

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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SATURDAY, APRIL 20, 1935

Church Advertising

(Roseburg News Review)

AT THE quarterly meeting of the Massachusetts Press association held in Boston a few days ago, a resolution was passed inviting the churches to use the columns of newspapers at regular advertising rates, remarks the Publishers Auxiliary. We do not understand this resolution to mean that the little local news of church activities will be omitted unless paid for. Such material is legitimate news and should be provided the readers of every paper in every community.

But there is a growing tendency on the part of religious organizations to go after members and increased attendance in a vigorous, modern way, and for such appeals display advertising is used just the same as would be employed by a lecture bureau, the movie theater, the baseball game or any other function bidding for public support. Such appeals may be justly classified as advertising and entitled to be paid for as advertising.

At that, if judicially directed, it will be a good investment. If the work the church is doing is good—and that is not gainsaid—then every legitimate means to accelerate and increase that good is perfectly desirable. If display advertising can do it, display advertising should be included in the budget of the organization and paid for the same as is the coal, the electric current, the choir, the organist, the janitor, the pastor, the singing books, the Sunday school quarterlies, and all the other supplies which are needed to help the smooth functioning of the great business—as well as spiritual and social institution which the church has come to be.

TONIGHT "WAY OF A MAID"

"THE TRAILS END" SUNDAY

It is not often that one sees such a happy combination of fund and art as that which is shown at the Strand theatre tonight when the brilliant Selsnick picture, "The Way of a Maid," starring Elaine Hammerstein is shown again.

Miss Hammerstein plays the part of Nadia Castleton, impetuous, independent—a mixture of naivete and daring, wholly adorable, and she makes her character completely distracting. She shows her various whimsicalities through action which is actually kaleidoscopic. The story itself is based upon a new twist of identity theme, and is carried out to a very natural climax after involving the spectator in a labyrinth of complications that are side-splitting.

Niles Welch, Diana Allen, Arthur Housman, Charles Brown, Helen Lindroth, Arthur Donaldson, William Kyville and George Pawcett assist in the fun. William P. S. Earle, as director, has certainly made them stop lively.

Sunday's show will be one of the very best of the season, James Oliver Curwood's "Isabel" or "Trail's End" for the feature, and Urban's Movie Chats and fine acts of vaudeville movies.

AT THE CHURCHES

No changes will be made in this column unless the copy is at The Evening Herald office by 5 o'clock Friday evening.

SACRED HEART CHURCH, corner of Eighth and High, Rev. Hugh J. Marshall.

Children's Mass at 8:00 a. m.
Adults Mass at 10:30 a. m.
Evening services at 7:00.
Every second Sunday.
Klamath Falls, Mass at 9:00 a. m.
Merrill, Mass at 11:15.

CHRISTIAN SCIENCE society of Klamath Falls hold services in the lower room of the Library building, corner of Third and Main streets, every Sunday morning at 11 o'clock. The Sunday school session is

WOMAN'S PLACE IS THE HOME, ASSERTS BANGS, ORANG HUSBAND



Regular old-fashioned American men this way!

Here's something that will warm the cockles of your heart, a sight that will make wife-beaters burst into tears. Here's Bangs, the famous Al G. Barnes orang-utan, husband of Jiggs. Bangs is lord and master of his menage, and Jiggs, his wife, takes second place, in all activities.

from 9:45 to 10:45 every Sunday morning. The subject for Sunday is: "Everlasting Punishment."

The free reading room and free lending library is open from 2:30 to 6:30 on Tuesdays, Thursdays and Saturdays.

FIRST BAPTIST CHURCH—Corner Eighth and Washington streets. Services April 30—

Sunday school 10 a. m.
Preaching by the pastor, 11 a. m.
There will be no service Sunday evening, on account of the union service at Presbyterian church. Baccalaureate service for high school.

A. F. SIMMONS, Pastor. Res. 612 California Ave. Phone 344M.

CHRISTIAN CHURCH—Ninth and Pike streets.
A. B. Bristow, minister. Residence 421 N. 10th St. Tel. 549.
Worship somewhere Sunday!

The Lords day is not a day of rest, a day of worship, when the strenuous duties of the week are laid aside.

Our Bible school, 10 o'clock.
"The duties of the Christian," sermon at 11 o'clock.
Junior C. E. 4 p. m.
Senior C. E. 6:30 p. m.

Our evening worship service discontinued to attend the Baccalaureate service at the Presbyterian church.

