

The Greatest Power Plant on Earth

What is the greatest power on earth? You say money. Is this correct? Have you the power to get it? If you have not a special training for some special thing, you are handicapped with a lack of knowledge that can be obtained only by study. All lines of business, Surveying and Mapping, Mining, Electrical Mechanical, Architectural, Civil Engineering, etc., require specially trained men. We have The Greatest Power Plant on Earth for Brains. We will send our power to your home. You can use it in your spare time and thus get an education for some special thing. What did you do with your spare time last year, nothing? What are you going to do with your spare time this year? Have you the ambition to fill a higher position? This year you the sticktiveness to study? If you have, mark the position you would qualify for, and send it to the International Correspondence Schools man. He will tell you how, and help you to get the special training you need; as the business of the I. C. S. is to raise salaries. Do it now and let us help you to an education and higher salary.

INTERNATIONAL CORRESPONDENCE SCHOOLS.

Care Hotel Weed, DUNSMUIR, CALIF.

Please explain, without further obligation on my part, how I can qualify for larger salary and advancement to the position before which I have marked X.

Bookkeeper	Mining Engineer
Stenographer	Banking
Advertisement Writer	Structural Engineer
Show-Card Writer	Architect
Window Trimmer	Architectural Draftsman
Commercial Law	Building Contractor
Illustrator	Civil Engineer
Civil Service	Stationary Engineer
Chemist	Surveyor
Textile Mill Supt.	Mechanical Engineer
Electrician	Electric Lighting Supt.
Electric Engineer	Telephone Engineer
	Mechanical Draftsman

Name _____
Street and No. _____
City _____ State _____

WINNING PUBLICITY.

What Can Be Done by Judicious Advertising.

BRINGS SHOPPERS AND TRADE

Value of Attractive and Extensive Advertising as Proved by Successful Venture of Enterprising Storekeeper. Print Prices, Use Plenty of Space.

Many merchants who pay for space fail to receive desired results because their advertising is so poorly arranged as to attract little attention and not impress those who read it. Sometimes the printer fails to make the right kind of showing, and, while the reading matter of the advertisement may be all right, the display is such as to be unattractive.

It is always well to present prices in your space. Pick out reasonable goods and make a run on a few specialties. It requires only a little thought to fix up a few exceptional bargains in certain lines of goods. These should not be sold at a loss, but at a good profit if the matter be managed rightly. The principal thing desired is to get the people to call at the store, and when they call be sure to make good and prove that your advertisement means all that it is represented. If you advertise cheap canned goods, cheap anything, and you know the goods are cheap, not up to the standard of such articles, tell the people so and have something just a little better and tell them the difference. There is little use in advertising to attract people to your store and then fall down in the salesmanship part. The fact that one calls at your store and asks to see certain kinds of goods is evidence that that person is in the market to buy, and it is your business to supply his wants.

Not long ago in a western town of some 7,000 population the merchants had an illustration of what can be done by judicious advertising. The proprietor of a clothing and dry goods store decided that he would add a grocery department. This met with the disapproval of other merchants in the town, particularly the grocers. They combined and commenced an advertising campaign directed chiefly against him. Small space was used. They were greatly surprised one morning to find that the object of their attention had in the daily paper a four page advertisement. They were further surprised when the weeklies of the surrounding towns came out with one and two page advertisements offering wonderful bargains and to pay the railroad fare of those who would purchase a certain amount of goods. For miles around the town large posters announced the great sale.

Other merchants of the town looked upon the venture as foolish and predicted that there was something wrong, a failure or a fire in sight. Neither happened, but in two weeks' time the enterprising storekeeper, who advertised to sell twenty-six pounds of granulated sugar for a dollar when the jobbing price was more than 55¢ a hundred, provided the purchaser ordered

other goods, did a business amounting to more than \$15,000, or as much business as the average small storekeeper does in a year. Not alone that, but he is still doing the biggest business in the town. He advertised rightly.—Agricultural Southwest.

