

The Evening Herald

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WEDNESDAY, AUGUST 23, 1922.

THEY KNOW

THE directors of the Sun-Maid Raisin growers have just approved an advertising budget of two and one-half million dollars for their association. Here is food for thought for any business man.

The rancher has come to recognize the value of advertising in his business. Witness the fact that the raisin men not only have made an appropriation for the new year, but have increased it by thousands of dollars over the sums expended in previous years. Witness the appropriations made by the prune growers and the almond growers.

The rancher has learned that he not only must produce his crop properly, but must sell it scientifically. He has organized co-operative associations and established selling organizations. But his selling organizations, he has formed, are helpless without advertising.

The Sun-Maid campaign for the new year will embrace advertising by magazine, poster and newspaper. Why the newspaper has been included in the budget is told by Franklin Bell of the advertising department in the Associated growers for August.

"Newspapers play such an important part in our daily lives and are such a tremendously vital influence in the molding of public opinion that they represent what is probably the quickest and most virile medium of advertising."

"Our magazine campaign is the great first-line of attack. It is a solid, lasting medium, which lies on the living room table at least thirty days, telling its story to all who pick it up from time to time. But, the total circulation of the magazine cannot possibly reach all of the people, and with the necessity this year of securing every possible new consumer and re-educating our old customers, we must extend our field of advertising effort beyond that limited class reached by the magazines."

"The combined numbers of copies of our newspaper campaign will send its message to twenty-five million of people in each issue, and they are printed daily and weekly. The combined number of copies of magazines will send its messages to twenty-two millions of people."

"Newspapers also afford great opportunity for co-ordinating the advertising with local sales work. Grocers, bakers, and dealers use newspapers for their own advertising and can co-ordinate it with ours. They appreciate the fact that our advertising in their local newspapers is all done for the benefit of their market exclusively and will help them sell more raisins."

Toy Exporters Must Ship Extra Doll Noses And Cat Tails, Complaint

WASHINGTON, Aug. 23.—American toy exporters must send enough doll's noses and cats' tails with their shipments or suffer deductions for the missing members, according to an original letter of complaint from an importer of Lucknow, India, made public today by the commerce department.

"Honored Lits and Clients," the letter said, "Hoping all's well, we apologize for undue procrastination in furnishing necessary reply to your last esteemed bygone date. Peradventure we are at fault because the blame and burden also contrition Honored Lits."

"The elephants is gone off instantly and ditto the tigers. The leopards is too much deficient in spots for our climate so pray be watchful and we will watch over you. The sample wax-dolls is all running away owing to equatorial heat on Indian summer. So pray stay your hands. Eight china dolls is to hand with six broken noses per doll and nine cats is come with only seven tails. For which our valued will make some necessary deductions on fundamental basis of one nose per biped and one tail per animal. Admonishments of your honors packing department is our good advice to you that the same may not come to pass again."

SILVER MINES SHOW PROFITS

Revival of Industry Noted In Mexico; Price Is Now Around 70 Cents

CHIHUAHUA CITY, Chihuahua, Mexico, Aug. 22.—Silver mines are being operated in Mexico at a good profit, it is said, with silver selling around 70 cents an ounce.

When silver is below 60 cents, mines in this country cannot be worked at a profit, as a rule. When silver is above this figure a small profit, hardly worth while, as the usual thing, can be made, but when it reaches 70 cents a profit of around 10 cents an ounce is made. With silver selling at 70 cents, or thereabout, consequently there is a big revival in the mining business of this country, and especially in the state of Chihuahua which produces the principal part of Mexico's silver yield.

Old mines are being re-worked thoroughly, and prospecting is going on in almost an unprecedented degree.

During the six months just past, there passed through Juarez, Chihuahua, alone, the Mexican consulate there reports, silver in refined form valued at \$419,947 and ores containing silver and other metals (mostly gold and lead) valued at \$14,089. During the same period in 1921, total silver, silver ore and combined metal ore passing through that port was valued at only \$5,400. Juarez is the most important port for the exportation of silver from this state to the United States.

