

The Evening Herald

E. J. MURRAY, Editor
FRED SOULE, City Editor

Published daily except Sunday, by The Herald Publishing Company of Klamath Falls, at 119 Eighth Street.

Entered at the postoffice at Klamath Falls, Ore., for transmission through the mails as second-class matter.

MEMBER OF THE ASSOCIATED PRESS.

The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it, or not otherwise credited in this paper, and also the local news publisher herein.

MONDAY, DECEMBER 6, 1920.

ON ADVERTISING

Advertising is nothing more or less in its essence than the spreading of information for the preservation of good will and the extension of sales.

The commodity advertised may be as tangible as groceries or as intangible as professional skill, but if honestly presented to the public the effect is the same for both.

Certain professions and institutions make the boast that they do not advertise on the ground that their ethics forbid. This boast contains two factors both of which are disingenuous to the point of dishonesty.

In the first place they do advertise. Even the church, proclaiming its disbelief either in the good taste or ethics of advertising, advertises, nevertheless. Its very steeple aspiring to the heavens is an advertisement of its presence in the community, and its bell summoning its communicants to worship is an advertisement.

As for the professional classes declining on ethical grounds to advertise openly, they also advertise and frequently through means which are anything but ethical. Their very boast of not advertising is an advertisement to the snobbish, and frequently enables them to charge fees which they would not dare to openly advertise through legitimate space advertising. This appeal is frequently made through personal connections and is a form of commercial pandering dangerously akin to the most sordid connotation of that term.

It may be unadvisable or unprofitable to advertise openly, but it is a misuse of an excellent word to brand any form of honest advertising as unethical.

Business firms sometimes advertise their own vanity, and frequently they can give no convincing scientific reason for their advertising, but underneath the practice there are sound and fundamental reasons which must appeal to any sensible person.

Recently the advertising manager of one of the biggest corporations in this country announced an increase in his advertising appropriation

TO TEACH THRIFT



MRS. MARY C. BRADFORD
WASHINGTON—There is a practical economic side to the public school teaching throughout the land in the plan recommended by a committee of home economists, appointed by the National Education Association. Mrs. Mary C. G. Bradford, president of the Colorado school, is chairman.

A leading British shipbuilder, in commenting on the efficiency of women in industry, says: "If the war had lasted another two years I would have undertaken to build a dreadnought with female labor."

tion although his company has sold the commodity it manufactures for two years in advance, and could not get any more raw material to increase its output to take care of new customers. But he argued that since his company intends to continue indefinitely in business its name, the nature and standing of its commodity, and its location must be kept in the public mind, hence his determination to continue advertising.

Of course the first and most important advertising of a selling concern must be done within its own four walls in the form of good service and square dealing with its customers. This is a form of advertising of priceless value that cannot be neglected by any firm, which intends to remain in existence over any extended period. But the advertising it gets from such practices must be confined to a narrow circle unless this reputation is spread broadcast. Sacramento Union.

Weather Probabilities

The Cyclo-Stormograph at Underwood's Pharmacy has registered a steadily falling barometer, since Sunday noon, indicating the approach of another disturbance in weather conditions.
Forecast for next 24 hours, Cloudy, warmer, followed by unsettled weather.

ENDIVE GROWS FAST

Endive as a late winter salad plant has an encouraging future in western Oregon. The first crop was marketed in 23 days from the time roots were buried in some college greenhouse trials. The average weight of the best roots was about a half pound for the season.

MANY PUBLICATIONS

PORTLAND, Ore., Dec. 6.—Extent of the publications put out in this state was shown in a unique window display in a local bank. It was made up of over 200 magazines, newspapers and other periodicals.

LARGEST VENEER PLANT

NORTH BEND, Ore., Dec. 6.—The largest veneer peeler in the world, weighing 26 1/2 tons, is to be installed in the Willamette Pacific Lumber company plant early in January. The concern recently added a large building to the factory, thus giving several hundred more feet of floor space.

BIG PRUNE INCREASE

SALEM, Ore., Dec. 6.—Forty thousand acres of prunes are now to be found between Portland and Ashland, as compared with 10,000 acres a few years ago, according to a survey just made. This season the Oregon crop, on account of the rains, was reduced to 25,000,000 pounds.

MERRILL RANCHER WEDS

Oliver Martin, well-known rancher of the Merrill-Malin section, was married yesterday to Miss Emma Fredenburg by the Rev. S. J. Chaney at the Methodist parsonage. Dr. E. G. Wisecarver and Mrs. Chaney witnessed the quiet wedding.

GREETERS CHOOSE ASTORIA

THE DALLES, Dec. 6.—The Oregon state hotel men's association decided at the final business session last night to hold next year's convention at Astoria.

WEATHER REPORT

OREGON—Tonight and Tuesday, rain.

