

"Sugar Bowl" Enlarges.

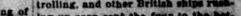
It was a highly pleased assem. Scripture Reading ... Superintendent Dust Mrs. Simmons, Mrs. Gilbert

..... Mrs. Grigsby ----

NO DEDIN

IN FORENOON

Undaunted while the latter was pe-trolling, and other British ships rush-



to the south of us. Shepherd's story on the landing of

there, for Manager Garrich has just Song-"Keep It Rolling" Choir nstalled a steam table, and is now Introduction, Mrs. H. C. Chamberlain Recitation . "A Penny and a Prayer" erving bot electrically cooked Recitation "The Pioneers" naches, both at noon and in the Elizabeth Grigsby Song "Sweet Gift of Love" "Missionary Bells" evening. The new department has Song cored a distinct hit. Junior Girls' Class

"The Mutual Girl and Her Auntie"

Mr. Eusiness man, remember one thing in your advertising, and that is this: No sale was over made until a man was convinced

And the result is, that you must make the person understand before he is convinced.

He cannot understand unless in the explanation he can understand what you mean, and the average human being has a considerable amount of pride.

We all dislike to own up to a thing we don't understand. I have had men explain things to me and say, " You understand that?" and I would nod my head.

It would be a reflection upon myself to do otherwise, and so have kept on nodding my head, but when the explanation was inished I changed to a interal instead of an up-and-down motion-that was all. A.1 . . .

You cannot sell to anybody unless he understands what you are talking about.

He sure your explanation is plain in your advertising, just plain common sonse talk in your advertising-two times twobecause half of the people do not know technical terms.

Let us all be careful what we say in our letters and what we say in our advertising.

After we have written them down, they stand out in good cold type, and people will be very liable to misconstrue our meaning, and therefore, I say, be careful.

Read all the good things in The Herald Monday.

TUUNG ULPIN Three Girls Dorris Reed

Plano Solo, "Angel Volces Ever Near" Miss Gladys Pool Exercise Young Campaigners Song Congregation

HOME OF DON LYTLE ON NINTH STREET IS THREATENED BY AS A RESULT OF KICK FROM A FIRE STARTING IN WOODBOX. COW SOME TIME AGO AN OPER-WATER DAMAGE BIGGEST ITEM ATION IS FOUND NECESSARY

PATIENT DOING WELL

and have it removed.

Fire believed to have started in the kitchen woodbox called the fire de-Several days ago Alfred DePuy, partment to the home of Don J. Lytle son of Mr. and Mrs. J. W. DePuy, on Ninth street, near Main, this mornwho live on a ranch just south of ing. The blaze had gained slight town, was kicked on the leg by a headway, and through the efforts of cow, while milking the animal. The citizens before the fire department

blow left a large bruise, but no atten- arrived, and a few minutes' work by tion was paid to that at the time. In the fire fighters, the conflagration was HALF THE INITIATIVE MEASURES a few days, however, an abscess soon extinguished.

formed in the groin, and this became The loss caused by the fire was WERE DISCUSSED FRIDAY, AND so had that it was found necessary to very small. Some of the rooms will ANOTHER MEETING TIME IS bring the young man to town Friday have to be repapered, owing to the

unavoidable damage from water.

The young man, while still suffering greatly, is much improved, and in is Recovering. two or three days will again be able

Miss Stacey Bleha, who was operated upon for appendicitis and gallstones Wednesday by Dr Hamilton, is recovering nicely, according to advices from the Blackburn hospital. She is past the danger mark.

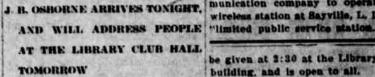
of his son, John Tabor, from the salmon fishing grounds north of Ketchican, where John owns a successful fleet of fishing boats.

"Dad" has particular reference to Mrs. John Tabor, who joined fortunes with John this summer in Alashas been here, has already made a splendid impression upon those she has met, and the returned local boy

"Well, John struck it lucky in is receiving hearty congratulations. aska this summer," says "Dad" The Tabors will spend the winter Alaska this summer," says "Dad" The Tabor, commenting upon the return here.

marines at Vera Cruz was a





W. U. Manager Lanved H. L. Glem, manager of the West-ern Union office here, left this morning for Kalamazoo, Mich., to be at the bedside of his mother, who is ported as approaching death.

The Department of Commerce is sued a license to the Atlantic Communication company to operate the vireless station at Sayville, L. I., as a

given at 2:30 at the Library Club building, and is open to all.

Mr. Osborne is a university grad uate, and has a nation wide reputa

J. B. Osborne, a well known social- tion as a writer and lecturer. He ist writer and lecturer-generally was here last year, and his brilliant called the blind socialist orator-will talks at that time are remen arrive this evening, and will deliver his audience as clear and i a lecture tomorrow. The lecture will speeches.

om.



tunes with John this summer in Alas-ka. The bride, in the two days she Portland announces that some very automobiles, and with this efficient and speedy records have been reached the fire in inst for made in reaching fires.

of this speedy work occurred at a The run from filter ranger station three-sights of a mile some of the fire. twelve from filter Lake, Oregon.

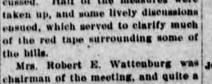
PONTLAND, Oct. 17.—In review-ing the fire protection work of the past season, the district forester at made in reaching firm. minutes from the time he Perhaps the most striking instance the telephone call.

of the women's meeting at the Women's Library Club Friday afternoon, when the initiative measures to be voted upon in November were dis cussed. Half of the measures were

Mrs. Robert E. Wattenburg was JOHN TABOR SURPRISES HIS LO-CAL FRIENDS BY BRINGING A BRIDE HERE FROM THE FROZ-

EN NORTH

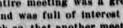
ternoon, when other measures will be up for discussion. All women are invited to attend.



Even the expectations of those in to navigate.

the hills. chairman of the meeting, and quite a number took part in the discussions. The entire meeting was a great success, and was full of interest for all,

been arranged for next Thursday af-



harge were surpassed by the success

Choir

Offering

Benediction

GREAT SUCCESS

WOMEN'S MEET

ARRANGED

