

The Evening Herald

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TUESDAY, SEPTEMBER 26, 1923.

ADVERTISING

SOME people have always argued
that advertising adds to the cost
of goods, and that the firm that
cut out this form of expense could
sell cheaper, says the Roseburg
News-Review. It is interesting to
think what would happen if all at
once business firms stopped advertising. The result would be that the
enterprising and successful store, the
one that gets a good trade because
it serves the public efficiently, would
be unable to hold its position.

A store of that kind could not
show enterprise in attracting the
public, because he public would not
know what it was doing. People
would buy in a hap-hazard way,
largely of the stores that happened to
be nearest to them. If the enter-
prising store attempted to handle
some big lot at low prices, the pub-
lic would not know that the goods
were there, and the sale would not be
a success.

This would discourage a man from
special attempts to serve the public,
and he would run along in a routine
way. The tendency would be for a
lot of small stores to spring up, and
get the trade away from the enter-
prising people that now advertise,
freely.

The public would not know that
one store was better than another,
and a man could charge high prices
and people would not have the store
advertising by which they could tell
what prices should be. Merchants
would find that it did not pay to
hold special sales as the public would
not notice them much if they were
held.

The constant stream of trade that
has been flowing through enterpris-
ing stores would dwindle down.
When a store sees its volume of
trade fall off, the charge per article
for retail distribution has to be in-
creased.

The cost of distributing stuff could
be expected to double under such a
system, and there would be a lack of
the special opportunities by which
the thrifty buyer now saves money.

Chinese Pray For Rain
And It Rained Heavily

CHICAGO, Sept. 26.—Ten thou-
sand Christian Chinese troops and
thousands of other Chinese, both
Christian and non-Christian, gather-
ed in Honan province in a monster
open-air prayer meeting for rain,
according to representatives of the
Methodist Episcopal church, work-
ing in China.

Continued droughts during the
spring and early summer in Honan
province aroused fears among the
Chinese people of a return of fam-
ine and whole villages went on pil-
grimages to the temple of the rain
god in Yu Tao He valley to pray
for rain.

Major General Feng Yu Hsiang,
member of the Ashbury Methodist
Episcopal church of Peking and
commander of the 11th division of
the Chinese army, sent out an in-
vitation to all Christians to meet
with his troops in prayer for rain.

A grand review of the 11th di-
vision was held. The national an-
them was sung, and an address was
given and General Fend prayed
that the sins of the Honan people
be visited upon his head and the
punishment of drought be lifted.

It happened that two hours after
the meeting closed a heavy rain fell,
missionaries report.

Hindus Save Pennies to
Buy Goats for Sacrifice

CHICAGO, Sept. 26.—Hindus save
their pennies for years so that they
may buy goats for sacrifices, reports
a native teacher in a school near
Lucknow, maintained by the board
of Sunday schools, Methodist Epis-
copal church. Savings of months
are spent for flowers to be scattered
over the water of the Ganges. Others
save for a lifetime that they may
journey to the sacred river and wash
away their sins.

Personal Mention

A. E. Gale was here yesterday
from Langell valley.

James Cousins was another valley
farmer who transacted business here
yesterday afternoon.

Dr. Estella Ford Warner is here
for a brief visit from her home in
Portland.

C. R. Bowman, a merchant of Chil-
quinn, is here on business today,
having arrived last night.

Martin Adams left this morning
for Stanford university where he will
take up his work as a freshman.

Frank R. Stewart was in his
farm in the Spring lake district this
morning, purchasing supplies from
merchants.

George Ager brought farm supplies
into Klamath Falls merchants yester-
day from his place in the Plevna
district.

Paul Dalton, son of W. C. Dalton,
left this morning for Palo Alto where
he will continue with his work at
Stanford university.

Francis J. Bowne, a prominent
farmer near Bonanza, was in town
yesterday looking after legal mat-
ters at the courthouse.

Oscar Campbell was in town on
school business yesterday from Lor-
ella, where he operates a wheat
farm.

H. R. Spooner of the Union Oil
company accompanied by Mrs. Spoon-
er, is here for a few days from Red-
ding, California. They are stopping
at the White Pelican hotel.

The friends of Miss Mary Jenkins
will be sorry to learn of her illness.
Miss Jenkins has been confined to
her home here since last Thursday
with an attack of appendicitis.

H. E. Calkins was a passenger on
this morning's train bound for San
Francisco where he will be occupied
with business affairs for the next
few days.

Marriage licenses were issued last
evening by County Clerk DeLap, to
Ruel C. Smith and Katie Lenora Gray
and to Robert J. Holcomb and Wilma
May Ray. Both couples are resi-
dents of Klamath Falls.

Hugh O'Connor and D. C. Dimmitt
made a trip into town yesterday af-
ternoon from their ranches near the
government diversion dam for the
purpose of attending to business af-
fairs.

S. O. Johnson, one of the original
officers of the Klamath Development
company, is in town this week from
San Francisco. He is at the White
Pelican hotel, a building he was in-
strumental in having built here.