How Women Work For Better Towns.
What are the women doing in the way of municipal housekeeping? In Massachusetts they had nine bills before the last legislature, in Pennsylvania about the same number and at least half a dozen in most of the other states—for child labor, juvenile courts, better conditions for women wage earners, temperance legislation, vacation schools, pure food, school savings banks, civil service reform, better pay for teachers, girls' industrial schools, women factory inspectors, children's playgrounds, women police matrons, anti-expectation in public places—all for the betterment of the community, not one for "graft," not a "job" of any kind, all clean, wholesome, much needed laws.—Ida Husted Harper in Delinquent.

Growth of School Gardens.
Not only in well known centers, but in remoter localities, the school garden movement is taking root, and this suggests a satisfactory outcome, the result of which will be not only the higher culture of our future citizens, for there is nothing like an understanding and appreciation of nature to impart this culture, but it may also lead to a better distribution of our population. Once impart to the child a love of flowers and field, and the city cannot hold him unless it can give him a garden spot. Reports from the principals and teachers where school gardening is in vogue have been most gratifying. They declare that without exception the influence of this work is refining and uplifting. It brings teachers and pupils into closer and more sympathetic touch by their mutual love of the beautiful.

Flower Beds For Sidewalk Spaces.
As spring will soon be here, the following plan of a Cleveland man to beautify streets is of timely interest: Secretary Moore of the park department believes that residence streets with lawns between the sidewalk and curb might be beautified by flower beds and that if the city of Cleveland would aid the scheme by distributing as many seeds as possible free of cost some systematic flower planting scheme could be carried out on the residence streets of the city. Park Engineer Stinecomb declares that he would not favor the use of flowers in place of the ordinary grass plots unless a systematic and uniform plan of planting is adopted on each street. He suggests that a street with a solid hedge of four o'clocks or a similar plant would make a very good appearance.

Town and Country Betterment Club.
Oak Grove, Mo., with a population of about 1,500, has a commercial club which pledges itself to work for the betterment of the town and surrounding country. The club, which was recently organized, has a membership of seventy-one. Among the members are several farmers.

A MAYOR'S NOVEL IDEA.

Scheme to Promote the Building of Cement Sidewalks.

Mayor Callaghan of San Antonio, Tex., has a novel idea for promoting the sidewalk building campaign in San Antonio. It means no more or less than the creation of a friendly rivalry among the wives of property holders of the city to the end that they may be induced to prevail upon their lords and masters to improve the family household with a brand new cement sidewalk.

As a means of bringing about this forementioned rivalry the mayor proposed to create a sidewalk building honor roll and not only have the names of the progressive ones made a matter of record each month, but to have the list published, so that all may single out the city's world compellers from their less enterprising neighbors. He believes that this method of bringing conditions to the attention of the housewives of the city will cause them to become interested and that through their efforts a material stimulus will be given the movement.

For instance, the mayor holds that when Mrs. Blank (whose husband has been negligent to his civic duty in this respect) notes in the daily paper that the Blankers just around the corner have improved their residence with a fine new sidewalk she will take that as aforesaid negligent husband to task and that the upshot of the interview will be the addition of progressive Mr. Blank's name to the next month's honor roll.

The proposed roll will, besides giving the name of the latest sidewalk builders, show the number of lineal feet they have put down.

A Lesson From Canada.

The Grand Trunk Pacific is a new transcontinental road now making rapid progress across Canada. Built according to the most recent ideas of railroad construction, it is said that in establishing towns along the line the road has adopted the plan of so laying out the streets and restricting the building in proximity to the station that the towns shall not present at their railroad entrance that disordered, mushroom and shabby aspect which small communities do so commonly present there. The primary motives of the directors are neither altruistic nor aesthetic. They argue that a pretty station placed in attractive grounds and with a pleasant town setting will do more to build up the towns (and therefore the railroads) by inviting passengers to visit and invest in them than would a vast amount of advertising. The argument is one that ought to be laid to heart by small communities everywhere.

Inspiration Necessary.

A great deal of improvement work lags for the want of an inspiration on the part of some willing worker, and a large amount of effort is being expended from sheer force of will. Were it possible to combine inspiration and will and supply the combination on demand to every organization now struggling to improve its environment, what an impetus would be given to the movement in general!

In the County Court of the State of Oregon, for the County of Klamath.

In the matter of the Guardianship of the Persons and Estates of Lester Stacy Colahan, Clifford Johnson Colahan, and Stephen Colahan, minors.

Order to Show Cause on Application of Guardian for an Order to Sell Real Estate.