SALVATION ARMY
123 So. 4th St.

Tues. Salvation meeting 8 p. m.
Thursday, Praise meeting 8 p. m.
Saturday, Free and Easy 8 p. m.
Sunday, Sunday school, 2:30 p. m.
Salvation meeting 8 p. m.

Everyone is cordially invited to these services.

Officer in charge,
Capt. Clara E. Nielsen.

METHODIST CHURCH—Corner 10th and High streets, Rev. S. J. Chaney, Minister.

LUTHERAN CHURCH
H. J. MEYER.

Chamber of commerce rooms.
10:30 a. m.

Theme: Our duty of publishing the great things Jesus has done for us.
Sunday school after the sermon.

EMANUEL BAPTIST CHURCH—11th and High streets.
Morning service, at 11 A. M. with preaching by the pastor.
Church School at 10 a. m. Mrs. Lee Parker, Superintendent.
Evening services at 7:30.
Prayer meeting Thursday evening at 7:30.

J. H. DICKSON, Pastor.

PRESBYTERIAN CHURCH—Corner Sixth and Pine streets.
Arthur L. Rice, Minister.

The one who would reach his full possibilities as a human being cannot neglect the matter of religion. This church welcomes all who desire to develop their God-given nature in its entirety. The pastor's morning sermon at 11:00 o'clock is one of

When the Al G. Barnes circus comes to Klamath Falls Monday, May 1, you'll see Bangs and Jiggs heading the many acts in which the 50 monks—crabs, baboons, chimpanzees and apes—take part. But, you'll always see Bangs directing Jiggs. He's the boss. What Jiggs knows of woman's rights is less than nothing. She thinks Mrs. Robertson, the Oklahoma congresswoman scrubs out the capitol.

practical interest, "Knowing God" being his topic. You will enjoy the music, both organ and vocal. Mrs. Bert C. Thomas will sing a solo.

Sunday school meets at 10:00 a. m. C. E. Topic, 6:30 p. m., "Religion in Everyday Life". Leader, Hazel Morrison.

Baccalaureate Union service at 7:30 p. m.

Sunday evening at 7:30 at the Presbyterian church will be held the Baccalaureate service for the class of 1932 of the Klamath County high school, a union service.

Rev. A. F. Simmonds of the First Baptist church will preach the sermon. Music will be furnished by the organist and choir of the Presbyterian church. The choir will sing "Hark, Hark My Soul," by Shelley, and Miss Augusta Parker will render a solo.

The public is invited.

Men's oxfords \$5.85 at Enders' forced shoe sale. 28-29

Close Application to study is a constant tax on a child's vision and so-called "stupidity" is often due to eye-strain. Properly fitted glasses relieve this strain and often correct existing defects entirely—making it unnecessary to wear glasses later on in life.

Dr. Goble

709 Main

Phone, Ofc. 133W, Res. 331-J

CLASSIFIED ADS

MISCELLANEOUS

FOR SALE—Two 9 x 12 Wilton rugs in excellent condition. Phone 447M. 28-1

FOR RENT—4 room house, partly furnished. Don't object to 2 or 3 small children. Garden, fruit and garage. Phone 223W or call at 913 Rose St. at North end 10th. 28-2

FOR SALE—Fifty head stock cattle. T. F. Boggs, Lorella, Ore. 29-5

WANTED—Furnished house, furnished apt. or good room and board in private family by man and wife, both employed. State price and location. Address R. S. K. care Herald. 28-29*

Our big shoe sale ends May 2nd. J. E. Enders & Co. 28-29

WANTED—Work by first-class colored maid, chamber work or day work. Room 26, Washington hotel. 27-29*

FOR RENT—4 room furnished apt. Phone 273J. 27-29

FOR RENT—Nicely furnished room. Bath and phone. 512 N. 9th St. 27-29*

DAIRY COWS FOR SALE—Inquire W. A. Koenig, 4 1/2 miles from Klamath Falls, Midland road. 27-29*

S. C. White Leghorn Baby Chix for April, May & June delivery from our own bred-to-lay stock. Our prices are right. Model Poultry Farm, W. C. Smith, Prop., Corning, Cal. Established 1904. 6-29

WILL TRADE—Auto for work horses. Write P. O. Box 29, Fort Klamath, Ore. 26-2

White Leghorn baby chicks, \$11.00 per 100. Tanager strain. Heavy layers; circular. Henry Tarratt, Corning, Cal. 7-29

DR. C. A. RAMBO

Dentist

1. O. O. F. Building

PHONE 61

Graduate Foot Specialist

At Your Service

Consultation and Examination Free

K. K. K. Store

Foot Specialists

Gilt Edge Butter

at Your Grocer's
or Your Market

PURITY ICE CREAM

We specialize on package trade—Sweet Cream,
Milk, Buttermilk Daily

HOLCOMB & RICHARDSON

202 Main St.

Highest prices paid for Cream, twice monthly

SPECIAL

Pansy plants, special, 75 cents a dozen. Cabbage plants, 20 cents a dozen.

