

PLANES CARRY FIGHT AGAINST HOP DISEASE

SALEM, June 28 (AP)—Organized warfare with the latest aerial fighting equipment was launched at the Horst company hop ranch here.

The fatalities will never be listed, but may be estimated in dollars and cents.

Fight Against Mildew
Pilot L. M. Boyd is carrying the offensive in his airplane, supplemented by half dozen ground men and a man with a truck.

Loaded with Bordeaux mixture, the plane swoops hazardously low over the trellis wires, blowing "death dust" on the hop vines below.

Downy mildew has been raging the past week and hop growers are anxiously watching the experiment at the Horst ranch here. With 50 cents a pound contracts available, growers are willing to gamble on their hops.

Morning Mights Planned
The lime and copper mixture is carried in a specially constructed compartment directly in front of the cockpit. The white dust pours from an opening into an open pan. Wind from the propeller and two small propeller-agitators spreads it.

The plane zooms along like a bomber travelling 115 miles an hour in a cloud of dust, flying between five and 15 feet above the trellis wires.

Early morning is the best time for dusting, the powder clinging to the dewey plants.

THOMAS APPROVES KLAMATH CROSSING

SALEM, June 28 (AP)—Permission to establish a railroad crossing over the Klamath Falls-Lakeview highway was today granted the Ewauna Box company of Klamath Falls by the state utilities commissioner.

Commissioner C. M. Thomas held a hearing on the application at Klamath Falls last November.

Spokane, Eugene Schools Merge

EUGENE, Ore., June 28 (AP)—Merger of the Spokane university with the Eugene Bible college for a trial period of one year was announced here Wednesday by a committee from the two schools.

The new organization will be effective September. The name of the merged institution will continue the Eugene Bible college, but a change is expected later.

In Dope Net



Juda Ezra, 40, formerly wealthy Shanghai resident, whom federal officials declare led them to a \$50,000 narcotics cache in his San Francisco home, rather than disturb his sick wife. He was waiting trial on charge of smuggling \$500,000 worth of narcotics.

FAMOUS SINGER WITH CARAVAN

"Singing Jim" Smith of Los Angeles, popularly known as the Will Rogers of music, will be in the Shasta-Cascade Wonderland association caravan from California, arriving here Friday to join with the others for the official opening of the Crater Lake national park on Saturday.

"Singing Jim" has been scheduled to give a full evening's entertainment Friday at a dinner sponsored by the community advertising committee at the Pelican Grill at 7 o'clock.

E. H. Hall, president of the Shasta-Cascade association, is in charge of arrangements for the program.

Tourist bureaus, chamber of commerce and automobile association representatives from several northern California cities with residents desiring to view the lake will be with the caravan.

The official opening of the park is being sponsored by the junior chamber of commerce organization which has arranged for a full day's program of entertainment, fishing, boating and travel at the park.

At last we have found a man who can improve on nature. He's the artist who draws those glowing pictures on flower-seed packets.

The servant staff of England's Buckingham palace numbers about 250 men and maid servants. There are about 60 housemaids, a housekeeper and four assistant housekeepers.

GOEHRING SPEAKS AT LIONS LUNCH

A. G. Goehring, manager of the local offices of the Pacific Telephone and Telegraph company, was the principal speaker at the regular meeting of the Lions club Tuesday. Dr. Lloyd Gobie presided as chairman, and music was furnished by the Lion's band.

Mr. Clyde of Eugene, who is also connected with the telephone company, and a member of the Eugene Lions club, was a guest at the Tuesday meeting.

Plans have been completed for the Lions banquet and dinner dance to be held Friday evening at the Willard hotel. New officers for the organization will be installed at this function, and T. R. Gilenwaters will act as toastmaster.

Presidents of all other service clubs in the city with their wives, and a number of friends of the Lions club have been invited as special guests of the evening.

Dinner will be served at 6:30 o'clock, and will be followed by installation, a short program and dancing with music by the Lions' band.

The committee in charge of arrangements is composed of Doug Puckett, chairman; E. S. Robertson, Paul Myers and G. L. Ferguson.

Officers who will serve for the ensuing year are: Dr. M. E. Cooper, president; C. R. Williams, vice-president; E. S. Robertson, secretary; Doug Puckett, treasurer; Fred Hellbrunner, lion tamer; George Davis and Henri Conrad, directors.

Out going officers are Randall Bargell, president; Dr. M. E. Cooper, vice-president; E. S. Robertson, secretary; D. E. Van Vactor, treasurer; J. H. Pankratz, lion tamer; Fred Houston and R. C. Woodruff, directors.

