

The Evening Herald

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.

MEMBERS OF THE ASSOCIATED PRESS The Associated Press is authorized to use the name of this publication in its news dispatches, credited to it or not otherwise credited in this paper, and also the local news published herein.

WEDNESDAY, JULY 26, 1928.

A FINE SPIRIT

NOT an editor who attended the state editorial convention in Corvallis... virtually every paper in Oregon had a representative at the meeting—but returned with a broader conception of that great force for achievement that is growing in the west—that powerful force for advancing the general welfare that we call "community spirit."

From the time the scribes landed in town, through three recreational and educational days, until they unwillingly boarded departing trains or cranked up their flivvers, the community spirit gripped them.

The faculty of the Oregon Agricultural college the Corvallis chamber of commerce and the public officials representing the city of Corvallis left nothing undone that would add to the pleasure and comfort of the visitors.

The same high degree of hospitality that charmed the editors in Corvallis was repeated in Newport. The editorial badge was coin of the realm and ordinary currency was counterfeited.

Usually communities seize upon conventions as heaven-sent opportunities for money-making, and prices for rooms and meals are adjusted accordingly. At the editorial convention costs were practically suspended for the visitors, and the charges made for the occasional article or service that they were allowed to buy was the normal price.

The treatment accorded the newspaper men was the working exemplification of the community spirit. Apparently it is done right along at Corvallis, where conventions are held frequently.

"We consider it a part of the curriculum," explained one member of the faculty. "We want to implant the idea in the minds of our students that the community spirit is the greatest asset any place can have, that hospitality is the most attractive magnet that can be used to develop population and new enterprises."

To those of the editors who had the idea that the state agricultural college is a place of very practical training, ultra utilitarian with cultural matters as side issues, the treatment accorded the guests was an eye-opener.

Not a newspaperman in the state but was impressed by the showing of the what communities can do with a maximum co-operative spirit.

THE MOVING FORCE

WILLIAM Wrigley, Jr. the successful chewing gum magnate, talking with a smoking-car audience the other day, was telling the others how much a year the chicle people spent for advertising.

"But, Mr. Wrigley, you've spent millions of dollars and created a splendid demand now; everybody talks about and chews Spearmin. Your demand is steady and growing. Isn't it a waste to continue spending so many hundred thousand dollars a year in publicity?" one of his auditors asked.

The Spearmin king thought a moment, and then replied: "My friend, if I were to stop advertising, it would be just like taking the engine off this train. It would slow down and after a little while stop. Advertising is the locomotive of business, and if you don't have it, business comes to a stop.—Wall Street Journal.

BIRTH RECORD

GRAY—At Klamath Falls, April 25, 1928, to Mr. and Mrs. Frank Gray, a boy; weight 10 pounds, named Lawrence Franklin.

Has it occurred to the Huchses that they have given Shipping Board vessels some valuable publicity?—Birmingham Am-Herald.

These girls dress like their mothers; but it is just the other way around in America.—San Diego Sun.

TOM SIMS SAYS

When a gossip meets a rumor the recording angel writes shorthand.

Most of the European crises are being "Made in Germany."

Restaurants are selling corn-on-the-cob and string-on-the-bean.

Wonder if Ireland talks about our peace as we do about hers?

Talk about love at first sight. Some of them must fall in love without looking at all.

Being good because there is nothing else to do doesn't count.

When a man reaches for his hip pocket you never know whether he is going to shoot you or poison you.

A sure thing is when your wife says she is going anyhow.

In Telluride, Col., a donkey brayed itself to death. Wish we hadn't sworn off talking about Bryan.

Fashion says fall skirts will be too long instead of too short.

A swell neighborhood is where you can be gone for a few weeks and no one misses you.

No wonder there is so much trouble. Everybody is making it.

There may be no connection, but the increase in rubber heels and divorce suits is about the same.

One day last week a man understood a railroad time table.

Be careful how you swap confidences or you will get cheated.

Any man can have his way if there isn't somebody else in it.

FACE BOOZE CHARGES

Warren Ruff Bound Over; Welton And Dukes Called Up

Warren Ruff was arraigned this afternoon before United States Commissioner Bert C. Thomas on the charge of possessing intoxicating liquor in violation of the national prohibition act and having introduced the liquor on the Indian reservation and selling it to an Indian in violation of the old Indian act. Ruff who has been in jail since July 15, conducted his own defense. The hearing resulted in his being bound over to the federal grand jury and he was returned to jail.

On Monday H. A. Welton and William Dukes were brought before Thomas charged with possessing liquor and with having transported it to the Indian reservation. The men, one of whom is an employee of the Algoma Lumber company at its Kirk camp, and the other a scaler for the government at the same camp, were arrested on Sunday and brought to Klamath Falls and lodged in jail.