Additional Locals

Mr. and Mrs. Jack McAuliffe are in town today from their home at Fort Klamath.

Fred English, office manager for the California-Oregon Power company left this morning for Oakland, California, where he was called by the serious illness of his father.

P. E. Burke, Herald employee, who was operated upon Saturday for appendicitis, is doing well, his physician reports.

Historic Slice of Beef

The energetic press service of the United States marine corps sends us a bulletin from Ann Arbor, Mich., with the following curious, if not important, information:

"A piece of beef cooked in 1805 is still being carefully preserved in a little silver pitcher by Edward B. Manwaring of this city. This is not being kept in anticipation of a further increase in the cost of beef, but is a genuine heirloom.

"Sergt. Joseph Hobbins of the British Royal marines saved the piece of beef, which he was eating when assaulted with an ax by a cook on a French vessel which had been captured by Lord Nelson at Trafalgar. The cook missed his aim, but the sergeant got the beef. Sergeant Hobbins was the great great grandfather of Lieut. Col. Edward B. Manwaring of the United States marine corps."
—From the Outlook.

Trade With Australia Grows

Trading between this country and Australia is showing a healthy growth, according to figures supplied to the department of commerce by A. W. Ferrin, trade commissioner, who is at Melbourne. They cover imports and exports for the first quarter of the current year, and show the imports during that period to have been about \$27,775,000, against exports to this country of approximately \$16,250,000. February exports nearly equaled in value the totals for January and March, and in that month the outgoing shipments exceeded the imports. In the same month, however, the value of the imports was less than half of the goods brought in during March.

Australia's Prickly Pear Pest

Australia is suffering from a prickly pear pest, which takes advantage of the rivers as a means of spreading. Shoots break off from the parent plant growing along a stream and the part is carried downstream to found a new colony. Thousands of acres are being ruined yearly owing to the ravages of this plant and no means have been discovered of stopping its march. Rolling, spraying and poisons have proved ineffectual, and it is hoped that science may find some commercial use for the plant.

Wedding gifts for dowryless brides are presented by the authorities of several towns in England.



The "Joy of Giving" Finds Full EXPRESSION

in the class of goods which we are showing as Christmas Gifts.

The custom of giving has become so well established that it is no longer a question of Shall I give, but it is solely a question of What Shall I give? No greater or more appropriate assortment of holiday goods was ever assembled in this community.

The qualities which make a gift worthy and acceptable are combined in the goods which we have on display—Newness, Beauty, Usefulness, Novelty, etc. Make up a list of those whom you wish to remember and bring it with you when you visit our gift shop. The assortment which we carry is so varied that you'll find something appropriate for everyone on your list.

Shop Early This Year

Last season you resolved that you were going to shop early this Christmas. Live up to it. There's a great advantage in selecting while lines are unbroken. We'll gladly hold articles for future delivery.

Extra facilities have been provided at our store so that your shopping may be rendered as simple and pleasurable as possible. Early shoppers will have finest goods from which to choose.

Underwood's Pharmacy

KLAMATH FALLS OREGON
WHERE PARTICULAR PEOPLE BUY THEIR DRUGS

A prominent critic has aroused a storm of protest from women of the dramatic profession by declaring that the American stage of a generation ago possessed a far larger number of capable actresses than it does today.

20% off on all men's suits, overcoats, dress shirts and shoes. K. K. Store. 29-5

Lake county is the first county in Ohio to elect a woman as Probate Judge.

Take home a chicken tamale. In the huska. They are warm, ready to serve. The Blue Bird. 6ct

The women in ancient Crete wore flounced dresses over 400 years ago.

20% off on all men's suits, overcoats, dress shirts and shoes. K. K. Store. 29-5

20% less this week on men's suits and overcoats, dress shirts and shoes at K. K. K. store. 29-5

Save 20% on men's suits and overcoats this week at K. K. K. store. 29-5

WRIGLEYS

Package is germ proof

The ends are sealed by electricity—so that all the goodness and flavor are retained for you.

Each stick is separately wrapped, to keep it fresh and clean till you need it—after every meal or cigar.

Whitens teeth, clears throat, sweetens breath, aids appetite and digestion—great benefits for a small price.

And the Price is Still 5c



Harmony in Your Home Surroundings

Beautify the walls of your Living Room or Bedroom with an attractive tint of

W. P. FULLER & CO'S Washable Wall Finish

The colors are mellow, soft in tone and wear well.

This ideal coating is replacing unsightly and unsanitary Wall Paper.

Washable Wall Finish is ready for use and dries with a hard surface that is easily kept clean.

MADE IN 15 COLORS

70 Years

W. P. FULLER & CO.

MANUFACTURERS
Paints, Enamels, Stains, Varnishes,
Pioneer White Lead

For Sale by Distributors of
W. P. FULLER & CO'S Products

