## The Evening Herald

till ... States and Publisher . C. Nickle Advertising Manage

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

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

MEMBER OF THE ASSOCIATED

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WEDNESDAY, JUNE 28, 1922

#### ADVERTISING

ple a feeling of confidence that prices and with rope and car and cant-hook have reached the bottom and that better times are at hand. It is amaz-ing how few retail merchants in the smaller towns realize the value of tying either end to opposite spokes educational advertising. They are the wheel to the limit of the height so close to the picture they fail to see its perspective. They lock for the immediate dollar and in grasping at the shadow they miss the substance. The value of advertising is comulative. Indeed, that is its greatest worth. Eastman has actually advertised the word camers out of the dictionary and advertised the trademark Kodak into the dictionary.

The day of misleading advertising has passed. The public has come to see advertising in the light of news, and it is news. The merchant

public regards with doubt, and properly so.

The boom in retail trade awaits only a little thought on the part of the merchant, plus the fundamental knowledge that advertising is an investment and not an expense and a duty owed to the public whose support is sought. The whole business atructure of the nation depends on advertising. Increased business means greater production, lower first coat, a larger turnover, increasing buying and consequently provides a saving to the buying public. The public should support merchants who advertise because thef are the constructive force that helps to keep coats down.

LADIES Shoe repairing Jack Frost.

241f

1 succeeded in at list making the top to the strength to get hack, and continually getting worse hack, and continually getting worse hack and continually getting worse hack, and continually getting worse hack, and continually getting worse hack and continually getting worse hack, and continually getting worse hack and continually getting worse hack, and continually getting worse hack, and continually getting worse hack and continually getting worse to could have the strength I had left as thought for the nation depends on advertising. Increased business at tructure of the nation depends on advertising. Increased business at tructure of the nation depends on advertising. Increased business at tructure of the nation depends on advertising. Increased business at tructure of the nation depends on advertising. Increased business at tructure of the nation depends on a saving the togeth double fo

## ONE DOWN

It has also sent an appeal to all other chapters in the United States to do the same. The courts duly established by the constitution of the chapters in the United States to helped to a cot and placed to bed. but with the satisfaction of knowing that I had won out. United States have served to meter out justicee for over a hundred years. They have served tolerably well, at least as well as a mob of masked men acting without law or and to date there has not been a mand to date there has not been a penny's worth of work done on the road on this side and probably over \$2,000 spent on opening the road from Annie Creek preceden: There may have been chine in yet, and I consider this side much the preferable route to the fornia in the days of '49, but as soon.

The many kindness evtended me

## MICKIE SAYS



ing them, but they have had a valuable experience and done much to prove the contention of Mr. Barnum. Corvallis Gazette Times.

HUDSON TELLS OF EFFORTS IN CRATER LAKE DASH

(Continued from Page 1)

hook. By night I had made a very favorable impression. Sore and stiff, as well as dog tired. I reclined on my cot, after forcing myself to FURNISHED One room cabins. Colpartake of a couple of eggs, with the determination of making the final dash Saturday.

With the determination of making the final dash Saturday, the following morning I arrose, both sick and weak and unable to eat, but took a bottle of hot coffee that would do credit to an Arab or a Turk and with a fair plece of cheese I started. Went over the top of the first drift and at about 30 minute intervals I took a swallow of coffee and a bite of thing furnished. Liberty Rooms. cheese thinking this would keep my GOVERNMENT figures prove beyound dispute that business revival is marked—but by business revival is meant manufacturing and
production. Retail trade has not yet
caught up. Close analysis of this
it was simply one block of frozen situation discloses that the retailers show after another, some as large have lagged because they have fail- as 18 inches through by four feet ed to put into the minds of the peo- thick by three and a half feet wide

Twice during the day to keep from

news, and it is news. The merchant ways had to drain the radiator at who advertises tells his story frankly to the public, knowing he will than 40 feet of snow to bar my pasbe checked up and courting investisage, but my strength being all but
gation of his statements and prices. gone it seemed doubtful if I could The advertisement of today is not to eight feet at a time and then the subject of suspicion. It is the turning sick and trying to purge, I merchant who is afraid to tell his story over his signature that the public regards with doubt, and properly so.

came in sight. This was the longest mile I thought I ever remembered of hiking. To my surprise it read three miles to the lodge. That meant only one and three-tenths to the camp-THE Ventura chapter of the Ku I went down three times in this disance and staggered into the office Klux Klan of Camornta has dis-of the camp, but was too far gone solved and surrendered its charter. to tell at the time what my presence

as courts were properly established by the men in charge of the camp including Mrs. Brown, Brown, Spartura Klan may not be able to salvage its knight shirts for enough to pay its fees for the privilege of wear-burned with the salvage of trust that each and all who ed, and I trust that each and all who may enter the park this season and other seasons will try as hard to do their part in making the park a pleasant place as the men now employed are doing. If this is done Crater lake will rank second to none in the United States.

I thank you FRAK W. HUDSON.

Don't forget to take some Skeeter Dig with you on your next outing. Currin's for drugs. 28

Bend mills make new record with shipment of \$25 cars of lumber during May.

