

STORE MOVES TO STIMULATE SUMMER TRADE

Lowest Prices and Offers Time Payment Plan to All Customers

Beginning today, as is announced elsewhere in this issue of the Herald and in nearly 500 leading newspapers throughout the country, Montgomery Ward & Co., inaugurates one of the most unusual merchandising policies the country has ever seen. Announcements have been sent to the company's ten million customers, telling them that from now until September 15, any item in the company's catalogue or retail stores except groceries, will be sold on Ward's Time Payment Plan.

Heretofore, the company has confined its time payment selling to such items as washing machines, furniture, stoves, furnaces, etc., and in the face of present business conditions with the general tightening of credit by most retailers, this action on the part of Montgomery Ward & Co., is a significant move.

Buying Power Unlimited
Mr. George E. Everitt, president of the company, in announcing the new policy expresses the belief that there is plenty of money and purchasing power in America and that greater prosperity can be brought about by creating an inclination to buy on the part of the public. Mr. Everitt points out that the average weekly payroll of America today is conservatively estimated at eight hundred and forty million dollars; that the registered savings accounts in the country total over twenty-seven billion dollars, and are steadily increasing.

He says, "Yes, there is ample buying power and we believe that general business will improve when the buying public is satisfied that retail prices reflect the lower commodity levels. In our judgment, commodity prices are scraping bottom today and Montgomery Ward & Co., has placed, and is placing orders for millions of dollars worth of merchandise at these low levels. Months ago we cut prices accordingly, and again in the last thirty days have made further reductions on such merchandise as piece goods, work clothes, plumbing supplies, etc."

Aid Unemployment
In explanation of the new plan of offering to sell all merchandise at new low prices and on the time payment plan, Mr. Everitt says, "We consider it a constructive move (one of the very few that have been made thus far) to stimulate consumer buying. Even a small upturn in demand will start orders to factories, wheels turning, unemployment lessening and a resultant upward trend to our general business structure and prosperity."

"Many will praise us for this move. Some will criticize us. I hope that other institutions, large and small, will follow with their constructive methods to persuade the public to use its paying power. In his first daily article, issued June 30, Calvin Coolidge said, 'My countrymen, it is time to stop criticizing and quarreling and begin sympathizing and helping.'"

This latest move on the part of Montgomery Ward & Co., will be welcomed by business leaders and people everywhere. No doubt a move like this by Montgomery Ward & Co., with its far flung distributing organization of mail order houses and retail stores in every part of the country, will have a decidedly uplifting effect on business prosperity.

Mr. B. A. Newman, manager, states that the new policy goes into effect in the local Ward store today.

Motorcycle Cops And Run Runners Engage in Battle

CHICAGO, July 10, (AP)—Two motorcycle policemen and two run runners with an automobile load of alcohol engaged in a spectacular running fight along 22 miles of state highway between Joliet and Aurora, suburban cities, early today. The fray ended on the outskirts of Aurora with the perhaps fatal wounding of one of the officers, Henry Schelling.

Officer William Burke stopped to aid Schelling and the run runners escaped. The officers confiscated the bootleggers' sedan and intoxicants.

Shot Pierces Tire
The shooting started on the outskirts of Joliet when the pair in the sedan opened fire on the officers without warning. The motorcycle policemen returned the fire and bullets continued up to 88 miles an hour at times. One shot from the patrolmen pierced a tire on the sedan on the outskirts of Aurora and the runners left their machine. They continued the attack about 10 miles when Schelling fell with a bullet wound in the neck and shoulder.

BULL GORES RANCHER
MAUPIN, Ore., July 10, (AP)—Frank Batty, prominent rancher, was in a hospital today suffering injuries received when he was gored by a bull. Batty was attacked by the bull as he entered the corral. The rancher thrust his thumb into the animal's eye and held on until help arrived. Although injured seriously, physicians said he would recover.

