

The Evening Herald

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Monday, October 6, 1930

East Of The Mountains

OREGON must heed the new north and south trade channel "east of the mountains." Portland and other western Oregon sections may not realize that this great sweep of country from the Columbia river to the California line is entitled to have consideration.

A few days ago we visited Redmond and Bend—two thriving communities. We noticed that Redmond is becoming a live stock center. More sheep are sold in the lobby of Billy Wilson's comfortable hotel in Redmond than in any other place in Oregon. Buyers come from all directions. And barter and trade in sheep is only one item of business that is going on in the Central Oregon country. Potato and hay buyers, butterfat buyers and others who want produce make Redmond and Bend their headquarters.

Klamath's best bet is to become neighborly with these Central Oregon towns, and the game for all to play is to join together in one big movement to get the recognition the section of the state east of the mountains is entitled to have.

At present a letter written at Redmond and addressed to Klamath Falls goes around by Portland, requiring 36 hours to reach its destination. Only recently did the telephone company build a line connecting Klamath and the upper country.

Ralph Budd tied us together with steel rails but we have not followed his lead by developing commercial relations. We have not even asked for a direct mail between Redmond and Bend and this city. The Great Northern runs daily trains and also a stage line but no mail is carried. We are asleep to an opportunity, and it is time to awaken.

From The Dalles south to the state line is the best producing country in Oregon. That is a fact. The country mentioned raises better sheep, better dairy stock and dairy products, better potatoes and better hay, yet we are not united. We permit the open country to separate us socially and commercially.

And this, too, in the face of the fact that we are connected with the fastest and best highway in the state, with a good railroad, with a stage line.

What's the matter with us that we do not take advantage of these opportunities?

Second Pair of Trousers

ACCORDING to the Christian Science Monitor "statistical analyses of business have been the sport of men, wise and otherwise. That statistical charts have not always indicated the trends is not due to the fallibility of the theory behind them, but rather to the paucity of the facts included in the charts. About this time last year many prognosticators were declaring that the business cycle had ceased to operate and that prosperity—an increasing volume of sales—would continue indefinitely. Today there are pessimists ready to paint just the reverse of that picture.

"But the editor of the Financial World points out that usually twelve months intervene between the extremes of business volume. In other words, when a decline in consumption starts and the emotionalism of the public has been aroused by layoffs and talk of 'hard times,' the consumer stops buying and survives on what he has as long as his goods will last. One might say that the period between depression and business revival is the time it takes a man to wear out two pairs of trousers. One pair has already gone since the slump of last October, and some statisticians believe that the reserve pair will shortly need replacement. This replacement will mark the beginning of an upturn in business.

"Such guesswork is backed up with as much security as have been many of the statistical charts with which the public has been deluged. There is, however, very definitely such a thing as commercial trends. For instance, of the total income of the people of the United States, fairly well measured from income tax statements, at least 57 per cent is represented by salaries and wages. Twenty years ago it was less than 50 per cent. The income of workers, it is fair to assume, is spent largely for immediate needs. The income of capitalists is chiefly reinvested in new productive equipment. It is this 57 per cent of the national income which affords the key to the business trend and which dominates the nature of the markets. The greater the earned income, the more responsive will be the consumption demand and the quicker will business recover to that volume which the statisticians consider essential to prosperity."

EDITORIALS FROM OVER THE NATION

A Phenomenon.

Baltimore Sun: In his statement on farm marketing in general and the grain situation in particular recently, Secretary Hyde of the department of agriculture dwelt for some time on the, to him, inexplicable shift in the relative prices of wheat and corn.

He explained that normally the price of wheat is considerably higher than the price of corn, but that recently corn has been drawing much better prices than wheat. One day recently, for instance, September wheat closed in Chicago at 82 1/2 cents and corn closed at 98 1/4 cents.

Mr. Hyde does not understand

why corn should remain at such abnormally high comparative prices. He calls it a "strange phenomenon."