Both men admitted having had the liquor in their possession and admitted that they would plead guilty to the charge when given the opportunity. They also said that it was their first offense and they asked that they be allowed to go free on bonds so that they might work and get money to pay their fines when the time came this fall.

Their request was granted and Dukes is now out on bond, but Welton has not yet raised his required bond.

"Graft is charged," says a headman, Well, it won't be long until the public will get a bill for it.—Albion (Iowa) Union and Republican.

OLDEST BOTTLE IS DISCOVERED

SANTA FE, N. M., July 26.—Santa Fe, which for years has boasted of the oldest church and the oldest bell in America, and has the title of being the oldest city, now brings to light another relic—a bottle—which is claimed to be the oldest in the world.

The bottle, which is owned by a Socorro man, was made in Spain in March, 1289, just 633 years ago, according to its purported history which is posted on the bottle. It has a capacity midway between a pint and a quart and is black as coal in color. The neck is silver colored and the top screws on, similar to some modern flasks.

Something of the bottle's career, as given out by the owner, may be gleaned from the following:

Sailed from Spain for America in 1460, arriving eventually in what is now Socorro, N. M.

Left Socorro in 1726 for Vera Cruz with a caravan of mules laden with bullion. It is believed to have held water on these trips.

Returned to Spain, taken by a mule rider to Old Rome, and there filled with holy water.

Returned to America and came back to New Mexico, the holy water in the bottle being used to baptize members of the original Baca family.

Left in a Socorro church until 1780 when the church until 1780 when the church was destroyed by Indians.

Later, settlers recovered the bottle from the church ruins, and gave it to the parish priest. It was the property in succession of Fathers Guerra, Chaves, Bernard and Braun, all remembered in New Mexico history, according to the owner.

The bottle, state officials have pointed out, may be the oldest in the world but could not have been the first, as it appears that the first bottles were of goat skin. The Phoenicians and Romans, it is also pointed out, had glass bottles in their time, but none are known to exist.

Tone is one of the distinguishing features of Brunswick records. Hearing is believing. Currin Says So, 26

When you want your eyes examined, your broken lenses duplicated or frames repaired, look for the

Big Eyes

sign, 705 Main.

Glasses ground. Immediate service

Dr. Goble Phone: Ctr. 133-W, Res. 331-J, 705 Main

What They Teach at Harvard



Miss Cherry Greve, Cincinnati, used to paddle a canoe on the Ohio river, but now she's an expert oarswoman since attending summer classes at Harvard. Here she is in a shell on the Charles river.

GEORGE J. GOULD'S BRIDE



Here is the latest picture of George J. Gould's bride, formerly Vere Sinclair, a musical comedy actress. The marriage created a sensation in New York's exclusive society circles.

NEW TODAY

FOR SALE—Team, wagon, harness, buggy, spring wagon, cream separator, tools, fruit jars, etc. Cor. 3rd & California Ave., forenoons, 26-27

WANTED—Good strong woman for dishwashing, good wages. White Pelican hotel. 26-27

WANTED—House man. White Pelican hotel. 26-27

WANTED—An experienced cloak and suit saleslady. Address with references and salary expected in first letter, otherwise application will be disregarded. The Parisian, Bend, Ore. 26

Currins sell hair, tooth, cloth, nail and complexion brushes. Currins For Drugs. 26

WANTED TO HIRE—12 head logging horses to go to work at once. Good money. For full particulars, address Chilquin Lumber Co., Chilquin, Ore. 26

WANTED—Woman to keep boarders. House, wood, lights and water furnished. Apply Groves' Packing & Warehousing Association, Inc. Phone 40W. 26ff

Tone is the paramount feature of a phonograph. Brunswicks have natural tone. Currins For Drugs. 26

FOR SALE—Two room house with some furniture on Spring St. Only \$750.00. Pay \$100.00 cash and balance like rent.

Good three room house and 50 by 88 ft. lot on Johnson Ave., at \$1100. Only \$200.00 cash.

Good four room bungalow on Upham St., near Fairview school, two big lots, fine garden tract. Price \$2900.00 on very easy terms.

Good four room house near high school. Price is only \$1100.00 on very easy terms. This is 326 Lincoln St.

Modern 5 room bungalow with bath on corner lot, part basement, cement walks, paved street with paving paid in full. A bargain at \$3100.00. Only \$500.00 cash.

Three room furnished house on Oak Ave., at \$2,900.00. Lot is worth half the price of the whole. Only \$500.00 cash.

Neat and strictly modern five room bungalow with cement basement on big lot near Big Basin Lumber Co., at \$2850.00 on very easy terms.

Very attractive four room bungalow with a wealth of built-in conveniences, big lot fenced in, fine garden tract, fully plumbed, near Big Basin Lbr. Co. Price \$2000.00. See it today.