WASHINGTON.—Because his wife kept their seven-year-old son awake while she took tea during lessons, and because he fell asleep in school regularly as a result, Charles Christian Schmidt recently filed suit for divorce against his wife, Lydia Mae.

Joffre Sees Own Statue Unveiled



Ill health and the weight of his 72 years could not cheat Marshal Joffre of the almost unique distinction of being present at the dedication of a monument to himself. Here you see the famed French war leader, left, with Marshal Petain as they went to the ceremony. The statue at Chantilly, is near the site of Joffre's headquarters when he saved France during the early weeks of the war. The dedication marked his first public appearance in several weeks.

PUCKETTS GO ON VACATION

VELMA SNOWGOOSE

KENO, Ore., July 10, (Special)—Mr. and Mrs. Ralph Puckett and baby daughter left Saturday morning for Randle, Wash., where they will visit for a short time with Mr. Puckett's sister and family, Mr. and Mrs. Aaron Moore.

Mrs. Ray Summers and Mrs. Carl Carpenter returned on Monday evening from Ventura, Calif., where they were called on account of the illness of their mother.

Mrs. A. C. Harris of Chico, Calif., is visiting here with her daughter, Mrs. Jack Buckbee.

Raymond Gray spent the Fourth visiting at different points in California.

Very near all the Kenosites witnessed the '49 parade in Klamath Falls on July 4.

Bob Jackson spent the Fourth of July in Medford.

Miss Amy Puckett left the last of the week for Prospect, for a visit with relatives and friends.

Mr. and Mrs. J. Harris of Shaw-Beckham's will visit with Mrs. Jack Buckbee on Sunday.

Mr. and Mrs. Thomas Henn and children motored to Woodburn, Ore., where they spent the Fourth visiting with Mr. Henn's brother, Ed Henn.

Mr. and Mrs. Charley Gray stopped for dinner in Keno on their way home to Pockegama from the celebration in Klamath Falls. Mr. Gray was one of the fiddlers who fiddled in the old-time fiddling contest.

Mr. and Mrs. E. D. Brooks and

children motored to Yoncalla, Ore., to spend the Fourth.

Mrs. Anderson has returned to her home at Randle, Wash., after an extended visit here with the E. G. Scherer family.

Among those who spent the Fourth of July at Crescent City were Thomas Flood, Herbert Gordon, Thomas McCormick and Sam Taylor.

Haymaking operations are in full blast here now, and a bumper crop is predicted.

Joe Drinkwater made a hurried business trip to Klamath Falls on Tuesday.

Mr. and Mrs. Charles Snowgoose and children motored to Klamath Falls on Saturday evening, where they attended and enjoyed the talkie, "Isle of Escape," at the Pine Tree theatre.

Henry Gordon spent the Fourth visiting at his home near Woodburn with his parents, Mr. and Mrs. Daniel Gordon.

Mrs. Grant Flanders and baby of Klamath Falls made an overnight visit here with her sister, Mrs. D. J. Puckett.

T. A. Grubb and daughters, Vera and Wally, spent the Fourth of July in Klamath Falls.

Will Trefren and Homer Haney spent Monday evening at the Chas. Snowgoose home, on their way home to Rutte Falls, Ore., after spending the first of the week looking for work in Klamath county.

Mr. and Mrs. Chas. Snowgoose and family spent Sunday picnicking at Hayden prairie.

CLARK REAPPOINTED

SALEM, Ore., July 10, (AP)—Frank C. Clark of Medford was today reappointed by Governor Norblad as a member of the state board of architect examiners.

COPCO'S PLAN OF ADVERTISING BEARING FRUIT

Community Interests Tied in With That Of Company

Community advertising carried on by The California Oregon Power Company in the interests of the community served continues to bear fruit in the shape of attracting favorable attention from tourists and potential settlers. One of the latest examples of this effective advertising appeared in last month's issue of the California Journal of Development, which was distributed to all visitors attending the National Convention of the National Electric Light Association in San Francisco. The Copco advertisement, which occupied a half page, featured the vacation advantages of Southern Oregon and Northern California as they may be seen from the following copy:

COPCOLAND

A Vacation Playground—A Fisherman's Paradise—Here in Northern California and Southern Oregon you will find your ideal vacation. Enjoy your holiday the way you like it best—an unending variety of recreational diversions will satisfy your every need and desire.

