRAVING IS FROM AN OLD PRINTING MADE IN COLONIAL DAYS, ABOUT 1725, SHOWING WASHINGTON'S HOME AT MONTICELLO. WE'VE HAD IT FOR YEARS AND YEARS.

A Family Budget

ARTICULATI
So to speak.

There are at least four mistakes in the above picture. They may pertain to grammar, history, etiquette, drawing or whatnot. See if you can find them. Then look at the scrambled word below—unscramble it, by switching the letters around. Grade yourself 20 for each of the mistakes you find, and 20 for the word if you unscramble it. Turn to the back page and we'll explain the mistakes and tell you the word. Then you can see how near a hundred you bet.

DAILY LETTER ON AFFAIRS AT U. S. CAPITAL
Better Postal Service Is Great Goal of Postmaster General Brown, Who Has Reorganized Service to Get Efficiency and Who Doesn't Let Politics Bulk Too Large.
EDITOR'S NOTE: This is the second of two stories explaining Postmaster General Brown's proposal to cure the postal deficit by describing the recent reorganization in the Postoffice Department.
BY RODNEY DUTCHER
NEA Service Writer
WASHINGTON, April 19—Postmaster General Walter F. Brown, who proposes an increase in the rate on sealed letters from 3 cents to 2 1/2 cents, took office more than a year ago with a unique seal to reorganize the postal service into a high plane of business efficiency.
Postmasters general are appointed with two ends in view: First, they must be good politicians in order to handle the vast patronage machine handled by the department. Second, they are supposed to be fairly good executives who can be depended upon not to gum up the machinery of the postal service.
Brown happened to be both a good politician and a man with a burning yen for public service. He wasn't going to slight the political end of his job, but he was going to be a darned good postmaster general.
His yen for public service and efficiency was no new outcropping of character, for in 1921 when the other Ohio boys were jumping into the trough here was content with an appointment from President Harding to be chairman of the joint congressional committee charged with making a program for reorganization of government departments. And he did a good job, although his plan was tucked away somewhere for future reference which is likely to come during the Hoover administration.
In the Postoffice Department Brown has carried out his old theory of placing similar duties and activities under the same head. Perhaps more importantly he has discarded the theory that the top jobs in the service must be passed out among "the boys"—that is, to deserving Republican politicians.
In the last year, besides Brown, the Postoffice Department has acquired three new assistant postmaster generals, a new chief inspector, a new executive assistant to the P. G. M., a new man in charge of postoffice appointments, a new special postal assistant to the attorney general and a new purchasing agent. The only holdover among the assistant postmaster generals is W. Irving Glover, who has had most to do with development of the air mail. The present set-up, is: First assistant, Arch Coleman, charged with management of postoffices, contact with the public and distribution and delivery of mails.
Second assistant, Glover, charged

with transportation, including railway, steamship and air mail movement.
Third assistant, Frederic A. Tilton, supervising the postal finances.
Fourth assistant, John W. Philp, in charge of the department's physical plant.
Coleman and Philp were brought in because they had high class records as postmasters, respectively at Minneapolis and Dallas and any political aspect in their appointments was regarded as distinctly secondary. Tilton is a financial expert of the first rank and made an obvious sacrifice when Brown drafted him into the department at \$9000 a year. He has been a partner of the large accounting firm of Haskins & Sells and his work here has been on perhaps the most important phase of Brown's program.
One of Brown's most recent acquisitions is that of Harold N. Graves as his executive assistant. Graves serves as constant man on postal legislation and co-ordinates the departmental work. He served with Brown on the old joint reorganization committee, and was administrative assistant in the Commerce Department under Herbert Hoover, in which capacity he straightened out and speeded up the Patent Office and reorganized the administrative processes of the department itself.

Wool Buyer Visits Klamath Sheepmen
G. M. Blakeley, field representative of the Pacific Co-operative Wool Growers, is in Klamath Falls while he interviews the sheepmen of this section.
Mr. Blakeley is one of the Oregon sheep raisers who has experienced many and varied conditions in the business. The present depression in sheep and wool are as unpleasant to him as to any other man who has been connected with the industry for many years.
It is Mr. Blakeley's impression that there is not an overproduction of sheep but the present slump is due to general business conditions.
Several years ago he shipped a shipload of sheep to the Aleutian Islands in Alaska for a Portland company and remained in the north with them for several months. It was an interesting experience but he proved that the islands will produce good sheep.

Dr. Soule's Mother Dies in California
Word of the death of Ann Lavina Soule, mother of Dr. A. A. Soule, of this city, was received here last evening. Mrs. Soule died at 4:30 Friday morning in Shasta Valley, Calif. Funeral services will be held in the Little Shasta Congregational church on April 20.
In addition to her children, Mrs. Esther Lavina Earhart of Hornbrook, Calif.; Clarence Warren Soule, Yreka, and Dr. A. A. Soule of this city, she is survived by 18 grandchildren.
Mrs. Soule crossed the plains in 1861 in a prairie schooner, taking five months for the trip. She was in the train rescued and protected by Captain Applegate's father, at Bloody Point, in 1861.
For results use Herald class ads.



A Family Budget
FAMILY finances can be conducted on as systematic a plan as those of a business organization.
A household budget or plan of expenditures, made beforehand, often saves being surprised by bills at the end of the month.
No household budget should be without an allowance for the future. Deposit a fixed sum in a First National Bank savings account, and plan ahead of time how the remainder shall be spent.

EIGHTEEN YEARS AGO IN KLAMATH
In a primary election yesterday that passed off as quietly as the preparatory period, the republican voters, judging by the meager returns the Herald was able to collect today, declared that they want Charles C. Low for sheriff, Jay Manning for treasurer, and John Hagelstein for commissioner. Statements are here based on returns which are believed to be a fair index of the county.
For district attorney in the Klamath Lake county district John Irwin seems to have taken the election from Dell V. Kuykendall, the incumbent, seeking a second term, by a very comfortable majority.
Klamath Falls has the best kept railroad station on the Southern Pacific between El Paso, Tex., and Portland, Ore., according to the verdict of the visiting officials who inspected it with a view to determining its status in that respect. Thus it is that the local station will receive a gold medal very shortly, and that Agent S. J. Bailey is correspondingly happy.
Mr. Bailey said today that he has set his cap for a medal for the freight station too, and expects to capture a medal next year for keeping that ship-shape.
Society in the Village—Wednesday afternoon at the handsome new home of Mrs. Frank Ward was one of the largest and most delightful parties of the season. The hostesses, Mrs. Frank Ward, Mrs. Fred Schallack, Mrs. James T. Henley and Mrs. Claude Daggett arranged for 30 tables of "500."

MERGER REPORT CORRECT.
PHILADELPHIA, April 19 (AP)—Reported plans for a merger of Sears Roebuck & Co., and Montgomery Ward & Co., were described today by Lessing J. Rosenwald, vice-president in charge of Sears Roebuck interests in Philadelphia as being "substantially correct."
BOOSTED FOR LIBRARIAN
PENDLETON, Ore., April 19 (AP)—Friends here are urging Miss Helen Johns of Pendleton to seek the position of state librarian. She has not expressed her willingness to serve, however.

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