

ADVERTISING REACHES INTO ALL SECTIONS

Circulars, Window Cards,
Press and Personal
Work Widespread.

The greatest of cooperation has been given by Klamath Falls organizations in advertising the Days of '49. Manager Clyde Zerby states:

Headquarters of the show have sent out or distributed 25,000 large circulars, 4500 window cards, stories have appeared in papers throughout the Northwest and the state over the United Press and Associated Press telegraph wires, advertisements have been run in newspapers, and the Sacramento Bee put out a section of the paper devoted to the show.

"The Klamath News and the Evening Herald have co-operated to the greatest extent in putting the show over," Mr. Zerby states, "and the special edition is a crowning achievement to the best of daily support ever given a show which I have directed."

All Country Interested
Allen's Press Clipping Bureau has sent to the headquarters here clippings from newspapers in all parts of the United States.

Jean Joyaux and Tom Canning, two Klamath youths, have toured the southern and central parts of Oregon and Northern California advertising the show. They traveled in a "Covered Wagon" auto and not only distributed advertising posters and cards but also spoke at club meetings and were interviewed by reporters.

The Elks lodge and Dram Corps visited Grants Pass on June 17, advertising enroute at Medford and Ashland.

Meetings have been held by the Legion and the Elks here to arouse enthusiasm to a high pitch where it has remained for the past month.

Lodges Cooperate
The Rebekah lodge of this city appeared in Ashland in Days of '49 costume and paraded before members of the valley lodges.

One merchant in Klamath Falls put on a Days of '49 Cent Sale; another sent an agent in costume to San Francisco where he was interviewed and obtained a front page story on the show in the San Francisco Examiner, delivered a letter from Mayor Tom Waters of Klamath Falls to Mayor James Rolph of San Francisco, and another letter from this Elks lodge to the San Francisco lodge.

Invitations were sent to the Legion officials and lodges and to the Elks officials and lodges all over the northwest.

"The greatest of courtesy has been extended to our agents and Klamath citizens advertising the show," Mr. Clyde Zerby, director, states "and for the courtesies and hospitality we wish to extend our thanks."

Lodges of City
Cooperate in
'Days of '49'

Practically all the lodges and organizations in Klamath are represented in the successful celebration which will open here Thursday. It was stated yesterday.

The Business and Professional Women's Club, the Eagles Lodge, the Moose Lodge, the Central Labor Council, the Royal Neighbors, the Rebekahs, the Building Trades Council, the service clubs and other organizations have given their full support.

Many of the members of the men's organizations have enforced the whisker rule, the women's organizations are appearing in costumes, and members of all lodges and organizations have been active in donating their time to the success of the show.

The automobile should be well lubricated, but keep the driver dry.

Flowered Dress



And here we have Mrs. B. D. Bussard, another one of the good old '49-ers. Mrs. Bussard's dress is of soft flowered material, made with a large collar, and the skirt trimmed with three large ruffles. The bag and the hat match.

"Days of '49" To Be Gala Celebration in Klamath



Upper left, F. D. McMillan; lower left, Otto Ellis; upper right, Glen Jester and center Joe Reading in some ways resembles Abraham Lincoln. Center left, Stanley Clark. Other pictures in the above photograph show scenes of the Days of '49. Photo courtesy of Kennell-Ellis.

QUALITY OF BOUTS GROWS WITH CITY'S POPULATION GROWTH

Klamath Falls soon will be as lively as a beehive and there will be a lot going on to take you back to "the good old days," days of '49 or thereabouts. Some of the men who are being taken back will recall some of the old time fighters and epic of the ring fought in Reno and Frisco, and other fight towns in this wild country at that time.

Klamath Falls probably cannot go back that far for ring fights but it isn't necessary because it was only a short period of three years ago that the local fights started to take on the appearance of a real old fight town.

Up until about that time fights were a little shaky and then one morning on a rattler, a little fat guy with a tough tone in his voice but a weakness for fighters rolled into the Falls, got off, shook off some of the dust and then looked around for something to do. He tried working but that was too hard on the muscles, so he started thinking. That was hard, too, but easier on the bones. He remembered that he had been raised around a place where fighters were thick. Being a bottle baby he was too fat to fight so he did the next best thing. He started promoting.

Start Was Tough
Things came tough for a while and some of the fights were of kind that the less said the better. Others were framed by betters and some were framed by the fighters themselves. This was breaking this little fat guy's heart because he wanted to give the fans the best for their money. The solution was a commission and a tough referee.

The Legion took over the fights and retained this little fellow, Joe Bickerstaff by name, for match-maker and then the tough referee was the problem—one who could make the fighters fight. Several were tried and finally they got a fellow from one of the lumber camps near by. He threw a few of the main eventers out and stopped some other fights, pulled still others apart and told them to fight or get out and soon Joe had developed, for Klamath Falls, a reputation as a real fight town that no other city, with the exception of a few of the larger, enjoys.

Promoted 125 Fights
Joe Bickerstaff has been in the Falls promoting for about three years. In that time he has promoted over 125 fights with only a small per cent falling into the mediocre class. Hot fights have taken place and several of the boys who showed here have gone on to big time.