It appearing to this Court from the petition this day presented and filed by Joseph P. Colahan, the guardian of the persons and estates of Lester Stacy Colahan, Clifford Johnson Colahan, and Stephen Colahan, minors, praying for an order and license of sale of the certain interests in certain real property belonging to said wards, that it is necessary and for the best interest of said wards that their said interests in such real property be sold, and it appearing from said petition that such may be true.

It is, therefore, hereby ordered, that the next of kin of said wards, and all persons interested in their said estates, appear before this Court on Saturday, the 27th day of March, 1909, at the hour of ten o'clock in the forenoon of said day, at the court room of this Court, in the County Court House at the City of Klamath Falls, in the County of Klamath and State of Oregon, then and there to show cause, if any they have, why a license should not be granted for the sale of the interests of said wards in such real property, described in said petition.

It is further ordered, that a copy hereof shall be personally served on the next of kin of said wards and all persons interested in their said estates respectively, at least ten days before the date last above mentioned, or that this order be published at least three successive weeks in the Evening Herald, a daily newspaper printed and published at the City of Klamath Falls, in said county, being a newspaper of general circulation therein.

The real property mentioned in said petition being described as follows, to-wit: The SW¹/₄ of the SW¹/₄ of Sec. 15; the SE¹/₄ of the SE¹/₄ of Sec. 16; the NE¹/₄ of the NE¹/₄ of Sec. 21; the NW¹/₄, the SW¹/₄ of the NE¹/₄, the NW¹/₄ of the SE¹/₄, the SE¹/₄ of the SE¹/₄ of Sec. 22; the W¹/₂ of the NW¹/₄, the NW¹/₄ of the SW¹/₄ of Sec. 26; and the NE¹/₄ of the NE¹/₄ of Sec. 27, all in Tp. 37 S., R. 11 E., of the Willamette Meridian, in Klamath County, Oregon, containing in all 600 acres of land, according to the government survey thereof.

Done this 23d day of February, A. D. 1909.

J. B. GRIFFITH,
County Judge.

To earn more, learn more. See the I. C. S. man at the new Portland Store. For a few days only. 13

KLAMATH FALLS FORWARDING CO.

Transfer Work of All Kinds Promptly Done

Baggage a Specialty. Charges Reasonable
Phone 605

Hydraulic Stone & Brick Company

HYDRAULIC STONE & BRICK COMPANY, organized, and to be incorporated under the laws of the State of Oregon, with a Capital Stock of \$35,000.00, for the purpose of manufacturing Concrete Building Blocks, and all materials for Concrete Buildings and Concrete Work; and also to make Concrete Brick, and Pressed Brick, all by the latest Improved Hydraulic Machinery.

This Company has purchased from the American Hydraulic Stone Company, the concrete machinery and equipment, with exclusive rights for Klamath County, for making concrete building materials by hydraulic pressure—the only process for making TRUE CONCRETE STONE. What is meant by True Concrete, is the uniform compactness of the concrete material in the finished product.

The Hydraulic Machinery is so constructed that One Hundred Thousand (100,000) pounds pressure is put upon each block. The face of the regular size blocks is 9 by 24 inches, and are so compact when finished that in breaking a piece with a sledge hammer, the hardest stones in the material, one inch in diameter, will break before the concrete around them releases. The enormous pressure fills every void.

With this material and system of Concrete Construction, the walls are bonded in every direction, and being from 30 to 60 per cent hollow—air circulation both vertical and horizontal, making an absolutely dry concrete wall. For over seven years buildings by this system have been constructed, in different parts of the country, and there has never been a damp wall. Fire proof buildings will be constructed by this system, at one third, or more, less than with brick.

The daily capacity of each Hydraulic Press Machine, is equal to 27,000 brick—filling same space, sufficient for a building 20 by 25 feet square and 10 feet high.