The San Francisco Savings and Loan Society
526 California St., San Francisco
Mission branch, Mission and 21st st.

Park-Presidio Dist. branch, Clement and 7th ave. Haight St. branch, Haight and Bel-

vedere sts.
For the half year ending June 30, 1922, a dividend has been declared at the rate of four and one-quarter (4%) per cent per annum on all deposits, payable on and after July 1, 1922. Dividends not called for are added to the deposit account and earn dividend from July 1. 1922. Deposits made on or before July 10. 1922 will earn interest

GEO. TOURNEY, Manager.

# CLASSIFIED ADS

THE EVENING HERALD,

### MISCELLANEOUS

FOR SALE-Fine mandelin and gui-Liberty Rooms, cor. 3rd and 27-29\*

FOR RENT—Two large sleeping rooms. Hot and cold water. Swan-son Bldg., 625 Main. 27-1\*

onial Rooms, 11th, near Main St. 27-29\* HEMSTITCHING and Picoting at-

tachment. Fits any sewing ma-chine. Price \$2, Economy Sales Company, Medford, Ore. 27-5\* WANTED-Capable sawyer for small

mill. Address W. H. Kitts, Dairy,

Cor, 3rd, and Main St. 27-29-FOR RENT-Pleasant furnished

home, 6 rooms and bath, in Mills Add, Very cheap, Phone 383-W or call 2028 Reclamation Ave. 27-29\* LOST-Between railroad track and Altamont ranch, large, yellow, col-He female dog, white ring around neck. Return to 521 Main St. Re-

27-30\*

FOR SALE-Good grade, oak house-hold furniture. Phone 250-J. 701 27-1"

LOST-Female, airdale dog, about 3 months old. Phone 603. Reward. 27-28\*

FOR SALE—950 head of sheep. All in good shape. See Geo. Maxwell, Bonanza, Ore. 27-3\*

PIANO FOR Rent. Phone 564-R.

FOUND-A set of tire chains. A. L. Wishard.

FOR SALE-The best rooming house in Medford, long lease, cheap rent, price reasonable. Terms, 221 West Main St. Medford, Oregon.

LOST 3 % caret diamond, from ring, on atreets of Klamath Falls. Return to Pink Crowder, phone 595-J. and get reward. 26-28\* and get reward.

FOR RENT-Furnished Apts, two room house and one sleeping room. 419 N. 10th St. Phone 342-W. 26 28\* WANTED WORK-Cooking in camp

or ranch. Address or call 1749 LADIES Shoe repairing. Jack Frost

# Ulabbes

Fitted and Ground and Delivered

to you all within two to three hours in most cases. No long

Repairs go out the same way-quickly.

Dr. Goble e, Ofc. 188W, Res. 831-J

# WANTED TO TRADE-Automobile

in A-1 condition for milk cows Value \$800. Box 800, Herald office. WANTED-Woman to cook

ranch. Phone 11F12, LOGGING Shoes repaired.

> FOR SALE-At Glendale, Ore., 35 acres. Fifteen acres in cult. sub-irrigated by springs. Spring water piped in house. Eight room house, piped in house, Eight room house, some furniture, good range, etc. Fam-ily orehard, strawberries, logan and Himalyas, peaches and almonds also some apples and pears. Mower rake, harrow, plow also garden tools, place all fenced, lots of wood, plenty outside range, 1 miles to town, high school, good road, 2 miles from Pa-

cific highway, 15 mile from saw-mill. Price \$2500, Will give terms. Selling owing to death in family. Mr. Roy Hart, Talent, Ore. 23-29 W are still buying roa● warrants. R. R. R. Garage. 19-1\*

We clean stoves and chimneys, and do anything in the line of house-work. Mow lawns, etc Call A. Van Kralingen, Phone 547J.

FURNITURE REPAIRED-Upholstered and refinished mattresses renovated All work guaranteed, W. W. Douart, Phone 478-W, 12- Jy 9

FOR SALE-Old papers, suitable for underlying linoleum, carpet, etc., wrapping and packing. Ten cents a large bundle, Herald office. tf

## **Room Wanted**

Room in private residence wanted by man. Address Box XY, Herald Office, giving location and rate.

Portland Woman Tells of Remarkable Experience With Tanlac, Saying It Brought Her Complete Relief on Two Separate Occasions

"I have taken Tanlac on two ocisions and I got complete relief each time," declared Mrs. E. C. Emerick. 1484 Boston Ave., Portland, Ortgon.

"I suffered with stomach trouble four years, with sour stomach and sick, nervous headaches. Often got so dizzy I could hardly stand up. I seldom ate as much all day as one of my children did at a meal. I always felt awfully tired out and my nerves were so upset I couldn't even stand the noise of the children play-

But I finally took Tanlac and it gave me back my appetite, corrected the sour stomach, stopped the neryous headaches and dizzy spells, and

"Well, I just felt fine after that until I had the 'flu' which left me run down and very weak and neryour. So I just got Tanlac again Now I have regained all my lost weight and feel just fine. I simply can't praise Tanlac too highly."