Bly is having a rodeo every Sun-
day these days for the purpose of
trying out wild horses for the big
rodeo, said Miss Minnie Walker, who
returned last evening from the Park-
er ranch where she passed a week's
vacation with her uncle, Jess Parker.

World's Largest Vacuum
Tube Has Been Completed

CHICAGO, Sept. 26.—The world's
largest vacuum tube, standing three
feet in height and three and one-half
inches in diameter at the bottom,
has been completed in the labora-
tories of the Western Electric com-
pany, officials announce.

The tube is capable of supplying
100,000 watts, 209 times the power
required for the usual radio broad-
casting stations of 100-mile range.

The difficulty in experiments was
to make the whole tube air tight and
to get the fires for the filament and
grid into the tube while keeping
them insulated against about 20,-
000,000 volts.

After much study the problem was
narrowed down to finding a way to
make an air-tight joint between the
heavy copper tube, which forms the
"plate" and the glass of the upper
part of the tube and to bring wires
through this glass.

Credit for the answer is due W. G.
Housekeeper, a company engineer,
who discovered a way to seal copper
to glass which would make an air-
tight joint that would not crack at
any ordinary working temperature.

And He Probably Does

"Daughter, doesn't that young
man know how to say good-night?"
"Oh, daddy! I'll say he does!"

TURN HERE

Turn backward, turn backward, oh
time in thy flight,
And make the old fogies mere youths
for tonight,
Enjoying our dances, short skirts
and our strife,
Yes, Bo! what a kick they would
get out of life.

Gertrude's Millinery
Blouses
Petticoats
NEW HATS
FOR THE SCHOOL GIRL
The most becoming of new fall styles for the young
Miss in Felt, Velvets and other fashionable materials.

Latest—The Kangaroo Glide



This kangaroo in the London zoo likes a walk now and then. And
his keeper is always a willing partner.

5 ALIENS PAY FINES TO EXTEND HATCHERY

Carrying Firearms Without License
Proves Costly Offense

One hundred seventy-five dollars
was the amount paid in fines in the
justice court at 7 o'clock last night
by G. Marchisni, G. Pardi, E. Piacchi,
L. Sanguinetti and A. Forner, found
guilty of hunting without an alien
gun license. All paid \$25 except For-
ner, who was also fined for not
having a state hunting license and
for having in his possession birds
protected by law. Forner was fined
\$75.

In addition to a state license,
aliens carrying firearms are required
to have a gun license, the fee of
which is \$25.

Provisions to Be Made for 4,000,000
Eggs at Fort Klamath

SALEM, Sept. 26.—Provision for
the handling of 4,000,000 trout eggs
will be made at the Fort Klamath
hatchery of the state game commis-
sion, according to a report made to
the commission by M. J. Ryekman,
state superintendent of game fish
hatcheries.

Ryekman returned recently from
an inspection tour of hatchery work
in Klamath and Douglas counties.
He reported that the Fort Klamath
hatchery would be ready for service
this fall and that some eggs would
be placed in the new troughs immedi-
ately.

The eggs are being taken from a
fall run of rainbow trout in Wood
river, where a dam has been con-
structed.

BOYS OUTNUMBER GIRLS
AT UNIVERSITY OF CALIF.

BERKELEY, Cal., Sept. 26.—Boys
outnumber girls in the new fresh-
man class at the University of Cali-
fornia, there being 1,284 of the former
registered and 1,152 of the latter.

Sixty four of the girls are taking
the course in household economics
and household science and 45 are in
the college of commerce preparing to
enter business.

LIMIT OF 85 FEET FOR
BUILDINGS FIXED AT MODESTO

MODESTO, Cal., Sept. 26.—A
height limit of 85 feet for buildings
here is recommended in a report sub-
mitted by the city planning commis-
sion to the city council. The report
also recommends residence, business
and industrial zones.

Herald classified ads pay you.

NUMBER OF NEW SILVER
MINES IN RAND DISTRICT

SAN BERNARDINO, Cal., Sept.
26.—A number of new silver mines
are being developed in the Rand dis-
trict near here and the value of pro-
duction for 1922 is predicted as ex-
ceeding that of \$3,000,000 in 1921.
An additional auto stage line con-
necting the district with San Bernar-
dino was recently put into service.

HEAD OF MUSICAL DEPT.
OF UNIVERSITY RESIGNS

SANTA CLARA, Cal., Sept. 26.—
Professor Samuel J. Mustel, head of
the music department, University of
Santa Clara has resigned his post to
become supervisor of music in the
Orange county, Calif. schools. Mus-
tel is a composer of prominence, hav-
ing written music for the plays of
David Belasco.

NEW INDUSTRY FOR
B. C. IS SEEN WITH
DISCOVERY OF IRON

HUDSON'S HOPE, B. C., Sept. 26.
—Recent discovery of rich iron ore
deposits near Grande Prairie, north
of this city, may give western Can-
ada a new industry and much cheap-
er iron and steel products, according
to A. A. Rae of Grande Prairie, who
has forwarded reports of the strike.
The discovery was made by Bill Car-
ter, Fred Blanchard and Bill Innes,
all well known prospectors and thor-
oughly familiar with the district.

