

The Evening Herald

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SATURDAY OCTOBER 7, 1932.

DOES IT PAY?

MOST of this analysis of the value of newspaper advertising was written in Roseburg. The writer saved us a lot of labor for it might as well have been written in Klamath Falls.

We believe in newspaper advertising, rightly written and rightly placed. In the past six months we have seen local firms who are judicious advertisers weather the business storm, and even prosper under adverse conditions.

The Roseburg News-Review hammers home some more salient truths about the values of advertising in the following fashion:

Every successful business enterprise has been built up by judicious advertising of reliable and dependable goods that the merchant wanted his patrons to know about. There are no exceptions to this rule.

He is handling lines that will bear repeat orders, he is glad to boost the merits of those lines. More, if he is wide awake and after increased business, he will not fail to call in his printer and ask cooperation in preparing copy for some pithy advertising.

Most daily newspapers these days maintain an advertising department to meet the demand of business men in this very thing, and that is just why there is so much attractive advertising that makes such interesting reading for pretty nearly every member of the household who is old enough to appreciate the information to be gleaned from the ad columns of the average publication of today.

Glasses and Beauty

Sentiment is not Sense

You may say, "I hate to wear glasses," thinking perhaps your appearance will be marred; Nonsense!

Glasses today are an evidence of strong intellect—a determination to preserve your natural mental and physical strength.

Glasses fitted properly are becoming.

We fit your eyes after careful examination, grind the lenses here and supply the latest style and most becoming frames and mountings.

Dr. Goble

Phone: Ofc. 133-W, Res. 331-J 709 Main

the traffic. A firm which has used lots of space in the News-Review within the last few years, and whose business is growing in this county by leaps and bounds, writes this paper under a September date line as follows:

"Spammy advertising is a reckless waste of money, whereas continuous advertising, week in and week out, is one of the vital factors in building a permanent, successful business. The dealer never knows how much business he loses by slipshod advertising. He does know, or ought to know, that nearly everybody reads the newspapers regularly, and if he wishes to get results from his advertising he must advertise regularly."

"This business man has stated the whole thing: 'Nearly everybody reads the newspapers.' That is the secret of advertiser's success. People do read ads. Many people read them to exclusion of news matter, and those individuals insist that they get a lot of real information from the ads. Every day, winter and summer, thousands of persons read their daily newspapers, and if they need any particular thing turn to the advertisers to learn something more about it. The natural bent of human nature is to then go directly to the merchant who has advertised the merchandise wanted and buy it. We are living in an era when every line is specialized, and busy men and women have no time to trot up and down the streets hunting for something they want and a place where they may 'happen' to find it. They go to the man who is wide awake enough to tell through his newspaper where good, dependable merchandise can be found. The empty store, the store where business is slack, which never has any material growth, is the concern which never advertises."

LOS ANGELES TRAFFIC COMMISSION BEGINS SERIES OF REPORTS

LOS ANGELES, Oct. 7.—The Los Angeles Traffic commission, established eight months ago to make recommendations to relieve the situation in a congested business district of less than a square mile in area, has begun a series of reports to the city council, some of which have already been embodied into ordinances leading to lubricate the rush hour flow.

Restriction of parking on the business streets, removal of sharp curb corners and agreements by property owners that all future building work shall be planned with a view of street widening are the principal achievements of the commission. Committees are at work on various other proposals, one of which is that certain of the streets running east and west shall be designated as one-way thoroughfares, for both automobiles and street railway traffic. The blocks east and west are about one-third the length of those running north and south, a condition which, according to traffic commissioners, is responsible for a large percentage of the traffic "jams."

Another committee is considering the advisability of a subway or elevated structure to carry street car traffic. The two street railway companies of the city carry approximately 800,000 passengers daily, the cars adding to the congestion on streets some of which is more than 100 feet in width. There are eighteen intersections of street car lines in the congested district, practically all of them being at points where the automobile traffic is correspondingly heavy.

Ordinance enforcement, opening and widening of streets, safety, educational and statistical work, are being cared for by other committees. The problem before the committee is regarded by them as the most serious.