The average price of silver from 1910 to 1914 was 45 cents an ounce. Labor and other costs were lighter then, and some Chihuahua mines produced at a profit at that figure. In 1921 the average price was 62.62 cents.

Present price of silver is caused by demands from India and China. It was stated. The world's output in 1921 was 175,000,000 ounces, of which Mexico produced 39 per cent, and the United States 31 per cent. More than 40,000,000 ounces of this went to India and 32,000,000 to China, being purchased by Chinese bankers.

The government of Mexico, realizing the importance of a revival in silver mining, is encouraging the re-opening of mines, some of which have been closed for ten years.

It has been announced at the capital that soon in order to stimulate production, the duty on dynamite is to be lifted. This will help mining considerably, as it is used extensively in mining in this republic. The duty now on dynamite is \$1.07 a 100 pounds, American money.



TOM SIMS SAYS

The coal strike is settled. The coal bills are not.

Born fools seldom outgrow it.

The man who sings his own praises sings a solo.

When Greek meets Greek they hunt a Turk and start a war.

Being a movie star's wife is seldom a permanent job.

Practice makes perfect nuisances. Two reasons our young people seem worse are rubber heels.

Starting at the foot of the ladder gives you more to brag about when you reach the top.

Many a poor fish gets caught in a hair net.

If Henry is running for president, he has his cut-out closed.

The man who waits until he is sure he is right is often left.

It would help if tennis players spent the time swatting flies.

So many boys are claiming they have never been kissed. First thing you know dogs will be claiming they never chased a cat.

Every man has his price, but every man hasn't the price.

Winter winds and hats will soon be felt.

Sounds funny but some men's idea of a good time is a bad time.

When you get a ride in a big car you see nobody while in a flivver you see everybody.

Advertising pays. Try it and see.

Personal Mention

R. W. Terrell is registered at the White Pelican hotel from Portland.

Charles E. West accompanied by Mrs. West is a guest at the White Pelican hotel from Colorado Springs.

Mr. and Mrs. J. H. Beckley are visitors here today from their stock ranch in the Fort Klamath region.

Mrs. Sam Smith left this morning for a few days visit at the Smith-McLeod ranch near Grants Pass.

Burge Mason and son, Burge Jr., are in town for a few days from Mt. Shasta, California.

H. E. Calkins who has been in Medford for the past week attending to business affairs, returned home last night.

C. H. McCutchan is in town again from Sacramento attending to affairs connected with the local branch of the Standard Oil company.

Grace Hoagland, employed by the A. R. Wilson Abstract company, is enjoying a well-earned vacation for the next two weeks.

Mrs. T. R. Skillington and son, Luan and daughter, Dorothy, departed this morning for San Francisco on a vacation trip.

L. H. Shelly, who resides on a ranch in the Malin section, was a county seat visitor yesterday afternoon.

J. E. Robertson arrived last night from Portland and will spend a few days here looking after business affairs.

Mr. and Mrs. T. C. Young and Mr. and Mrs. A. L. Bain are tourist visitors in Klamath Falls today from Glendale. They are registered at the White Pelican hotel.

Hunting licenses were issued in the clerk's office yesterday to Gome Jones and Reley Woods, both of the Klamath Agency. Donald Edgar, of Merrill, and Evan Martin of Malin.

H. D. Whiteline, who operates a ranch on the Klamath river, made a trip to town yesterday for the purpose of securing a hunting license and supplies.

Mr. and Mrs. George Hayden and son, one time residents of Klamath Falls who are making their home at present in Hardman, Oregon, were in town yesterday from huckleberry mountain where they are spending several weeks.

Saturday marks the last day of the outing season for Idlerest, on Spring creek according to R. C. Spink, who was in town for a few hours today. They will close the dining room on that day and with the exception of a few campers in the cabins there will be no activity around this popular resort.