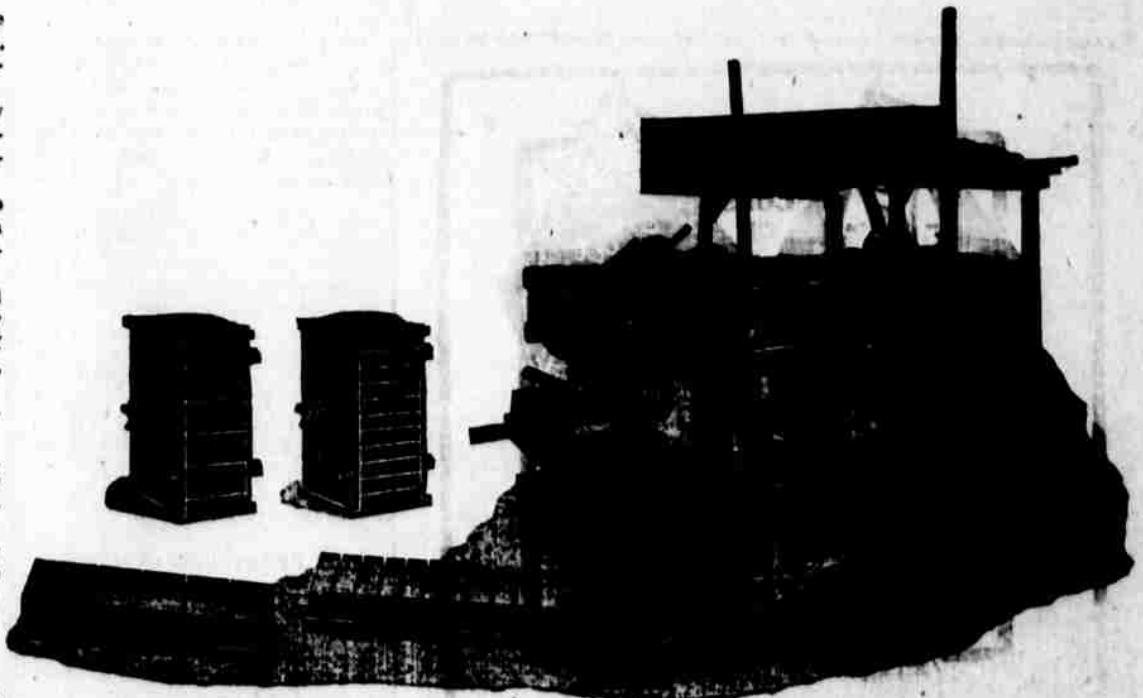
This Company will install all new and the latest types of Improved machinery: Hydraulic Presses, Crushers, Mixers, Pressed Brick Machinery, Screens, Elevators, Trucks, Cars and all equipment necessary for practical and perfect operation, for turning out the very best class of work at right prices. The combined works will employ a great number of men.

For a very nominal consideration this Company has secured the most desirable location and factory site to be had, in, or near Klamath Falls, consisting of three acres of land, near the landing on the Upper Lake, with a 30 or 40 foot landing, and a right-of-way from factory and works to the landing. This property contains the very best material for both Concrete and Brick, and the Company will soon be prepared to turn out these materials at as low cost as can be done in any part of the country.

DEMAND FOR CONCRETE MATERIAL AND BRICK; BUILDINGS TO BE CONSTRUCTED THIS YEAR

It was only after a very careful investigation of the demand for Concrete and Brick, that this Company decided to put in an extensive plant in Klamath Falls. At present there are calculations and preparations being made for fifteen or twenty good business houses to cost from \$5,000 to \$20,000 each. A large public school building for the West End will soon have to be built. The new Court House is going to be built. The passenger depot and many other railroad buildings, will go up this year. Sidewalks will be put in. Residences will soon be going up with our two piece, hollow wall (dry wall) Concrete Blocks.

Taking into consideration the great amount of building already planned, the material required in the construction, and the advantages this Company will have in supplying same, there is no safer or more profitable investment than the stock of this Company. The par value of the shares is \$1.00 each, and a limited amount of the Treasury Stock will be sold at 85 cents per share.



Samples of the Concrete made by this Hydraulic Process, styles of the blocks, with cuts may be seen at the office of the "Ready-Made House Company," opposite the Masonic Hall. All are invited to call and get information. Parties who are considering building will do well to call at the earliest convenience, and get particulars of a special Discount Contract—a proposition that will be made to a limited number of persons who expect to build within from one to three years.

WM. PITTS and E. T. SHORTT
Box 293
KLAMATH FALLS, OREGON

HYDRAULIC STONE AND BRICK CO.