The claims recorded lie about thirty
miles northwest of here, according
to Rae, and cover about sixty miles
of territory. Nine foot pits have
failed to show any decline in the
value of the ore, which, by analysis,
runs as high as sixty percent pure
iron with not evidences of impuri-
ties, Rae said.

The proximity of high grade coking
coal, analyzing about 80 percent
fixed carbon and the immense possi-
bilities for hydro-electric develop-
ment in the Peace River canyon,
make a combination that, in the op-
inion of mining men, may make pos-
sible the establishment of a steel mill.

Complete reports of the discovery
are being forwarded to Ottawa, Ed-
monton and Victoria.

GEORGE OF JUGOSLAVIA DE-
CLINES \$4,000 ALLOWANCE.

BELGRADE, Sept. 26.—Prince
George, older son of the late King
Peter of the Serbs, Croats and Slo-
venes, who in 1909 renounced his
right to the Serbian throne, has de-
clined an annual allowance from
the government of 300,000 dinars,
about \$4,000 at the present rate of
exchange, as not in consonance with
his princely dignity.

At a crown council presided over
by King Alexander, the Prince's
brother, it was resolved that Prince
George should be deprived of all
royal privileges, and held responsible
for verbal and written attacks
against either the royal house of
Jugoslavia or the authorities.

READ OUR
WANT ADS

Our
Quality
Is
First

SANTFORD & COMPANY

426 Main St. Klamath Falls, Oregon

Our
Price
Is
Less

We are Always Glad to Have You Com-
pare the Prices and Quality of Our
Merchandise with that Offered
You Elsewhere

We do not ask you to purchase any article because it is Oregon produced.
If all the quality an article has is the fact it was produced in Oregon we venture
to say you will not be satisfied with it. We sell many brands of Oregon packed
coffee but Hill's red can coffee, packed in California is the best seller we have,
this proves that Klamath county people want quality regardless of where pack-
ed or produced.

Suppose we asked you to purchase our flour because it was produced in
Oregon and at the same time offered you California produced honey against
Klamath county produced honey, would our Oregon produced plea lose its
weight? Why should we bar other states products? We here in Klamath county
have more to sell them than we are able to purchase from them. If they are
willing to purchase our lumber, wool, beef etc. surely we can spend a few
dollars with them if their merchandise is good and the price right.

Table listing various goods and prices: 3 lbs. Crisco \$.75, 1 lb. Snow Drift .53, 1 lb. Schilling's Coffee .43, 9 lbs. Crisco 2.15, 8 lbs. Snow Drift 1.60, 5 lbs. Hill's Coffee 2.00, 20 lb. Sack Crater Leko Flour 1.50, Sunkist Jam, Large Jar .35, Post Toasties .10, 5 lbs. Fancy Honey .80, 3 lbs. Royal Club Coffee 1.15, Fancy Pink Salmon, Large Can .20, 2 1/2 lbs. Royal Baking Pow- der 1.40, 10 lb. Sack Anchor Flour 1.55, 2 Large Bars Ivory Soap .25, 1 lb. Crescent Baking Pow- der .28, 13 lbs. Fancy Pink Beans 1.00, 25 Large Bars Lenox Soap 1.00, 3 lbs. Crescent Baking Pow- der .70, 12 lbs. Fancy Calif. Rice 1.00, 4 Small Pig's Pearlline .15, 2 1/2 lbs. Crescent Baking Pow- der .28, 48 lb. Sack Polar Bear Flour 2.15, 6 Bars Palm Olive Soap .47, 2 1/2 lbs. Wesson Oil .28, 10 lbs. Net Fancy Corn Meal .40, 6 lbs. Crisco 1.50, 2 1/2 lbs. Wesson Oil .35, Fancy Summer Squash, lb. .02, Swift's Premium Ham, lb. .38, 1/2 Gal Wesson Oil 1.00, 1 lb. Hill's Coffee .43, Fancy Bell Peppers, lb. .10, 2 oz. Vanilla Extract .32, 2 1/2 lbs. Hill's Coffee .93, 15 lbs. Corn Sugar 1.00, 10 lbs. Fancy Honey 1.50, Kellogg's Corn Flakes .10, 08 lb. Sack Polar Bear Flour 4.20, Golden West Green Tea lb. .58, 1 lb. Hill's Coffee .43, Fancy Lima Beans, lb. .10, 3 Small Bars Ivory Soap .24, 2 1/2 lbs. Royal Baking Powder .45, 33 Bars Luna White Lau- dry Soap 1.00, 5 lbs. Royal Baking Powder 2.60, Fancy Tomatoes, Crate .50, 2 Large Pkgs. Pearlline .15, 48 Cans Segs Milk 5.25, Fancy Large Hubbard Squash lb. .02, 1 lb. M. J. B. Coffee .43, 2 lbs. Snow Drift .44

TONIGHT AT THE LIBERTY
The great Japanese character actor
HAYAKAWA
In a remarkable Chinese drama
'THE FIRST BORN'
Wednesday—John Gilbert stars in 'The Yellow Stain'—A story of the Michigan lumber woods.