

The Evening Herald

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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

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WEDNESDAY, APRIL 19, 1922

IT PAYS

(Berkeley Gazette)

REPRESENTATIVE of the American Newspaper Publishers' association, in a speech in Chicago, calls attention to the surprising increase in newspaper advertising lately. National advertising campaigns are coming to be the usual thing, he says. "Business houses that never before used any extensive newspaper space are doubling and trebling their newspaper appropriations for this year." This has come about, he explains, not from solicitation or propaganda but from "the necessities of the present day business situation." Business organizations realize more than ever before their need of such publicity and the immense field it opens to them.

The speakers mentioned one firm that started, in 1920, to use advertising space in a national way for the first time. Last year it increased the scope of its campaign, extending it to several dozen newspapers in as many cities, with the result that, in the worst year in a decade, it was able to declare a 7 per cent dividend. This year the same firm is planning to advertise in 200 cities. Another illustration is that of a magazine, which by advertising in the daily papers, increased its circulation from 450,000 to 1,500,000.

All this shows clearly that the whole United States is, for most commodities, one market, the biggest and richest in the world, and that the key to it is the newspaper which goes every day into the homes of the people who constitute that market.

FROM LAUGHTER TO TEARS AND BACK AGAIN—"POPPY"

"Poppy," one of the most striking of Norma Talmadge's productions, will be the feature attraction at the Strand theatre tonight. The wide popularity of this picture and the repeated demand from the public has caused Selznick to present "Poppy" again.

As the pathetic figure of the orphaned Poppy Destin—child of destiny—Miss Talmadge has an ideal role which gives her the chance to run the whole gamut of human emotions as the plot unfolds under the development of Poppy's life.

An added and special attraction to the production is the person of the dashing Eugene O'Brien in the leading role opposite Miss Talmadge, which makes a screen combination of charm and talents hard to beat.

All the fascinating atmosphere of the land of the Boer, with its romance and mixture of civilization and savagery comes to mind with the memory of this tender story of South African life. The new "Poppy" has retained all of this background; in fact, enhanced it, for the new film has benefited with the vast technical improvements that have developed with the new art of titling.

To those who have read the famous novel of Cynthia Stockley, from which "Poppy" was screened, a surprise is in store if they have not seen its picture interpretation. No book, no stage can give an adequate picture of this gripping tale of tangled lives with its welcome climax. And the most vivid imagination can envisage no more fitting character than Norma Talmadge in the title role of bewitching Poppy Destin.

Old faces appear in the splendid supporting cast—suave Frederick Perry, Jack Meredith, Dorothy Rogers, Edna Whistler, Marie Holmes. And the fine touch of Edward Jose is noticeably present in the direction.

Milton box factory has record of starting 9 years ago with 7 men and daily capacity of 1500 fruit boxes and expanding until now it employs over 100 men and has capacity of 17,000 boxes.

GWINN PLANKS GIVEN

Sinnott's Opponent Announces Campaign Platform

James H. Gwinn, candidate for the republican nomination for congress in the second Oregon district, against Congressman N. J. Sinnott, is widely known in eastern Oregon and has many friends in the various counties in this section of the state.

Gwinn is a native of Illinois and lived in Idaho before coming to Pendleton 22 years ago. His father was the first Methodist missionary to the territory of Idaho, coming to that state in 1871. During his life in Idaho Gwinn was with a mercantile establishment for 11 years. He also held an important position in the Idaho legislature in 1895, being chief clerk of the house of representatives and joint clerk of the house and senate.

Since 1900 Gwinn has been a continuous resident of Pendleton save for two years 1905 and 1906, when he was located at Denver as the Secretary of the National Livestock association.

Below is a statement of the platform of the candidate:

A protective tariff to safeguard the interests of Oregon.
Obtaining Oregon's just share of the reclamation fund for Oregon's reclamation and irrigation projects.
Government assistance in the development of Oregon's hydro-electric power.

The fostering and maintaining, on an economical and common-sense basis, of the free public schools.

A reduction of taxes by economical administration of public affairs.

Federal aid road money for use on economic market roads; not for tourist roads only.

Vigorous efforts by federal government to stamp out narcotic evil; genuine enforcement of all laws.

Just compensation to our service men who served and defended us.

Spring Clover Stands Possible

Red or alsike clover seeded in April with a light nurse crop of Hannechen barley or Houston wheat often makes a good stand where the land is fertile. Seeding alone is better if the land is run down. Fifty pounds of landplaster to the acre often helps get a stand.

Astoria—Contracts awarded to complete Seaside road.

NOTICE OF SHERIFF'S SALE.

By virtue of an attachment execution duly issued by the Clerk of the Circuit Court of the County of Klamath, State of Oregon, dated the 18th day of April, 1922, in a certain action in the Circuit Court for said county and state, wherein Martin Bros., a corporation, recovered judgment against C. V. Holmes and Lucile Holmes for the sum of fourteen hundred dollars with interest thereon at the rate of 10 per cent per annum from September 16, 1922, attorney's fees in the sum of \$150 and costs and disbursements taxed in the sum of \$15.80, on the 17th day of April, 1922.

Notice is hereby given that I will on the 18th day of May, 1922, at the front door of the County Court House at Klamath Falls, Klamath County, State of Oregon, at 10 o'clock in the forenoon of said day, sell at public auction to the highest bidder, for cash, the following described real property, to-wit:

Lot eight in block twelve of Hot Springs Addition to the City of Klamath Falls, Klamath County, Oregon.

taken and levied upon as the property of the said Lucile Holmes and C. V. Holmes, her husband, or as much thereof as may be necessary to satisfy the said judgment in favor of plaintiff against said defendants with interest thereon, together with all costs and disbursements that have or may accrue.

