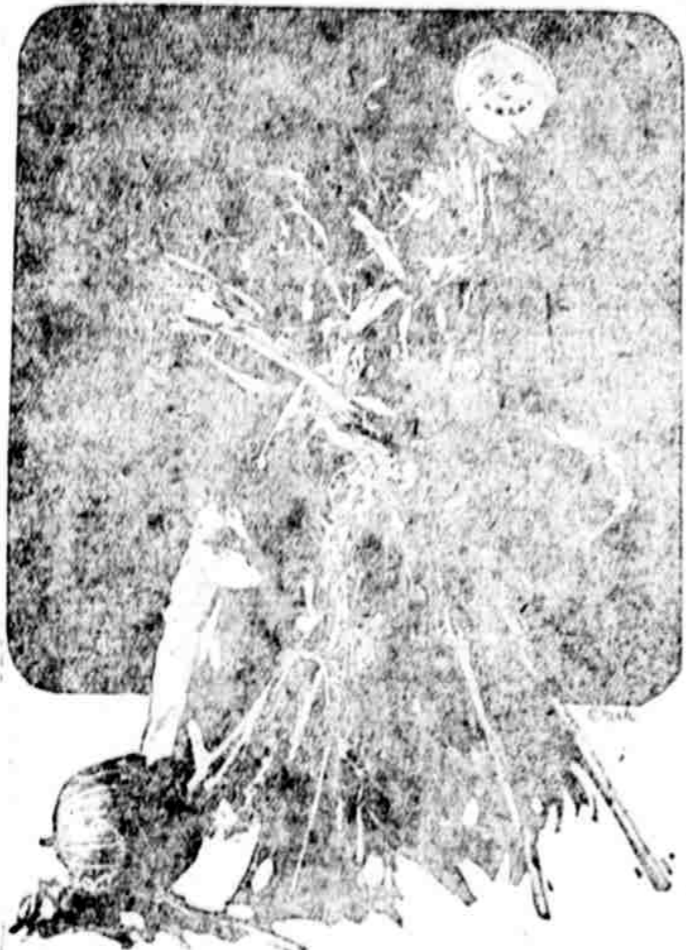


POLAR EXPEDITION RETURNS TO ENGLAND AFTER YEAR VOYAGE

LONDON, Nov. 1.—The explorers who accompanied the late Sir Ernest Shackleton to the Antarctic on his last voyage have recently returned to England in the Quest, and they joyfully confess their delight at being home again. They have been absent one year, and hardship and disappointment have been their portion. Since the death of Shackleton in the Antarctic last January, the explorers have been led by Captain Frank Wild. He believes important scientific results have been secured, and says these soon will be officially recorded. In 69th north, the party achieved a record for longitude. They believe they were then near land, judging from appearances, as the water was shallowing rapidly. The fault of the ship was that she was not powerful enough to combat the ice. She was well equipped and had plenty of food, so that she could have carried on for some time had she had the necessary power. J. Q. Hewitt, who financed the expedition, was the first to greet the survivors of the Quest on their return, and he congratulated the men on their efforts and the overcoming of almost insurmountable difficulties after the death of Sir Ernest.

AFTER ALL IS SAID AND DONE GOBLIN BOOS ARE JUST IN FUN



BY HAL COCHRAN

"What is that fire atop the chimney?" said little Mary with downy cheeks. "And is it trying to look at me so I will start to run? My mamma says that, in the air, are spirits, and I'd best beware. But, gee, I know that spirits only come to have their fun."

So, little Mary, you can see, is just as brave as brave can be. "Aw, nuthin' ever scares me," says this little tiny tot. "I've heard about the flyin' witch, but she's who never made me twitch." And Mary adds that scary things are really funny-rot.

Ray, have you heard the story old about the sandman brave and bold?

Why, he's a fun old fellow; if you doubt it, ask your dad. Don't ever let him come you know, is that Mary's sound advice—the only advice to make you glad— that ought to make you glad."

And then the funny boogie-boos and folks who live in chimney tops— why Mary really likes them 'cause they're friends of hers, says she. Or, travel into fairy land, where mystical things are really grand, and everybody wants to get real nice to you and me.

So, every little, tiny tot, should, on this hallowe'en night, take little Mary's sound advice and keep all fright away. Don't shiver if the pumpkin's boo—they only want to dance with you. So join the merry witches and the goblins in their play.

National Opera Is Organization's Plan

CHICAGO, Nov. 1.—An appeal for the adoption of the English language in opera with the ultimate end of establishing a national opera containing American emotions, customs, history and national life, has been sent to women's organizations throughout the country by the opera in our language foundation.