Found in the United States because of the small size of the business district as compared to the population, individual traffic through the congested district daily is estimated at more than a million. There are about 211,000 automobiles registered as owned by Los Angeles county residents, and the average number passing through the downtown streets every 24 hours is 163,000. Pedestrian traffic at Fifth and Broadway, in the heart of the business district is, according to the traffic commission, heavier than at any other street intersection in the United States, and the vehicular traffic at Seventh and Broadway is exceeded only by that at Fifth Avenue and Forty-second street, New York.

Lakeview is anxious to have somebody establish a flour and feed mill in that city.

Maupin—Contract let for new \$2,000 concrete high school building here.

Myrtle Point has this year spent about \$15,000 in improvement of 20 blocks of street.

SEEK CRIMINAL GROUP, LONDON

Well Organized Band of International Crooks Under Mysterious Chief

LONDON, Oct. 7.—The police are seeking in this city the head of what is said to be a remarkable group of international criminals. A veritable "Napoleon of Crime" is believed to have established his headquarters here. He is alleged to command a well organized band of international crooks, every one of whom is a past master of every form of nefarious graftsmanship known in the underworld. They include men of education, scientific attainments, and social charm. Under the leadership of their mysterious chief they are credited with conducting burglaries, cracking safes and committing costly jewel robberies that baffle detection. They are declared to work in accordance with plans of campaign prepared by the master mind with all the skill of a great military strategist.

Several papers print this story with varying degrees of sensationalism. Of late there has been an increasing number of jewel robberies, and as a result an insurance company which insures a good deal of valuable jewelry has increased its premium charged on this class of risks by 25 per cent.

J. W. Bell, one of London's leading assessors, says that many recent big robberies have been so well planned and executed that the police can do little more than suspect the authors.

"The people who engineer these crimes are not the common, ordinary type of thief," Bell says. "There is more than one real Raffles in existence today. They haunt society gatherings, and in the hotels they are popular guests."

"I know one man who has a town address, a country house near Bourne-mouth, and two fine motor-cars, who is more than suspected of complicity in some of these great robberies, but up to the present time there has never been the slightest chance of connecting him with any of them."

"He is of good appearance, always well dressed, and would, in the ordinary way, be accepted as a guest at the houses of wealthy people."

"I know one instance in which a director of thieves is reputed to be worth \$150,000. Another successful director is a woman who has a university education, and is a cultured and charming personality."

"The victims, both in hotels and at private houses are often watched and shadowed for days before a suitable opportunity before the robbery occurs. It may easily cost \$1,000 or \$1,500 to meet the expenses of a successful haul, and the big thieves require frequent robberies to maintain themselves."

LLOYD GEORGE'S MEMOIRS CAUSE OF MUCH SPECULATION

LONDON, Oct. 7.—English writers are still speculating on the amount of money David Lloyd George is likely to realize on his projected book of memoirs. There is still considerable mystery as to what financial arrangements the publishers have made with the British prime minister for the book and serial rights at home and abroad. One London publishing firm gives the following figures:

American serial rights, \$200,000; American book rights, \$100,000; English book rights, \$75,000; English serial rights, \$75,000. Other payments, \$495,000.

A digger into historical record says the sum offered Lloyd George constitutes a record. He finds that Milton received \$75 for "Paradise Lost," and Goldsmith \$300 for "The Vicar of Wakefield." Samuel Johnson made about \$500 out of "Rasselas," which he wrote in order to obtain enough money to give decent burial to his mother and pay off her few debts.

Jane Austen sold the manuscript of "Sense and Sensibility" for \$750, which she described at the time as "a prodigious recompense."

Personal Mention

G. G. Johnson left yesterday for Rocky Point to bring back Mrs. Johnson and children, who have passed the summer here.

The Ladies' club of the B. P. D. E. have postponed their next meeting to Tuesday, October 17.

Mr. and Mrs. C. F. Shepherd, who have been visiting their son, Earl Shepherd, and wife, left this morning for Ashland.



THE CALIFORNIA OREGON POWER COMPANY 7% PREFERRED CAPITAL STOCK PRICE \$92 PER SHARE YIELDING 7.6%

THE COMPANY

The history of The California Oregon Power Company shows a substantial growth in facilities and earnings resulting from the large sums of money invested in its properties and from the development of the territory in which it operates.