For natural scenic grandeur one might search the world over with small chance of finding another land to compare with this favored section of the Pacific Coast which is oftentimes called "Copoland." Mount Shasta, Castle Crags, Crater Lake, the Oregon Caves and scores of other marvelous scenic attractions are within a few hours' drive over the splendid highway system for which this region is noted.

This is in truth a "fisherman's paradise," the Klamath, the Rogue and the Umpqua rivers, together with their tributaries, providing sport unequalled by any streams in the entire west. Here you will find the salmon, steelhead and rainbow trout, game fish that invite the most experienced of Isaac Walton's disciples to annual visits to this section. Good hotels and mountain lodges, resorts and auto camps, are scattered throughout the length and breadth of "Copoland," or if you prefer you may make a camp of your own in any one of a thousand natural

Are your feet hot? Are your shoes heavy? Put them in and let us put on REAL SUMMER WEIGHT SOLES that are light and comfortable.

CONNERS SHOE REPAIR SHOP

111 North 8th
Near Golden Rule Store

beauty spots just a few feet back from the highway.

It is with a feeling of pardonable pride that we welcome you to "Copoland" and invite you while you are here to investigate the opportunity to live in this inviting land and profit with its development. Write today for a copy of the Volt Annual, a pictorial description of this Vacation Wonderland.

THE CALIFORNIA OREGON POWER COMPANY
"Your Partners in Progress"

Naval Secretary Pilots Contender

NEWPORT, R. I. July 10, (AP)

Charles F. Adams, secretary of the navy, and George Nichols, son-in-law of J. P. Morgan, the financier, met today as skippers of the Yankee and the Westamoa, respectively, in the third day of the official racing for the selection of the defender of the America's cup.

Ten years ago, in a similar contest, Adams sailed the Resolute and Nichols the Vanitie. Resolute won, and Adams went out and turned back Sir Thomas Lipton's Shamrock IV.

Yesterday the Whirlwind, sailed by Paul Hammond, defeated the Yankee, and Harold S. Vanderbilt sailed the Enterprise to win in 20 seconds of the Westamoa at the finish. Mrs. Hammond was aboard the Whirlwind. Today the Whirlwind meets the Enterprise.

SUES AFTER 16 YEARS

LOS ANGELES.—After waiting 16 years, Charles Arthur has filed suit for divorce here. He charged that shortly after they were married he returned home to find his wife with another man. The couple married in 1914 and separated in 1914. He was awarded a divorce.

EARL CARROLL SURRENDERS TO POLICE COURT

Broadway Producer And Eight of Chorus to Stand Trial

NEW YORK, July 10, (AP)

Through a cluster of 200 persons who gathered on the sidewalks, Earl Carroll, Broadway producer made his way into Jefferson Market Court today with eight dancers and show girls from his newest review and again gave himself up to the law.

A warrant for Carroll, who landed in Atlanta prison because of his denial of his famous bath tub party four years ago, was issued yesterday after police had raided his "vanities." Carroll was not at the theatre when the raid was made.

Released for Day
Carroll's appearance today was brief. A few minutes after he and his show girls entered the courtroom the trial was adjourned until tomorrow so his attorney might familiarize himself with the case.

Among those who appeared with him at Jefferson Market today was Faith Bacon, whose dance, in an attire of two ostrich fans, the police considered indecent. The show girls under arrest appeared in a tableau scene in which they represented wax figures coming to life. Carroll went to Atlanta following a party in his theatre.

four years ago, when he denied statements made by guests that a young woman bathed in a tub of champagne. He was indicted for perjury, convicted and imprisoned.