MANY PROBLEMS WILL COME BEFORE FRATERNAL CONGRESS

MILWAUKEE, Wis., Aug. 23.—Legislation rates, health, conversation and other problems of fraternal societies will be discussed at the annual convention of the national fraternal congress of America in Montreal, P. Q., August 28-31, it was announced here today. "The Conservation of Child Life" will be the subject of an address by Harry C. Evans of Des Moines, Iowa, editor of the Brotherhood of American Yeomen. John A. Millener of Columbus, Ohio, general counsel of the order of United commercial travelers of America, will speak on "Uniform Legislation and Statutes for Fraternalists." Dr. Emily Noble of Chicago will discuss "Life Extension for Men and Women," and Joseph S. Smith, of Milwaukee, of the publicity bureau of the congress, will speak under the title, "Keep the Publicity Fires Burning."

The program also will include motion pictures on behalf of the Near East relief, by Edward P. Reimer; memorial services; reports by committees and officers; and an address by Henri Roy of Montreal, president of the congress.

When the convention opens, addresses of welcome will be delivered by Mederic Martin, mayor of Montreal; Alfred Lambert, president of the Montreal chamber of commerce; Sir Lomer Gouin, minister of justice and ex-premier of Quebec; G. D. Finlayson, superintendent of insurance of Ottawa. These introductory talks will be followed by "Fraternal Greetings," by Charles Duquette, president of the Canadian fraternal association, the response to which will be made by Harry Wade, Indianapolis, Ind., vice-president of the national fraternal congress of America.

Farming

WASHINGTON, Aug. 23.—Breeding a dairy cow that will give enough milk to feed 30 children a day, more than six times the capacity of the ordinary cow, is one of the feats of the industry which has been accomplished by the U. S. department of agriculture, and which can be done by proper feeding and selective breeding. On its experimental farm near Beltsville, Md., the department has a herd of six cows, the result of breeding work, that have produced an average of more than 22,000 pounds of milk in 365 days. This little herd yields enough milk to provide a quart a day to 170 children.

An ordinary cow or scrub produces only enough milk to feed 5 children a quart a day, while a good cow yields enough to give 20 children a quart a day. The supercow, as the department calls her, and there are more and more of them in this class every year, gives enough milk so that a small herd might easily supply this quantity to all the small children in a small town.

The improvement of dairy cows means more than increased profits to the dairyman, the department declares. It means cheaper and more milk, the best bone and muscle maker for children. Good breeding and good feeding have made the difference. What this means is

American Business Men Invited to See Poland

WARSAW, Aug. 23.—The Polish American chamber of commerce announces that in order to increase trade relations between the United States and Poland, an invitation to visit Poland has been extended to various American trade, commercial and financial institutions. In answer to this invitation, 22 American organizations have promised to send their delegates to Poland. They are expected to arrive early in the autumn.

Pertinent Question

"Say, paw."
"Well, my son?"
"I took a walk through the cemetery today and I read the inscriptions on the tombstones."
"Well, what about it?"
"Where are all the wicked people buried?"

STAR THEATRE

TONIGHT AND TOMORROW NIGHT

The Theatrical Event of the Season
The HILDEBRAND DRAMATIC COMPANY

"BOUGHT AND PAID FOR"

HIGH CLASS VAUDEVILLE BETWEEN ACTS

PRICES

Adults 55c.

Children 25c.

Including Tax

TODAY AT THE LIBERTY

The final showing of

"CAMILLE"

with the great Nazimova as Camille and Rudolph Valentino as Armand

THURSDAY

A Master Photoplay by Gasnier

"A WIFE'S AWAKENING"

Good Value in Used Cars

1920 Dodge Touring
1917 Dodge Touring
1916 Dodge Touring

1921 Oakland Six
1920 Ford Coupe
1920 Ford Touring

Above Cars All in A-1 Condition

For Prices and Terms see
H. S. WAKEFIELD, Central Garage

Famed for its
Goodness
for more
than 50 years



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Everywhere

ANHEUSER-BUSCH, INC., ST. LOUIS

Medford Grocery Co.
Klamath Falls, Oregon