Ye Mr. Hyde has failed to consider all the factors entering into this complicated situation. Perhaps he has failed, for instance, to consider the effect of Volsteadism on the rising price of corn. For corn sugar is made from corn, and corn sugar, as all enlightened persons know, is nature's gift to the bootlegger.

In 1921 the total production of corn sugar was 160,000,000 pounds, by 1928 it had climbed to 975,000,000, and for 1929 it was estimated at more than a billion pounds. Ten pounds of corn sugar produce a gallon of alcohol. A billion pounds make 100,000,000 gallons. Assuming that only half of this will be converted into whiskey we will have 50,000,000 gallons, or 250,000,000 bottles, or 4,000,000,000 drinks—approximately seventy a year for every adult in the United States.

It may be that Secretary Hyde forgot to consider this new market for corn when he marvelled at the firmness of its price. But such a market should be enough to stiffen the price of any grain.

One Potato at a Time

Forbes Magazine: When Lewis H. Brown, the 36-year-old go-getting president of the \$150,000,000 Johns-Manville corporation, was a school boy in Creston, Iowa, his father sent him to the cellar to trim a pile of potatoes that had sprouted vigorously. When Lewis saw the dimensions of that mountain of potatoes, each one apparently wearing whiskers, he was appalled. He spent most of the first session calculating how many potatoes there were, how many sprouts would have to be rubbed off, how long the irksome task would keep him away from his playmates, etc. Next afternoon he again did more worrying than work. It would take him an eternity to finish such a staggering chore. He couldn't muster any heart to tackle in earnest such a hopeless, interminable job.

When his father dropped down to see how the work was progressing he saw that hardly a start had been made. He wanted to know why. Lewis poured out his tale of woe, explaining his calculations and their despairing effect upon him. Then his wise father, instead of scolding him, picked up a potato, rubbed off the sprouts, quietly remarked, "Just do one potato at a time my son, and don't worry about how many more you will have to do," and proceeded to trim several more as an example.

To that simple lesson Lewis Brown owes not a little of the success which has crowned his working methods. After attracting attention as a salesman, he was spotted as a corner by Theodore P. Merseles, then brilliantly building up Montgomery Ward. That job kicked the House of Morgan induced Mr. Merseles to take hold of Johns-Manville. He took Brown along as his right-hand man, and last year, on the death of Merseles, Brown was elected president. He concentrates on one thing at a time. Whatever he is doing, he does with all his might. Everything else he shuts out of his mind completely. By attending to one potato at a time, Brown has been able to go through an unusually large pile at a very early age.

Timely Quotations From People in the Public Eye

Slack times always start the critics.—Secretary of Labor Davis.

I have no objection to honey-moons or to wearing a plug hat.—H. L. Mencken.

The summer months are not good months to be working in factories.—Henry Ford.

The public is no longer afraid to fly and it is now up to manufacturers and operators to improve design and decrease the cost per mile.—Rear Admiral Byrd.

Judge F. G. Hill to Lecture Tuesday

The First Church of Christ, Scientist, of Klamath Falls announces a free lecture on Christian Science by Judge Frederick G. Hill, to be given at the Fremont auditorium, Tuesday evening, at 8 o'clock.

Judge Hill is from Clinton, Ill., and is a member of the board of trustees of the First Church of Christ, Scientist, in Boston, Mass. The public is cordially invited to attend the lecture Tuesday evening.

YOU DON'T BOIL A BABY

AND you shouldn't wash fine silks and woolsens in hot water, either. Their delicate fabrics are just as susceptible to scalding as the tender skin of an infant.

Perhaps you've been unable to get things clean without hot water. White King Granulated Soap offers the solution. It's made from fine vegetable and not oils. No coarse animal fats or mineral oils are present. The result is that White King will form rich, creamy, cleansing suds in lukewarm water. It will spare the lives of sensitive colored fabrics, wash white clothes whiter, and will save your hands from irritation.

White King Granulated Soap is economical too. It's condensed. A little goes a long way. Hard water does not hinder its effectiveness. It's sold by grocers everywhere.

