

REGIONS TRADE ADS TO BOOST NEW HIGHWAY

On this page appears an advertisement which was prepared here and used in the Eugene Register-Guard in connection with the completion of the Willamette highway.

At the same time, The Herald and News published an advertisement prepared at Eugene. This cooperative program was carried out with the purpose of making the residents of Lane and Klamath counties better informed about these two communities, brought into close relationship by the completion of the trans-mountain highway.

It was decided to publish the Klamath advertisement in The Herald and News to let local people see both sides of the enterprise.

A great deal of newspaper publicity has been accorded the Willamette highway completion. The Klamath chamber of commerce sent out 40 mat layouts which have been widely used up and down the coast. The Register-Guard at Eugene used the opening as the main feature of its mid-year section. Portland papers have used numerous stories about the opening and the significance of the new route, as have the metropolitan papers in the south.

Oil May Replace Nebraska's Lost Farm Prosperity

FALLS CITY, Neb., July 29 (AP)—Nebraska, on the verge of becoming an "official" commercial oil producer, looked at the black fluid today as a possible solution to problems arising from repeated drought and crop failure.

A workman opened a valve Saturday for the last day of the Pawnee Royalty company's 60-day test run of its Bucholz well near here for the state's \$15,000 bonus for the first commercial producer.

Crop hazards of the last decade, which cost Nebraska some 64,000 residents, coupled with this summer's heat wave that seriously damaged corn and feed crops, focussed new attention on the state's budding oil industry as a possible salvation.

Although the Nebraska legislature offered the bonus, it neglected to appropriate the money, so B. G. Guinn of Slayton, Tex., and his brother, W. A. Guinn of San Angelo, Tex., Pawnee owners, will have to wait until next January for their money.

With four other wells and the Bucholz ready to flow an estimated 2030 barrels of oil daily and more than a dozen others drilling or planned in the same Forest City basin field centering in Richardson county in the southeast corner of the state, marketing facilities form today's biggest problem.

Nebraskans have been hunting oil since 1865 but it wasn't until November 1, 1939, that the first producing well was brought in.

CHRISTIAN SCIENCE CHURCHES

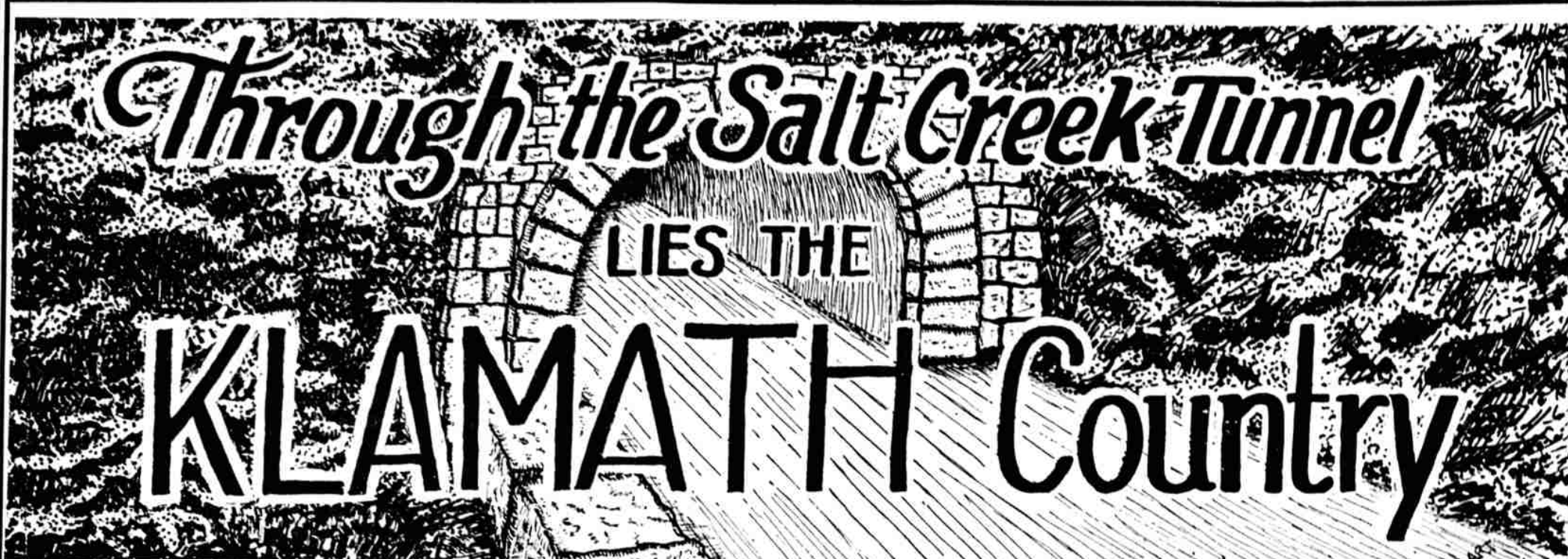
"Truth" was the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday, July 28.