Taniac is sold by all good drug-

ARCADE TRANSFER Will move you anytime, anywhere. Reasonable There is nothing too good for our customers. Currin says so. 28

We have your favorite face pow der. Currin's for drugs. 28

THE LIBERTY TODAY

A great story of the Secret Service "Alias Phil Kennedy"

It's a hair-raising thriller, and you'll enjoy every moment of it. Of course there is a good comedy and also the latest news reel of timely subjects. Thursday and Friday The picture that tan a year on Broadway-

#### "Over the Hill"

From Will Carleton's famous poem-s story that will live forever and doubtless the finest cleanest, most wholesome play ture that has ever graced our screen. We arge you to see this wonderful produc-

## STAR THEATRE TODAY MADGE KENNEDY

in "The Girl With a Jazz Heart"

She was trough -she was slaugy - She was hard-bolled -- but underneath it all she was human. Here is a picture and a girl everyone will love

### THURSDAY

## Return engagement of "The Idle Dancer"

with Richard Barthiemess and beautiful Clarine Seymore

# ATTENTION MOOSE

Klamath Falls Lodge 1106 L. O. O. M.

Will meet Wednesday evening, June 28th. Important business to be transacted; all members urged to attend-By order of Dictator.

Lodge meetings second and fourth Wednesdays each month.

## Catholic Citizenship

ARTICLE ONE

"The jury, after fistening to the testimony of the prosecution, and HAVING REFUSED to hear the defendant, returned a ver-Extraordinary news item, would it not be? And yet you, dear Mr. and Mrs. Anti-Catholic, in countless instances, have done this very thing. In truth, what no you know against the citizenship of Catholic neighbors, except from hearsay and hostile sources? When did you give the other side a chance to de-fend itself. The Catholicity professed by your neighbors has been painted in shadeless black; but so was Jesus Christ, condemned as a blasphemer, an apostate, a traitor. He was silent under accusation, just as your Catholic neighbors usually are even in the present instance, it is NOT Catholic religion or dogma as such, that is here defended, but Catholic citizenship; lest by continued silence, hostility, hatred, antagonism between American citizens be augmented. To avoid this, is patriotic duty no less than justifiable self defense.

Some attack the citizenship of Catholic neighbors from fanatical biggtry; with these, appeals to fairness and reason are generally in vain. Others do so from mercenary motives, there is money in it. With such, efforts are still more useless, there is no conscience there to which one can appeal. But many others are deceived by fraud and falsehood, just as were the crowds that clam-ored for Christ's crucifixion. With these we would reason,

## 'A PLEA FOR TOLERANCE AND UNITY

Catholics and Protestants together settled America, which Catholic Columbus had discovered, and which countless Catholic missionaries explored and baptized in their blood. Together they felled the forests, drained the swamps and plowed the land. gether they fought the battles of the Revolution, finally snatched from failure by Catholic France, Poland, Ireland, who sent thousands of men and millions of money to aid the struggling colonies. Side by side, they stood when life and liberty were at stake. Why should they NOW suffer designing men to betray them into hatred for each other? Why?

When America was convulsed with Givil War, Catholics and Protestants stood shoulder to shoulder. Together they marched, fought, endured, died, and now their dust lies mingled upon every battlefield. Who will deny to Catholic generals like Sheridan. Mulligan, Buell, Shields and Resecrans the same undying glory merited by Non-Catholic comrades? Shall the sacred ties welded in war be destroyed in peace, through the intolerance and cupidity

The American constitution, the constitution of Oregon and each other state, all guarantee liberty of worship, belief, even of religious opinion. Already grossly violated by the maligners of Catholic citizenship, these foes of national peace and concord, would entirely destroy these sacred rights if possible.
Until new, Catholics and Non-Catholics in Oregon have lived

in Christian harmony and friendship. But today enemies are creating hatred, prejudice, dissension. Do not allow them to succeed. Do not be one of the jury, which after listening to the testimony prosecution, and HAVING REFUSED to HEAR THE DE-

FENDANT, returned a verdict of "guilty."

Persons wishing to reply to or comment upon above, or procure further information on Catholic teaching and its relation to Catholic citizenship are cordially invited to address

REV. HUGH MARSHALL (Paid Advertisement.)

Southern Oregon Celebration

# **ASHLAND JULY 3-4**

Unique and Original Parade of "THE FORDS"

In Connection with This Parade

MONDAY, JULY 3,

## \$1000 CASH PRIZES GIVEN AWAY

TUESDAY, JULY 4th, 10:30 A. M.

# **GRAND PARA**

"AUSPICES LITHIANS"

**AFTERNOON** 

Wrestling Match for World's Championship MILLER vs. HAND

The Most Gorgeous Fireworks Display Ever Shown in Lithia Park

Prizes Offered for Parade on July 4th, 10:30 A. M.

Best Float in Parade, outside of Ashland

Best and Largest Representation from any town outside of Ash-

25.00

## DOINGS OF THE DUFFS

## Wilbur's Thoughts Got Busy as a Bee

BY ALLMAN

Second

\$25.00