During a period of six months

the fights gave to charity \$900.00. That is a lot of money and it could have gone far no better cause than that of helping the needy.

Good Boys Brought Out
Some good boys have been brought out and some very good houses have turned out to see many of the fights. The largest house was the fight, no so long ago, and a whole of a battle, between K. O. White and Johnny Cline. It drew \$2,680. Other fights that the fans still talk about are K. O. White and Gene O'Grady, Cleghorn and Tiger Bobby Robinson; the first fight between Feldman and Robinson, Feldman and Dixon and the fights between Dyson and McDonald and many others.

Some of the fighters that Tex

has shown the fans are Denny Lenhart, Frankie Warnecke, Mike Daly, Billy Church, Eddie Eddleman, Eddie Graham, Teddy Fox, now champion of the islands; Tommy Bennett, Sam Langford, Steamboat Jackson, Asst's Roaneder, Tiny McCumber, Dick Reed, Johnny Francis, Benny Dotsen, Kewpie Riley, Orville Darr, Joe Seilaff, Earl Richie, Spark Plug Boyd, who killed Frank Farmer in a fight in Tacoma; Jack Crilley, Nails Gorman, Mickey Dolan, Ray McQuillan, Jack Grimm and many others.

Offered Dempsey Job
Joe brought Tom Loutitt from Portland to referee and offered Jack Dempsey one thousand dollars to come here and referee one fight. He also offered Ace Hudkins \$1500 for a fight but Ace can't read small figures.

Joe knows most of the good fighters personally and some that are not so good but he does try to get the best boys. It costs money, and lots of it, to get top-notchers to fight and Klamath is not large enough for big main-eventers. That is one thing the fight fan does not realize or think about and must remember that he is seeing the best that the town can pay for.

The Miller Santford Tractor Co.

Wishes to
take
This Opportunity
of
Congratulating
the
Celebration
Committee on
Its
Successful
Handling of
the
Forty-Niner
Show

Miller Santford Tractor Co.
719 Market St.

Program for '49 Days Is Given Out

The daily program for the Days of '49 follows:
12 m to 2 p. m.—Baseball at the Fair Grounds.
2 p. m.—Horse Show and Races at the Fair Grounds. (One admission for ball game, races, and grandstand).
7 p. m.—Opening of the gates to the '49 Village—every day except July 4th.
JULY 4th
July 4th the gates to the '49 Village will open at 1 p. m. 10:30 a. m. July 4th—Parade down Main street.

Klamath County Decrees July 5 Holiday Here

The Klamath County Court has decreed that July 5 shall be a holiday for all county employees and throughout the county and that the county offices shall be closed on that day that the employees may more thoroughly enjoy the Days of '49 celebration.

The proclamation read in part: "Whereas, such a celebration will call to mind the days of the covered wagon bringing immigrants and settlers to the western portion of the United States, the pony express and the beginning of the development of the great west with their attendant hardships when gold was first discovered in the west; and Whereas, it is proper that the American people should cherish the memory of those hardy and patriotic pioneers who left the comforts of their homes in the east to build new homes in the wilderness of the west, which today has grown into a marvelous, wealthy and extensive empire;

"Now, therefore, the under signed members of the county

court of Klamath county, Oregon, hereby declare the 5th of July, 1930, as a holiday in order to enable the people of Klamath county to properly participate in the "Days of '49" celebration; and

"Hereby do further order that all county offices of Klamath county be closed for the transaction of business on July 5, 1930."

The proclamation was signed by County Judge Fred R. Goddard and Commissioners Silas Olsen, chain and Charles R. Williams, each of whom have raised a noble crop of whiskers for the event and have lent their full support to make the celebration a success.

Distraught Mama: "Fireman, save my child!"
Fireman: "Why, madam?"
D. M.: "Because he isn't paid for yet!"

For Results Use Herald Class Ad.

The Quaint Old Days Are Here Again!

If you haven't taken the advice of the Committee and gotten into your '49 costume, do so today... There's still time!

We'll help you all
we can
Our yardage shelves are at your disposal with a large selection of prints and gingham. Our clerks will assist in selecting patterns.



When you're out
of costume
You probably won't be in costume the whole four days of the celebration... We can offer you the latest things in dresses, suits and coats for the year of 1930.

Our Seamstress Will Sew For You

If you are a business woman, rushed for time, our seamstress, assisted by Miss Vail Lindsey, will sew a costume for you. Just select your material and we will do the rest.

Fife & Amicke

Fifth and Main Sts.

Phone 978

Souvenir Days of '49

8 HOUR KODAK FINISHING

UNDERWOOD'S Pharmacy

The Oldest Store Under One
Management in the City



American
Independence
and
Prosperity
Began in '76

It has never faltered. Therefore, on this Fourth of July, let us take another notch in our belts, grit our teeth, and carry on in the spirit of the Boys of '76.

The Men and Women of '49

Shoulder to shoulder with the spirit of '76 goes the spirit of '49. This year, as we celebrate the date of one, we exemplify the other. Come, ladies and gentlemen, let's all be Forty-niners for the four days of the celebration.

Klamath County Abstract Co.

ELBERT S. VEATCH, Manager

Charter Member of the Whisker Pledge Fraternity