The Golden Text was, "O God, my heart is fixed; I will sing and give praise, even with my glory . . . For thy mercy is great above the heavens; and thy truth reacheth unto the clouds" (Ps. 108:1,4).

Among the citations which comprised the Lesson-Sermon was the following from the Bible: "For as the rain cometh down, and the snow from heaven, and returneth not thither, but watereth the earth, and maketh it bring forth and bud, that it may give seed to the sower, and bread to the eater; So shall my word be that goeth forth out of my mouth: it shall not return unto me void, but it shall accomplish that which I please, and it shall prosper in the thing whereto I sent it" (Isa. 55:10,11).

The Lesson-Sermon also included the following correlative passages from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The understanding, even in a degree, of the divine All-power destroys fear, and plants the feet in the truth path, — the path which leads to the house built without hands, 'eternal in the heavens.' That evil or matter has neither intelligence nor power, is the doctrine of absolute Christian Science, and this is the great truth which strips all disguise from error" (p. 454).

An Australian sportsman landed a 1324-pound tiger shark. At first he figured he had hooked New Zealand.



CRATER LAKE—The Scenic Gem of the West, in Northern Klamath County

Attend the
Willamette Opening Fete
July 30th
Then---
Come On to Klamath!

BE SURE TO VISIT

The Cascade Lakes

Odell, Crescent, Davis, Diamond, Crater Lake, Lake of the Woods, Agency and Klamath Lakes are now within easy driving range.

Wood River Valley

Beautiful Wood River valley and the Klamath Indian Reservation lie south of Crater Lake. Crystal clear streams winding through lush meadows invites you!

Klamath Lumber Mills

The 33 pine lumber operations make Klamath the pine production center of the world.

Lava Beds and Tule Lake

Explore the caves and battle grounds of the Lava Beds National Monument . . . the scene of the bloody Modoc Indian war. See the myriads of wild fowl in Tule Lake sanctuary.

Mule Deer and Antelope Country

The nimrod and sightseer alike will never forget the mule deer country around Gearhart mountain and the Warner valley and Hart Mountain antelope range. Stop at Oregon's only geyser at Lakeview.

Snow Playgrounds

Crater Lake and Mt. Shasta are meccas for winter sports lovers. Crater Lake in its winter mantle of snow is a sight of unbelievable beauty.

Night Life Fun

Vacationists who want more than the outdoors will find entertainment at Klamath taverns and in night clubs just across the nearby California line . . . and the bright lights of Reno are only a half day's drive distant.

PLAN ON THESE EVENTS

Klamath Buckaroo Days

This great cowboy celebration each Fourth of July features the top hands of the rodeo world.

Lakeview Roundup

Spend your Labor Day vacation in the heart of a real cattle country and enjoy this genuine roundup.

Mule Deer Hunting

The finest mule deer hunting in the west will be augmented this year by the opening of the Lake-Klamath mule deer refuge, September 20-October 25. Antelope season, September 29-October 6.

Merrill Potato Festival

On October 18-19 the Klamath Basin celebrates the harvest of one of Oregon's greatest export farm crops. Attend these unique festivities at Merrill in the heart of the irrigated Klamath valley.

Duck and Goose Hunting

Upper and Lower Klamath lakes and Tule lake, on the main Pacific flyway, are visited annually by millions of migratory fowl. Here are the finest public shooting grounds left on the Pacific coast.

Winter Trout Fishing

Open to trout fishing from January 1 to May 31, the Klamath river offers the sportsman ideal fishing. The stream abounds with rainbow trout. Part of Klamath lake is open the year around.

Klamath Boat Regatta

Each spring outboard motor and sailboat races are staged on the broad waters of Upper Klamath lake. The event brings entrants from all parts of the coast and is witnessed by thousands of regatta fans.

When You Go to California, Go by Klamath Falls
EUGENE TO TREASURE ISLAND ONLY 562 MILES BY WAY OF KLAMATH
Klamath County Chamber of Commerce