KLAMATH FLOWER SHOP
834 Main Phone 589
28-29

SHOE REPAIRING—Jack Frost, 119 S. Sixth St. 17-18

FILZ SCHOOL OF MUSIC
Present enrollment 35 pupils. There Must Be a Reason For the fact that our present enrollment is the largest ever held by a school in Klamath county. Complete course on the piano in 20 lessons. Course starts at any time. Enroll now. Studio 306-309 Winters' Bldg. 20-1

LEWIS & STROUD—Mattress making, upholstering, and job work. Call 397W. 609 S. 6th St. 17-29*

Klamath F. May 1
MONDAYALG. BARNES
BIG 4 RING WILD ANIMAL

Circus

TUSKO

A FOOT
TALLER
TON AND
A HALF
HEAVIER
THAN
JUMBO1000 PEOPLE
500 HORSES
1200 WILD ANIMALS
IN THE STUPENDOUS
FAIRYLAND FANTASY

ALICE IN JUNGLELAND

NEW EDITION OF ALG. BARNES AMAZINGLY
BEAUTIFUL LYRICAL EXTRAVAGANZA
LOTUS WORLDS FIRST AND ONLY
PERFORMING HYDROSTAMUS

2 PERFORMANCES DAILY

2 AND 8 P.M.

MILE OPEN DEN STREET PARADE
AT 10:30 A.M. DAILY

DOES SHE SMILE ENOUGH?

When she learns of the conveniences, she will be satisfied with nothing but electricity in her home.

Why do thousands use electricity—
When electric cleaners cost \$50.00 and
brooms 50c?

Electric Irons cost \$6.00 and fuel heated
cost 50c?

Automobiles \$400.00 to \$4,000.00, when
a horse and buggy costs \$300.00?

It's the SERVICE she gets; the
ease in accomplishing the every-
day tasks of life.

THE CALIFORNIA OREGON POWER
COMPANY

on lots 2 1/2 cts; less quantity 3 cts. E. R. CARPENTER, Painter and
J. A. Bushong, Klamath Falls, Ore. Paperhanger. Phone 276J.
Call at Murphy's Feed store, 124 S. 6th St. A-F-M-12*
Swedish select certified seed oats. Herald classified ads pay you.

SAVOY CAFE

532 Main Street

CHINESE DISHES—NOODLES

SPECIAL MERCHANTS' LUNCH, 11 TO 2

Put a Live Man on the Job

VOTE FOR

O. H. FITHIAN

Republican Candidate

For

NATIONAL
COMMITTEEMAN

ON MAY 19



O. H. FITHIAN

A Real Republican Against a Politician

FITHIAN'S PLATFORM

Here is what Fithian has to say on questions affecting Oregon:

AID FARMERS
"I shall help to obtain for Oregon farmers their just share of loans from the War Finance Corporation."

HELP LIVESTOCK MEN
"I shall work for progressive legislation for relief of our farmers and livestock men."

RECOGNIZE VETERANS
"I favor just, prompt and substantial recognition of our war veterans."

WILLIAMS' PLATFORM

Here is what Fithian's opponent, Ralph E. Williams, has to say on those same questions:

NOTHING.

NOTHING.

NOTHING.

Vote for a live Republican like Fithian, who will get something for Oregon and her people. His opponent, Williams, has held the job of National Committeeman for fourteen years. Can you mention a single substantial thing that Williams has done for Oregon in all that time? It is time to make a change.

VOTE FOR FITHIAN.

FITHIAN CLUB,

By Chas. T. Early, President
Robt. G. McNary, Secretary,
Chas. W. Eberlein, Treasurer.

DOINGS OF THE DUFFS



FARTHERLY ADVICE



BY ALLMAN



Seed for Your GARDEN, LAWN or FIELD

MURPHEY'S SEED STORE

124 South Sixth Street

Phone 87