EIGHTEEN YEARS AGO IN KLAMATH

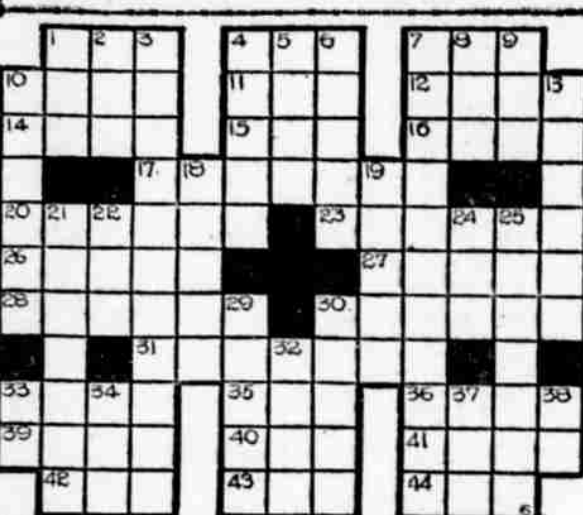
As a result of striking a sunken log, a barge being towed by the Pelican Navigation company's launch, Oakland, was submerged in the Upper Lake Saturday afternoon and was abandoned. The barge was loaded with 32,000 feet of lumber destined for Pelican Bay.

At the Klamath Development company's office this afternoon it was stated that 28,000 feet of the lumber had been recovered last night, and it was expected that the balance of the cargo of the barge would be salvaged before tonight.

The Hector department store was broken into last night and numerous articles of value stolen. The police today are working on some clues left behind. An investigation revealed the fact that a suit of clothes, a tray of scarves, a pair of glasses belonging to one of the clerks, and the chain from a pair of glasses, belonging to another clerk, were missing. It is probable that other articles were also stolen. The rear window was broken open by a piece of iron from the brake.

The Oregon Society of the Sons of the American Revolution offers prizes totaling \$100 to the pupils of the public schools of the state of Oregon for essays on subjects connected with our war for independence.

"Central Cross"



HORIZONTAL
1 The crown.
4 Drone bee.
7 One who votes on the affirmative side.
10 Trappings.
11 Moolay apple.
12 Hinned.
14 Poker stake.
15 Peg.
16 Pitcher.
17 Cut out.
20 To set firm again.
22 Slumbers.
26 Occurrence.
27 Land measure.
28 To cut teeth.
29 Equable.

VERTICAL
2 Exhibition.
4 Station.
5 To leave out.
6 Pigeons.
7 Ancestor.
8 Uncooked.
9 Unit.
10 Attic.
13 Green.
18 Machine.
19 Exultant.
21 Night.
22 To observe.
24 Age.
25 Hatched.
26 To come in.
28 To scratch.
32 Crooked.
33 Father.
34 Card game.
37 Prophet.
38 Minor note.

A Spud or Is It A Watermelon

Spuds may be spuds, but some of them look more like watermelons, in size, that is.

Fred Dingler, farmer of the Henley district, came into the Herald office Saturday with a three pound potato, grown by his 16 year old son, Martin. The father gave each of his sons, Martin and Otto, 15, an acre of good potato land and let them "go to it."

The boys labored hard, plowed the ground, irrigated it and planted their potatoes. The old adage "as ye sow also shall ye reap," proved correct, for the boys are now digging potatoes which average from one to two pounds in weight.

"Some years the potatoes don't

bring in so much money, but this year the market is better than ever. I've made the boys believe that if they stay with it year after year they'll come out way ahead," Mr. Dingler commented.

It's double acting

First—in the dough. Then in the oven. You can be sure of perfect bakings in using—

KC BAKING POWDER
SAME PRICE FOR OVER 40 YEARS
25 ounces for 25c
MILLIONS OF POUNDS USED BY OUR GOVERNMENT

HOME DECORATION TALKS—NO. 12

by Fay Fraser
CUPBOARD HARMONIES

Many people are not so much annoyed by the problems of interior decoration as by the amount of work they think is necessary to carry out their plans. I have often told my friends that it is not the amount of painting that beautifies a room, but the intelligent arrangement of color harmonies.

