

The Evening Herald

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TUESDAY, OCTOBER 4, 1921

THE INEVITABLE OCCURS.

After about three months of effort, the Medford Clarion suspended publication yesterday. The end was not a surprise, for from the beginning the business men of Medford refused to add to their overhead by undertaking to advertise in two newspapers, when one was fully covering the field. Like other communities, they recognized that two newspapers in a small city was clearly an economic waste and refused to brand themselves as blunders by becoming participants in such a mistake.

During the war it was forcibly brought to the attention of business men throughout the nation that it was far better for them and for their community to have one strong newspaper than two or more weak ones. They also found out that they footed a large percentage of the cost. This discovery resulted in hundreds of suspensions and consolidations of newspapers throughout the nation. As was to be expected, following a return or approach to normal conditions, shortsighted individuals undertook to establish newspapers in these cities, but in every case they are meeting with failure, for the business men have learned the idiosyncrasy of it and are refusing to become a party to undertakings which mean only waste of money. Medford was one of these cities. The suspension of the Clarion proves that the business men there see that it is a wise policy to stand by the Mail Tribune and thru their support make it a more powerful factor for the development of Medford and the Rogue River valley. Marshfield learned the lesson; Roseburg saw the wisdom of the single newspaper; Medford profited by its former experiences. Every city whose business men refuse to become partners in the economic waste incident to two newspapers is falling in line. There is no more need for two newspapers in small cities than there is for two telephones, two water systems or two light plants. The cost of production has mounted so high that the minimum today would have produced handsome profits a year or two ago. That is why the thoughtful, conservatively progressive business man of today patronizes but one newspaper, because in so doing he is best helping his community and his own interests.

Gives Newspapers Credit for Bigger Yosemite Attendance

YOSEMITE, Cal., Oct. 4.—Newspaper advertising sent Yosemite National Park's 1921 attendance up beyond the 90,000 mark this year, A. B. C. Dohrmann, San Francisco, president of the park company, declared recently. The increase over last year was about 22,000, putting Yosemite first in the race for attendance honors among the nation's parks.

"Nothing can take the place of paid advertising in the press," Mr. Dohrmann said today, "and the company will continue to buy as much space as it can afford, consistent with its needs."

"During the last twelve months, the Yosemite National Park Company has conducted an effective advertising campaign to make Yosemite a really great national playground and I attribute the splendid increase in travel this year to that fact. Not only in the summer months, but throughout spring, autumn and winter, we have been endeavoring to teach the public that Yosemite is beautiful every month of the year, offering healthful vacations to suit every taste and purse. The fact that travel is beginning to spread out into August, September and October, including the Indian summer—when all roads and trails are open and the High Sierra country can be reached—shows that the public is heeding the advertising and the congestion which has marked June in previous years will not handicap the Park in the future."

"Our winter advertising has served to introduce Californians to the new delights of snow sports—tobogganing, skiing, snowshoeing—in the

Gertude's Millinery 527 MAIN ST. Blouses Petticoats JUST IN, NEW YORK'S LATEST KARAKUL HATS

midst of California's sunshine. It will not be long judging from the success of last winter's travel and reservations for this season, before Yosemite is as popular in November, December and January, as it now is in June and July.

Gardner Rumor Is Proved to Be Hoax

LOS ANGELES, Calif., Oct. 4.—Word to return to this city was sent to the posse of detectives, deputy sheriffs, postal inspectors and a score of railroad agents who set out for the Mexican border Sunday morning to capture Roy Gardner who was reported headed that way by two boys. The lads claimed that they rode from Bakerfield to Los Angeles with Gardner and he stated that he was going to old Mexico. This story was told Saturday night at police headquarters.

Sunday morning a man appeared at the station and stated that he was the party who told the boys that he was Gardner and he was merely playing a joke on them. The police investigated the story and believed it. Accordingly word was sent to the posse to return to this place.

COUNTRY STORE AT THE STRAND THURSDAY NIGHT

Beginning Thursday night, and every Thursday night thereafter, the Strand will conduct a "country store," in which ten patrons each night will receive merchandise.

Sacks of flour, canned goods, sides of bacon and all variety of merchandise will be the stock in trade. Beginning tonight patrons will write their names on slips of paper and drop them in the box at the door. Thursday night the box will be opened, and the first ten names drawn from the box will carry home the bacon—and other edibles.