Frank Hawks Not To Join Search For Jim Mattern

NEW YORK, June 28 (AP)—Chicago representatives of Jim Mattern, missing world flier, were informed by telegraph today that it would be "impracticable" for Frank Hawks, speed flier, to assist in the search for him at this time.

Every reasonable man knows that war is cruel and destructive, and yet very little of the fever of war will melt the veneer of our civilization.—Gen. Douglas MacArthur, chief of staff U. S. army.

FUNERAL NOTICES

JAMES A. BAMFORD
Friends are respectfully invited to attend the funeral services of the late James A. Bamford, which will be held Thursday afternoon at 2:30 from the chapel of the Klamath Funeral home, 925 High street, Rev. W. T. S. Spriggs officiating. Interment will follow in Linkville cemetery.

Smallest Pine Boxes In World Used By Store

The newest and probably most unique user of Klamath made pine boxes is M. O. Resonette, manager of the Pine Cone Bar-B-Q on South Sixth street near Altamont.

Resonette is perhaps the user of the smallest constructed pine boxes in the world for they are large enough to accommodate only one barbecue sandwich.

The box with a hinged lid is not only a novelty with no added expense to the sandwich consumer but is also serviceable. Persons desiring curb service sandwiches to take out will receive them enclosed in a sanitary box made to retain the heat.

On the four sides of the box and the two sides of the lid inscriptions are seen such as "When better sandwiches are built we'll build them," "Take 'em home in a box" and "Why wait 'till dead to use a pine box."

Other inscriptions are advertising Klamath as the home of the world's largest soft pine lumber and box shoox production, Klamath spruce, Crater Lake and the American Legion state convention.

PROJECTS STUDIED IN STATE PROGRAM

PORTLAND, June 28 (AP)—Governor Meier's reconstruction finance corporation advisory committee probably will have received before the end of this week the approved list of projects upon which \$1,000,000 will be spent under authorization of the state board of higher education.

E. C. Sammons, chairman of the finance committee of the board of education, said the application for the loan to finance construction of several buildings on campuses at Eugene, Corvallis, Portland and La Grande will be made to the reconstruction finance corporation as soon as possible. Chancellor W. J. Kerr who is working on the plans, will turn them over to Governor Meier's committee within a few days, Sammons said.

Leave for Coast—Mr. and Mrs. R. C. Groesbeck, daughter Grace and son Stewart, have left for Brookings and other coast resorts for a week's vacation trip.

Leaves Hospital—Dr. Calvin Hunt, who has been a patient at Klamath Valley hospital, was able to return to his home on Pine street Wednesday.

Return From East—Mrs. Frank X. Sexton and little daughter Patricia, have returned from a month's visit in St. Paul, Minn., and in Seattle.

G. N. Agent Here—R. S. Merritt, general freight agent for the Great Northern, with offices in San Francisco was a Tuesday visitor in Klamath Falls.

Makes Business Trip—Ida Mommyer Odell made a brief business trip to Weed Tuesday.

Leaving for North—Mrs. F. W. Peak is leaving Friday for Portland where she will visit relatives.

NEW DEAL PLEDGED DISABLED VETERANS

CINCINNATI, June 28 (AP)—Speaking after efforts had been made to deny him permission to appear, General Frank T. Hines, administrator of veterans' affairs, told the disabled American veterans convention today that "our country, our president, and our people will always deal fairly with your organization."

Opposition to his appearance was expressed before he reached the convention hall. When he arrived, however, the assembled veterans arose with applause.

Removal Overruled
Bitterness of some veterans against governmental action in reducing their disability allowances was ascribed by William Conley, national commander, as the cause of the earlier feeling.

One unidentified man said he wanted to move that "General Hines should be kept off the floor of the convention for his own protection."

Conley ruled him out of order. Interest in Hines' appearance was shared with a formal recommendation of the convention resolution committee that the disabled veterans demand restoration of "benefits to service-connected cases destroyed by the act of March 29 and subsequent regulations."

CITY BRIEFS

Eye Injured—Elisa Anderson of Perez, Calif., is a patient at Hillside hospital where he is receiving treatment for an eye injury.

Leave for Washington—Mrs. W. L. Edwards and two children have left for Loon Lake, Wash., where they will spend the summer vacation.

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Ex-Jailer Before Jackson Jurors On Ballot Theft

MEDFORD, Ore., June 28 (AP)—Selection of a jury to try John Glenn of Ashland, former county jailer, was completed this morning. The jury is composed of six men and six women and two alternates.

Glenn is the third ballot theft defendant to go on trial. The first jury drawn for the trial was dismissed when the state contended one of the jurors was disqualified by his utterances.