Suppose we take a specific example: A friend of mine in Spokane had a delightful breakfast room finished in soft yellow. She had two built-in cupboards in the sides, finished in the same color. Somehow, she complained, her breakfast room was "flat" and not interesting.

We studied it. In less than an hour's time, and at an expenditure of about 50c, we were able to completely change the color harmonies of her breakfast room. One can of Apple Green Flex sufficed. Flex, you know, is the new color finish. Not an enamel, not a lacquer, Flex combines the best features of both.

With Flex we trimmed the cupboard and edged its shelves. The lustrous surface of Flex brought out the deeper gleams of yellow and made the room alive and gay.

Often many other rooms only require such simple efforts to bring out their beauties. Flex is ideal for interior decoration because it is easy to use. It is self-leveling and dries without brush marks. It is sold at most good paint and hardware stores.

LISTEN TO FAY FRASER OVER YOUR RADIO!

Every Tuesday and Friday morning at 9:30 Miss Fraser will take up a special problem in home decoration and show how it can be solved. Listen to her over KFRC, KHJ, KJL, KOIN, KOL, KVI, KPFF and let her show you how you can increase the beauty and charm of your home.

Daily CAPITOL News Letter

Auto Registration. Out-Of-State. Many Visitors. Grants Pass First.

SALEM, Oct. 6, (UP)—Although a lesser number of non-resident motor vehicles were registered this year than in 1929, figures compiled by the state motor vehicle department showed that nearly 82,000 automobiles bearing visitors and tourists to Oregon were registered this year.

A TOTAL of 8,325 non-resident motor vehicles were registered during September, 1930, bringing the total for the year up to 81,669. July was the "boom" month of 1930, with 21,624 automobiles booked then.

Grants Pass First
The registration station of Klamath Falls issued temporary licenses to 3,445 automobiles during the period January 1 to September 30, 1930.

GRANTS PASS registered 22,299, the largest number in the state. Others were Ashland, 19,508; Portland, 8,866; Medford, 4,964; Salem, 3,634; Klamath Falls, 3,445.

Californians Visit
TWENTY-FIVE automobiles from Alaska have been registered in Oregon this year. Twelve have come from the Panama Canal zone, 92 from Hawaii, 1,279 from Canada, and one each from Cuba, New Zealand and England.

THE LARGEST number of out-of-state visitors were from California, 53,661 of them, with Washington next, 12,620, and Idaho third with 2,720. Cars from every state in the union have registered, spreading the fame of "Old Oregon" to the four corners of the nation upon their return.

For Results Use Herald Class Ads

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Thursday, Friday and Saturday
FINGER WAVE and SHAMPOO \$1.00
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The VANITY SHOP
1114 MAIN ST.

Plan to attend the Cooking School

Be sure to set aside time this week to attend the Cooking School. Easier, better methods in the home are always worth learning. You will see a demonstration, among other worthy products, of Ghirardelli's Ground Chocolate, one



of the West's great convenience foods. Ghirardelli's Ground Chocolate has all of cocoa's convenience of form, with all of chocolate's full fine flavor.



You will also receive "Sweet Sixteen Recipe Packet No. 2"—a new collection of prize-winning chocolate recipes on 26 card-slips, for your recipe file or your cook-book. (Plus, of course)

GHIRARDELLI'S Ground CHOCOLATE
Say "Ghirardelli"

A quality you would want if you knew all of the facts



Fact No. 15. The hand that makes a cheap thing falters, if ever so slightly, when it attempts to make a fine thing. The finest things invariably come from those who make only fine things. Schilling is the one coffee roaster who produces one grade of coffee only. There are no and or 3rd grade Schilling coffees--no cheap blends--no dual standards of quality. There are many excellent coffees--but, of them all, where is the finest apt to come from?



Baking Powder 4 1/2 Spices 3 1/2 Extracts