Strictly modern five room bungalow with basement, fully furnished, corner lot, good location. Price \$1200.00 on easy terms.

Modern four room plastered bungalow with full plumbing, cabinet kitchen, big lot, lawn, on pavement. A rare bargain at \$2400.00 on easy terms.

Two big lots on corner in best part of Mills addition, fine five room plastered bungalow, fully plumbed, cement basement, excellent finish. House would cost more than \$5,000.00. Can be bought with two lots for \$3800.00 on easy terms.

Modern four room bungalow only three blocks from Main St., with fine view of valley, fully plumbed, large light rooms, cabinet kitchen, at \$2700.00. Only \$500 cash.

We have larger houses at from \$5000.00 to \$8000.00. A pleasure to show them.

Desirable building lots in all parts of the city. Some income property that will make you whistle.

CHILCOTE & SMITH, 727 Main St. 26

FOR SALE—Ring cherries, 420 S. Riverside. Phone 2591. 26-28

WANTED TO HIRE—12 head logging horses to go to work at once. Good money. For full particulars, address Chilquin Lumber Co., Chilquin, Ore. 26-29

Currins For Drugs, 2 stores, Portland and Klamath Falls. 26

LONE PINE

Mrs. Kiger and Mrs. Enman gave a birthday dance Saturday evening for Kenneth Kiger and Chester Enman at the Kiger ranch. About 50 persons were present. Everyone had a good time.

Mrs. A. C. Bunnell and children, Lois and John went to Oakland, California last week for a short visit.

Florence and Clarice Elliott of the Klamath Agency are visiting their uncle and aunt, Mr. and Mrs. J. R. Elliott, Constance Schallcock of Klamath Falls is also visiting at the Elliott ranch.

C. W. Lewis and family called on Mrs. J. E. Enman Sunday afternoon.

Mrs. Sam Enman and Mrs. W. R. Bolkin visited Mary Ellen Stevenson one day last week.

Miss Phyrne Corum spent the week-end with Agnes Enman.

IN THE COURT

Garland, et al. vs. Torrance, et al.

A judgment and decree by default was handed down by Judge Lovitt this morning in the case of Albee Garland, Mrs. E. E. Halston, and E. S. Torrance versus Ivan E. Kilgore, Gladys Kilgore and the Citizens Savings bank, for the foreclosure of a mortgage on Langell Valley lands for \$114,000 at 6 per cent from June 30; and attorney fees \$5700.

Stand by The Sportsmen's Association, Klamath Trout for Klamath County. Currin Says So. 26

One serious mistake was making the two hottest months of summer have 31 days each.—Memphis Press.

America, says a Washington reporter, is being denuded. If it is, it is right in style.—American Lumberman (Chicago).

France feels that the watch on the Rhine should be continued as an alarm clock.—Asheville Times.

Currins sell Tanbac for \$1.10 per bottle. Currins For Drugs. 26

MICKIE SAYS

NEVER AD IN THIS NEWSPAPER IS A NOTICE TO THE PUBLIC THAT 'NER LOOKIN' FER MORE CUSTOMERS 'N ARE GOIN' TO SATISFY 'N PLEASE 'EM!



Chairman Lasker seems to think Noah made a mistake when he took the camel aboard the ark.—Greenville Piedmont.

Today at THE LIBERTY

The screen classic of the season

"SCHOOL DAYS"

Starring Wesley (Freckles) Barry. You just cannot help enjoying this one—it's clean, wholesome, refreshing—human to the core. It's a real special and at regular prices too. If there is a day of youth left in your mind you'll like

"School Days"

because it will take you back again to the days that are gone—with many a laugh and perhaps a sigh or two. And you will leave in a happy mood. H. W. P.

STAR THEATRE TODAY

Thomas Meighan, Lois Wilson and Theodore Roberts in

"OUR LEADING CITIZEN"

Their latest picture.

Coming Thursday—Anita Stewart in "THE WOMAN HE MARRIED"

Is Money Ever 'Spent' for Advertising?

A young and energetic executive took hold of a fine old retail business in New York.

"What this business needs," he told himself, "is a place in the mind of the public."

And deliberately he set out to sacrifice the greater volume of his profits and invest the sacrifice into the building of goodwill.

He did. And to this old business advertising was the breath of life.

For six months had not passed before the business had grown so that the advertising cost was a smaller percentage than ever it had been, and, because of a larger volume, the shop affected economies and gave far superior service.

That was five years ago. Today a certain percentage is spent, or supposed to be spent, for advertising. But as fast as the appropriation is spent, the more the business increases; and the more that the business increases, the smaller the percentage becomes.

Is money ever "spent" for advertising?

The Evening Herald

COVERS THE KLAMATH FIELD