CHAMBER RECEIVES CAMPFIRE PERMITS

The chamber of commerce received camp fire permit blanks for the Fremont national forest, Wednesday morning. The fire permits will be required of campers between July 1 and September 29 and may be obtained at the chamber office.

Places where the permits will not be required were announced by the forest supervisor and are at Willow camp, Dog lake, Happy camp, Dairy creek, Corrier camp, North creek, Sprague river camp and Sand Hill camp.

Areas closed to all camping in the forest boundary were also announced and are Campbell lake and Deadhorse lake.

The chamber has offered to issue fire permits for other national forests in surrounding territory but has yet received no instructions or consent for issuing the permits.

George L. Baker Ill At Portland

PORTLAND, June 28 (AP)—Mayor George L. Baker, 64, whose 16 years' service as head of the city government will end Saturday, was confined to his bed today to recuperate after a collapse late yesterday in the office of his dentist. He had a restful night.

His physician said the collapse was due to overwork. He said the mayor must forego any attempt to attend any function planned this week in his honor.

Checks Received For Relief Work

Checks to Klamath Falls business houses in payment of May bills incurred by the local relief committee were received from the state committee Wednesday and may be obtained by calling at the county clerk's office.

The checks should have arrived June 10 but were delayed because of the state office being moved from Corvallis to Portland, according to R. E. Bradbury, local director.

STOCK UP NOW

OUTING NECESSITIES

FOR JULY 4th

Skeeter Dig Keep Mosquitoes Away Special 19c	Penslar Cold Sore Lotion For Chapped Lips Special 19c
Sun Glasses 25c to \$1.50	Bathing Caps 15c, 29c, 50c
Sun Caps and Helmets 25c and 50c	Lotions for Sunburn and Insect Bites
Gallon Size Vacuum Jug Keeps Hot or Cold \$1.49	Paper Plates, Napkins and Waxed Paper
Flashlights 39c to \$3.50 Complete with Battery	Pint Size Vacuum Bottle 69c
Kodaks at Greatly Reduced Prices	Save Your Good Watch We have one you can depend on for \$1.00

Don't Forget Your First Aid Kit

MAGILL DRUG COMPANY

YOUR DRUG STORE

Try Herald and News Classified Ads

Take another look at the bait!

Advertising...

Bait for bigger sales successes

Three long lean years have wearied many anglers in the business fish-pond. When cast after cast produces scarcely more than a nibble you can hardly blame the average salesman for feeling more than a little discouraged. He tries for his sale, so certain of failure that he hardly even dares to ask for an order. His salesmanager doesn't really expect him to get it. And the sense of defeat goes all the way back to the manufacturer himself.

At such a time the shrewder fisherman examines his bait.

Advertising may be compared, without offense, to the bait used in fishing. It is the display, the lure to attract the attention of the consumer. It should be designed to arouse his interest, cause desire and even to secure action. These are the most elementary principles of the subject.

But changing times and conditions bring new sales and advertising problems. The prospective consumer today should be interested more in price trends than prices. He has already been disillusioned by inferior goods sold at cut rates. He is weary of wearing worn-out clothes. He is tired of trying to get along with obsolete articles.

If one perceives even the faintest sign of increasing business activity in the history-making events of the past few months, if one grants that economic recovery must eventually come, it is time to take stock of sales and advertising efforts, and to key them to present-day conditions.

That is why the Advertising Federation of America has chosen for its coming convention, the timely topic "Advertising's Job in a Changing World".

29th Annual Convention of the A.F.A.

Keyed to a theme vital to every business man, a theme intimately connected with processes of Business Recovery, this Convention merits your attendance if you have any interest in sales problems or advertising. Non-members are cordially invited to attend. Details from your local Advertising Club, or write to A.F.A. Headquarters for program. Henry T. Ewald is chairman of the program committee.

ADVERTISING FEDERATION OF AMERICA
330 West 42nd Street, New York, N. Y.

"See that Ad up there at the Top of the Page?"

It's talking about Chesterfield—says it has a good reputation—What about it?

TALKING ABOUT the reputation of a cigarette—that's something new. I know about reputation of people... reputation of some other things... and, come to think about it, I should say that CHESTERFIELD has an A-1 reputation.

You know, it seems to have real merit. To me, for a cigarette "To Satisfy," it certainly has to be made right; and then it has to taste right. I just don't like them strong... they just have to be mild.

CHESTERFIELD has what it takes to satisfy. That's what people say about it."

They have what it Takes to Satisfy Just Try them!

Chesterfield

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