Recalling the resolution passed at the national convention of the foundation of women's clubs favoring the American singer and composer, Mrs. Archibald Frew, a director of the foundation, of which Mrs. Edith Rockefeller McCormick is a sponsor, that native opera be accepted a most laudable portion in the re-creation of the women's organization.

"It has greatly interested me," Mrs. Frew said, "that Old America would contribute two and a half million dollars to secure opera in Chicago for another five years, without so much as a question or condition concerning the musical art of this country—the greatest heritage, next to the country, that can be left to future generations."

Hide and seek is fine, but to pull someone's flowers and to bite.

Then the owner of the flowers scowls your hole and to it.

Queen of Chicago's Stenos



Miss Edith Schwalauer is winner of a contest held to pick the most beautiful stenographer in Chicago. And she says she'll stick to her typewriter.

After Foreign Entries For 1923 Speed Classic

INDIANAPOLIS, Nov. 1.—For the purpose of receiving foreign entries in the 1923 international 500-mile automobile race, to be held at the Indianapolis Motor Speedway, May 30, 1923, T. E. Myers, general manager of the speedway, has called for Europe, according to an announcement of Carl G. Fisher, president of the speedway company.

Indications point to the largest foreign entered field in the history of the race, according to Fisher. Foreign manufacturers, he pointed out, have been experimenting with cars of the smaller dimensions for more than two years and, with the reduction of the size of motors eligible for competition here next year from 183 cubic inches piston displacement to 122 cubic inches, European automobile engineers are said to be making plans to retrieve the lost honors of the automobile classic.

Foreign cars took the honors at the speedway from 1915 to 1919 inclusive, but in 1920 when the size of the entrants was limited to motors of 183 cubic inches piston displacement, the Americans were victorious, repeated in 1921 and again last May.

Woman Mayor



Dr. Jessie M. Rogers has just been elected mayor of Daytona, Fla., widely known winter resort. She has been a public school physician and has practiced medicine 15 years.

Making Advertising Pay. What Does the Public Want?

by William T. Mullally, President Wm. T. Mullally, Inc., New York City

The business man who refused to make any positive assertions about the character and quality of his merchandise would soon find that his business amounted to nothing. In order to make a sale, you must convince the prospective buyer that your article has certain desirable qualities or will do certain things.

In the days before advertising was extensively used, a merchant used to make his statements personally to the customer. If the customer found upon trial that the article had been misrepresented, he had to go back to the merchant and convince him that his guarantee had

failed. When he had no proof of this other than his recollection of what the merchant had said, he often found himself without any means of redress.

Today a merchant makes a printed statement in the newspapers over his firm's signature, stating just what his product is and what it will do. He is, in effect, making a contract with the public and the public has the right to and should insist upon the performance of that contract.

A tremendous amount of work has been and is being done to establish the public's confidence in advertising. In this work all progressive business men, advertising agents and newspapers are cooperating. The public, too, has its share of the work to do.

WILEY FOR MAYOR

THE MAN WHO STEERED

KLAMATH FALLS OFF THE ROCKS IN THE WORST LABOR CRISIS THIS STATE HAS KNOWN; WHOSE COOL, SOUND SENSE PREVENTED BLOODSHED AND SAVED KLAMATH FALLS FROM THE CALAMITY OF

MARTIAL LAW

THE MAN WHO STEERED US THROUGH THE DANGEROUS WATERS OF FINANCIAL DESTRUCTION AND RESTORED THE CITY'S WASTED CREDIT.

THE MAN WHO GAVE US BETTER FIRE PROTECTION AND LOWER INSURANCE RATES, MORE PAVED STREETS, MORE WATER MAINS, CLEANER STREETS, BETTER SANITARY CONDITIONS.

THE MAN WHO HAS KEPT DOWN CRIME AND MADE THE STREETS SAFE FOR A WOMAN DAY AND NIGHT.

THE MAN WHO DOES NOT PROMISE TO MAKE KLAMATH FALLS THE

NEW JERUSALEM

BECAUSE IT

CAN'T BE DONE!

BUT WHO HAS RUN THE CITY FOR THE RIGHTEOUS AS WELL AS FOR HYPOCRITES; FOR FANATICS, AND FOR THE SANE AND JUST AND FOR THE UNJUST.

ONE LAW FOR ALL

WILSON S. WILEY

SOUND, SAFE AMERICAN—A JUST MAN—THE BEST ADMINISTRATOR OF THE CITY'S AFFAIRS—GENTLEMAN.

FOR MAYOR ON HIS OWN RECORD

WILEY-FOR-MAYOR CLUB,
W. C. VAN EMON, Secretary.