The Evening Herald
An






## BAN BILLBOARDS

$T \begin{aligned} & \text { His is the ume ot the year when } \\ & \text { mee so torth with pate pot and }\end{aligned}$

 tobaceo, reasy-towear clotating and Nature isw mbat not. dorned. To a crown a ruaged hill with Pilla, tillisement of Pafker's Puak Pilles, fill a ryivan glade with
ceraming tribute to the merits of Expecterator's Delight, is, to our way
of thinktag, not giving Nature an even break.
beauty to the squaty bere more mere, probably, than any other portion of the weet.
Mcheh of tia lipprotected. through en.
ctocure to otpoure ta soveramesen, throencese, en-
tecieral restrictions apon toc generi? Berctise of the bill-poster's seart:"
But some beauty spote nust copend
tor thetr or their unaduiterated preservation. $\mathrm{W}_{\mathrm{e}}$ beseech the publle to nee thent Nature sets a suyaro denl.
Yert to heapa of te rubbith scattered brouscast evor the
corrals, there is nothe ive to toure is ts nothing demes attrac.
d land landacapes left in the wake of the
sivertistng brumh brigate.
Klame Kiamath county is the next tow
eara expects to valuabio publlecty through the mag. Thousamer of our scente attractiong.
crater Lat

billbeard's bloteb.
degree a compettior of ne newpaper
diaplay. wo expect nome people to neok a selfish roason behind the
editorial. Newspapera, howeren not look upon the bllboard as a dannema are rejecting the billbcard. The Paker, for tastare of Jobn Wanaabsolutely forbids blllboard advertis. The Wanamaker policy is based oa
the theory that advertising does the roont good when placed where people
expect to find it: whea it catches peal.
According to Wauamaker's theory the people do not neek out places of
rare beauty to read advertistag signs They
logital pake the to tind them-the datily This outlise of merchandiasing methods is thrown in merely to show
lack of utitorior motive in detending the supert scenery of Klamath coun-
tr from the vandalistic dauber. It paper ve. billboard but an appeal as well
Mra. W. G. West of Klamath months stay in Portand.
2. Eydadere. Stout, outaize uboes at $35-86$ Ouality Drugs at reasonable price Olot your atraw hat at K. K. K.

## Leturer froe the Pooph



## Pleased Customers

Are our biggest asset in building a trade that will endure. Satisfaction must be founded not only on service,, but on quality merchandise.

Our famous Dodge Brand and S. \& W discriminating have been plearning customer throughout Klamath Falls. Only food products of the highest quality could maintain such dependability as these have.

These brands of uniformly dependable and delicious food sold by us are our most valuable asset.

It will be to your advantage to investigate these goods. We stand behind every article

## SERIICE WITH A VISION

The policy of this bank has al ways been to further by every means consistent with sound banking the steady growth of Klamath Falls and vicinity.

Co-operating with local merchants and business men is one way in which we are accomplishing this purpose.
We are constantly in close touch with local conditions. Our commercial accounts receive our careful attention always. Is Youre among them?
thie american national baik

## Star Drug Co.'s Big 1c Sale

## Saturday and Monday

This is our Fifth and Biggest One Cent Sale. There is a better assortment of merchandise for youll a store goods
HERE'S THE PLAN: You pay One Cent more than the regular price of any article advertised in this ad and you get two. You pay full price for the one-One Cent for the second


## Crater Lake Pictures

An oil tinted photo of Crater lake, Sells regularly $^{2}$

## 2 Pictures for $\mathbf{\$ 1 . 5 1}$



## STAR DRUG CO