Girls Scantly Clad

The prisoners included Naomi Ray, comedienne, and Jimmie Savo and six show girls. Savo and the six girls were appearing in a scene entitled "A Window at Merie." In which the lone man finds himself among a group of wax figures that come to life. Miss Ray and Miss Bacon had dance numbers in both of which the police charged they were very scantily clad.

Those arrested were released on \$500 bail and were back in their places for the evening performance from which the show window scene was deleted.

Pearls are produced by melagrins (speckled) oysters only the products of others being declared not genuine by a recent decree in French courts.

Rev. Wire Arrives At Church Tonight

Rev. Melvill T. Wire will arrive this evening from Pendleton to take over the pastorage of the Methodist Episcopal church in this city. He takes the place of Rev. Frank Wemett who has been transferred to Pendleton.

All members of the Methodist church are asked to gather at the church, Tenth and High streets, this evening at 8 o'clock to greet the new pastor.

REVOKES PAROLE
SALEM, Ore., July 10, (AP)—Governor Norblad today revoked the parole of Glen Barnes, who was sent to the state penitentiary from Walla Walla county in April, 1926, to serve five years for forgery, but released on parole in December, 1927. Barnes has violated his parole by passing bad checks at Eugene where he is under arrest.

WOOD

Now that the '49 celebration is over—let us turn our thoughts to filling our sheds and bins with wood for this winter.

Summer Rates are on Now—But Will Not Last Forever.
Don't Delay—But Phone in Your Order Today.

HEILBRONNER & REA

Office and Yard—821 Spring St.

Phone 239-W Phone 288-R

"FUEL THAT SATISFIES"—PLUS SERVICE

P. S.—Remember, we give Rogers Silverware Tickets Free with every load—paid cash.

IS THIS YOUR FUTURE SHADOW?



When tempted to over-indulge

"Reach for a Lucky instead"

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

"It's toasted"
Your Throat Protection—against irritation—against cough

In his famous book entitled "Foods For the Fat," Dr. Yorke-Davies gives this advice: "Any system for reducing fat will be of no avail if the patient persists in eating between meals." We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky instead," you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

New Prices on Studebaker Cars effective July 10, 1930

Studebaker Six \$795

114-inch wheelbase 70 horsepower TO \$995 AT THE FACTORY [4-door Sedan-\$895]

The Studebaker Six was introduced on May 10, and this reduction in price is not made in anticipation of any model changes. It is in appreciation of volume attained by the most powerful car ever sold at such a low price.

Prices on Studebaker Eights, effective July 10

THE PRESIDENT EIGHT

136" wheelbase

Tourer, for 7. \$1850
State Victoria, for 5. 2350
State Brougham, for 3. 2350
Sedan, for 7. 2350
State Sedan, for 7. 2350

130" wheelbase

State Roadster, for 4. 1950
Sedan, for 4. 1850
State Sedan, for 5. 2050
Coupe, for 2. 1850
State Coupe, for 4. 2050

THE COMMANDER EIGHT

124" wheelbase

Coupe, for 4. \$1585
Victoria, for 5. 1585
Sedan Brougham. 1785
Sedan. 1585
Regal Sedan. 1785

STUDEBAKER SIX

Models and Prices

Sedan, 4-door Three Window. \$895
Regal Sedan, 4-door (6 wire wheels). 995
Club Sedan. 845
Landau Sedan, 4-door (6 wire wheels). 995
Coupe, for 4. 895
Coupe, for 2. 845
Tourer. 895
Regal Tourer (6 wire wheels). 995
Roadster, for 4. 795

THE DICTATOR EIGHT

115" wheelbase

Coupe, for 2. \$1255
Coupe, for 4. 1315
Club Sedan. 1195
Sedan. 1295
Regal Sedan. 1415
Regal Brougham. 1415

All prices at the factory

* Six wire wheels and trunk rack standard.

† Six wire wheels and trunk rack standard.

More big news from STUDEBAKER on Page 3 Read it!