Steady Growth in Customers Served

The territory now served by The California Oregon Power Company includes parts of Jackson, Josephine, Klamath and Douglas Counties in Oregon, and Siskiyou County and parts of Shasta and Trinity Counties in California. This is an area equal to the combined areas of the states of Massachusetts, Rhode Island and Connecticut.

During the period between 1912 and 1921, the number of consumers has grown from 6,561 to 11,900, an increase of 81.3%.

Increase in Facilities

The Company owns and operates seven hydro-electric plants in Southern Oregon and Northern California. It has never resorted to generation of electricity by steam power. In building these hydro-electric plants, a natural resource is being developed which will be productive forever.

In 1912, the generating capacity was 11,800 H. P. and at the end of 1922, it will amount to 52,580 H. P.

The Company's high tension lines at the end of 1922 will be over six hundred miles in length.

The aggregate length of the distribution lines will be over eight hundred and ten miles.

The investment needed for the construction of these facilities has increased from \$4,189,325.76 in 1912 to \$9,567,430.60 on June 30, 1922.

THE STOCK

Par value \$100 per share.

Dividends have been paid on The California Oregon Power Company Preferred Capital Stock since issuance (April 15, 1921) at the rate of \$7 per share per annum. Checks are mailed every three months at rate of \$1.75 per share.

Proceeds of all securities sold are devoted exclusively to additions to and betterments of Company's properties.

It is not assessable by the Company for any purpose whatsoever.

It is non-callable, and if purchased at the present price yields a permanent return of 7.6% on the investment.

It is exempt from Federal Normal Individual Income Tax.

It takes precedence as to assets and dividends over common stock amounting to \$4,441,100 par value. The equity back of the preferred stock now outstanding amounts to a total of \$6,296,605.50 which equals \$281.60 per share or over three times the present cost of \$92 per share.

Purchase may be made in any amount from one share upward.

The stock may be purchased for cash or on our special savings plan, namely, \$5.00 per share as first payment, and \$5.00 per share per month.

Interest is paid by the Company on all partial payments under the savings plan at the rate of 6% per annum. Interest checks are mailed to subscribers under the savings plan every three months.

The stock is listed on the San Francisco Stock and Bond Exchange.

THE RECORD OF TEN YEARS' GROWTH

Table with 6 columns: YEAR, Value Physical Properties, Gross Revenues, Operating Maintenance Expense, Net Earnings without Deducting Interest or Depreciation, Kilowatt Hours Generated. Rows for years 1912-1922.

Our partial payment plan of \$5 per share per month enables you to take immediate advantage of the exceedingly attractive price at which this high grade security is now being offered—\$92 per share to yield 7.6% per annum.

You may place your order or get full information at any of our offices, or from any member of our organization.

Price subject to increase at any time.

THE CALIFORNIA OREGON POWER COMPANY

OFFICES

MEDFORD, GRANTS PASS, KLAMATH FALLS, OREGON YREKA, DUNSMUIR, CALIFORNIA

A Lapful of Wildness



If you're tired of conventional sets, try some little wildcats like those. They came from the Amazon basin. Lorraine Brox, New York girl, says they're fun.

CALIFORNIA — OREGON — REAL-ESTATE — LIVESTOCK — AUCTION AND COMMISSION BROKERS. APPROVED BONDED AUCTIONEERS. MARSH AND MARSH, SOLE OWNERS.

P. O. Box 540

Home Office Klamath Falls, Oregon. Phone 551.

We list, advertise, and circulate all billing matter pertaining to your offering, highly essential for better results. We conduct Sales at Public Auction or Private sales here and everywhere, on strictly a commission basis. Further information, terms and Sale dates furnished on application.

Yours for efficient service

BURTON F. MARSH, Sales Manager

SATURDAY AT The Liberty Theatre

Mary Miles Minter in a great story of the South Seas

"SOUTH of SUTA"

Sunday the show is continuous. We show Harry Carey in his latest and greatest play.

"The KICK-BACK"

A crashing catapult of cyclonic drama with biggest and most soul-stirring climax ever flung upon the screen. This wonder-picture has just completed a long run at the Capitol Theatre, New York, the world's largest theatre.