The picture tonight at the Strand is "Nobody's Girl," featuring Billy Rhodes, in which sea scenes and airplane feats provide the thrills. A good Gump comedy reel is also on the bill.

Sometimes a woman doesn't meet her ideal man until she is too old for him to recognize her.

THREE NATIONS ASKED TO CONFER ON THE FAR EAST

WASHINGTON, Oct. 4.—Invitations to Belgium, Holland and Portugal to attend the conference on Far Eastern subjects were prepared today by the state department.

NEW TODAY

SPECIAL—1921 Velle Roadster, 2 A-1 Buick touring cars—These are bargains. Terms—Imperial Garage, Velle Agency. 4-5\*

FOR SALE—6 milk cows, all winter Milkers. See Sutton, Miller Hill. 4-6\*

Woman wants any kind of work by the day. Address M X Herald office. 4-5\*

Best oak soles sewed or nailed and Goodyear heels, \$1.95. Jack Frost, next to Herald office. Open evenings. 4-8

New shoes sold, Old shoes resoled At The Evans Shoe Co. 4

Shotgun for sale, double barreled Parker, Hammerless, 12 gauge first class condition. Also leather case, jointed wiping stick. Price \$35. Phone 331W. 408 N. 6th St. 4-5\*

LOST—Child's brown hat, between Klamath Falls and Merrill. Finder please return to W. C. Van Emon, Willits Bldg. Klamath Falls. 4-5

FOR RENT—Cozy bed rooms, bath and phone, board if desired, use of garage. Phone 340M. 4-6

Good lot of used standard cars—recently overhauled and painted—Terms to suit purchaser—Imperial Garage. 4-5\*

A good bed and a good bath at Colonial rooms, 11th near Main St., and 741 Walnut Ave. 4

FOR RENT—Three room furnished apartment, \$25.00; Five room house, close in, \$35.00.

FOR SALE—A bargain, five room modern house on pavement, easy terms. \$4000.

WISHARD-WOOD-BENTLEY 121 N. 8th Street. 4-5

For Glass, Roofing, Building Paper, Cabinet work and Building Alterations call the 6th street Cabinet and Carpenter Shop. Phone 582W. W. E. McABOY 4-5

Exchange lot for used auto. Inquire—Imperial Garage, 2 days only. 4-5\*

6TH STREET PAINT SHOP W. E. and J. E. Patterson, contracting painters. Dealers in Paints, Oils and Varnish.

Dutch Boy white lead, \$15.50 per 100 lbs. Pure Linseed oil \$1.40 per gal. 25 per cent off on all Enamels and Varnishes. 630 South 6th St. 4-10

Lowest Prices Ever Quoted ON INTERNATIONAL HARVESTER The Harvester Company has made another big price cut on Titan and International tractors. This reduction wipes out all former advances and puts these tractors at the lowest prices at which they have ever been sold. We are offering International 8-16, \$1000, 10 Per Cent Discount This price is about one-fourth less than that of March 1, 1921. The new price includes all necessary equipment—platform, fenders, governor, belt pulley—which cost extra on some tractors. J. S. MILLS & SON Phone 9. 6th at Klamath SEE OUR EXHIBIT AT THE FAIR

Look! Listen to This! WE ARE GIVING 25 Per Cent Discount THIS BARGAIN WEEK on all Wall Paper, Paints and Varnishes, and you'll find us and these bargains in our NEW HOME— 630 SOUTH SIXTH STREET W. E. & J. E. PATTERSON, Wall Paper, Paints and Varnishes Don't forget the new location, 630 South Sixth Street

It took YEARS and YEARS to develop CAMEL QUALITY We worked on Camels for years before we put them on the market. Years of testing—blending—experimenting with the world's choicest tobaccos. And now, EVERY DAY, all our skill, manufacturing experience and lifelong knowledge of fine tobaccos are concentrated on making Camel the best cigarette that can be produced. There's nothing else like Camel QUALITY. And there's nothing else like Camels wonderful smoothness, fine tobacco flavor and FREEDOM FROM CIGARETTY AFTERTASTE. That's why Camel popularity is growing faster than ever. A better cigarette cannot be made. We put the utmost quality into THIS ONE BRAND. Camel E. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Listen: Science says Coffee is a safe stimulant. For Good Coffee come to the Jewel Cafe