L. L. LOW, Sheriff
By BURT E. HAWKINS, Deputy.

Dated at Klamath Falls, Ore., April 18, 1922.
A 19-26 M 3-10-17

CITATION IN THE COUNTY COURT OF THE STATE OF OREGON FOR KLAMATH COUNTY

IMOGENE C. HAMPTON, Plaintiff,
vs.
ARTHUR R. WILSON, Executor of the Estate of Thomas Hampton, Deceased; W. D. Hampton; Mary H. Wiseman; Anna B. Ackley; and Elizabeth H. Pemberton, Defendants.

To Arthur R. Wilson, Executor of the Estate of Thomas Hampton, deceased; W. D. Hampton; Mary H. Wiseman; Anna B. Ackley; and Elizabeth H. Pemberton, the above named defendants:

WHEREAS, there has been filed in the above entitled Court, a Petition of Imogene C. Hampton, praying that an order of the above entitled Court heretofore entered, admitting a certain instrument to probate as the Last Will and Testament of Thomas Hampton, deceased, be opened, and that the Letters Testamentary heretofore issued to Arthur R. Wilson, as the executor of the Last Will and Testament of Thomas Hampton, deceased, be revoked and annulled, and that the said instrument be adjudged not the Last Will and Testament of the said Thomas Hampton, deceased,

and the Court having fixed Monday the 19th day of June, 1922, at the hour of 10 o'clock a. m., as the time, and the County Court Room in the Court House of Klamath County, Oregon, in the City of Klamath Falls, Oregon, as the place for the hearing upon said petition.

You, and each of you, are therefore hereby ordered and commanded to appear before the above entitled Court at the time and place fixed by said order, and then and there show cause why said petition should not be granted.

This Citation is issued in pursuance of an order of the Hon. R. H. Bunnell, Judge of the above entitled court, dated the 10th day of April, A. D. 1922, and is published once a week for six weeks in the Evening Herald a newspaper printed and published in Klamath County, Oregon, by order of the said court dated the 15th day of April, 1922.

The date of the first publication is Wednesday, the 19th day of April, 1922.

C. R. DELAP,
Clerk of the County Court, Klamath County, Oregon.
By ALLEN SLOAN, Deputy
A 19-26 M 3-10, 17, 24, 31

NOTICE OF BOND ELECTION PATTERSON IRRIGATION DISTRICT

Notice is hereby given, that an election will be held in said District on May 2nd, 1922, at what is known as the Jerome Whitney ranch in said District, to determine whether said Patterson Irrigation district shall issue bonds in the sum of \$40,000 for the purpose of proceeding with the necessary construction work as heretofore determined by the Board of Directors.

Dated April 5th, 1922
Signed GERTRUDE McCORMICK, Sec'y. Board of Directors.
Apr. 5-12-19-26

RESULTS TELL

There Can Be No Doubt About the Results in Klamath Falls

Results tell the tale. All doubt is removed. The testimony of a Klamath Falls citizen can be easily investigated.

What better proof can be had? J. J. Keller, 718 Jefferson St., Klamath Falls, says: "I am glad to recommend Doan's Kidney Pills for they fixed me in good shape when my kidneys were out of order. I had dull, nagging backaches and a soreness across my kidneys and my kidneys didn't act right but Doan's Kidney Pills soon stopped the backache and relieved all signs of kidney trouble." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Keller had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

SULPHUR CLEARS A PIMPLY SKIN

Apply Sulphur as Told When Your Skin Breaks Out

Any breaking out of the skin on face, neck, arms or body is overcome quickest by applying Mentho-Sulphur. The pimples seem to dry right up and go away, declares a noted skin specialist.

Nothing has ever been found to take the place of sulphur as a pimple remover. It is harmless and inexpensive. Just ask any druggist for a small jar of Mentho-Sulphur and use it like cold cream.—Adv.

IF KIDNEYS AND BLADDER BOTHER

Take Salts to Flush Kidneys and Neutralize Irritating Acids

Kidney and Bladder weakness result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it often remains to irritate and inflame, causing a burning, scalding sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread, the water passes sometimes with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness, most folks call it, because they can't control urination. While it is extremely annoying

and sometimes very painful, this is really one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast, continue this for two or three days. This will neutralize the acids in the urine so it no longer is a source of irritation to the bladder and urinary organs which then act normally again.

Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for kidneys and causes no bad effects whatever.

Here you have a pleasant, effervescent lithia-water drink, which quickly relieves bladder trouble.—Adv.

CORNS

Lift Off with Fingers



Doesn't hurt a bit! Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers. Truly! Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the calluses, without soreness or irritation.—Adv.

Dance at Chiloquin

Friday Night, April 21

Given by Timberworkers' Local No. 188

Music by Fyling-Bean Orchestra

Admission—Gentlemen \$1.00. Ladies Free

Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

Liggett & Myers Tobacco Co.

"I like 'em"



Chesterfield CIGARETTES

of Turkish and Domestic tobaccos—blended

Lower Prices
20 now 18c
10 now 9c
(Two 10's—18c)

"They Satisfy"

DOINGS OF THE DUFFS

DANNY IS THE GUILTY ONE

BY ALLMAN



For those who demand Quality

THOSE who buy Coffee on the basis of quality place Folger's Golden Gate among the very best.

It will please you if you like coffee that is really good, for it is different in taste from other coffee and better.

Tell your grocer you want it.

J. A. FOLGER & CO.
San Francisco
Kansas City - Dallas
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124 South Sixth Street Phone 87