

The Evening Herald

F. R. SOULE, Editor and Publisher
E. P. BEZAL, City Editor
F. C. NICKLES, Advertising Manager

Published daily except Sunday, at 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.

MEMBER OF THE ASSOCIATED PRESS

The Associated Press is exclusively entitled to the use for publication of all news dispatches credited to it, or not otherwise credited in this paper, and also the local news published herein.

ADVERTISERS
Copy for display advertising must be in this office not later than 3 p.m. on the day preceding publication in order to be inserted in the issue of the paper of the next day.

SATURDAY, NOVEMBER 18, 1922

ADVERTISED GOODS

(By H. A. GROTH)

ADVERTISING benefits the consumer—most of all. Advertisements are trade marked to protect the consumer for quality and quantity.

Think of the infinite variety of prepared foods, from which the greater part of a wholesome meal may be prepared with almost no work for the housewife.

Think of the household conveniences and business conveniences—the time savers in your office or home—the accessories which make your automobile a greater pleasure.

How do you suppose the man who first thought of these things was able to make them for you at a price you could afford to pay?

It was through advertising—of course. Advertising organizes cooperative buying units. The man with a new idea knows that he can tell thousands or millions of people about his idea through advertising.

One of the best examples of how this is done is Eskimo Pie. Within six months after the inventor first had his idea, everybody in the United States knew about these delicious new chocolate covered ice cream bars.

This was a spectacular demonstration of how advertising can bring a new idea to the whole American public. But in every advertising success, the same principle holds true.

But advertising does more than introduce new ideas to you. It safely guards you in the purchase of any advertised product. You can depend upon it—nothing can succeed through advertising unless the article itself has merit.

And so, if an article has been widely advertised for a long time, you can be sure that it is good or the public would never have supported it. You know that the advertised and trade-marked product must have a definite quality—and be fully worth the price.

You know the advantages of cooperative buying. You have heard a lot about the idea in the last two or three years. You belong to a cooperative buying society every time you buy an advertised product.

MATES FOR EVERYONE, JAPAN

TOKIO, Nov. 18.—Men and women about equal each other in number in Japan. A census taken October 1st showed the total population to be 57,665,500, of whom 28,891,500 were male and 28,764,000 females.

Ashland shipped 1000 boxes of apples to England for Christmas trade.

Let's Bury the Hatchet

JUDGE SKIPWORTH'S decision in the court house case but bears out the oft-repeated predictions of The Herald.

The court house controversy is dead. Why prolong the burial?

We understand the litigation still contains the possibility of appeal to the supreme court. Perhaps litigation might be opened up in new directions.

But to what good end and purpose? To further crush the tax-payer, who is already carrying a load beyond his carrying power. There's no business judgment in such a program.

This "fighting to the last ditch" stuff never built big business nor developed prosperous communities. It's a phrase of hatred and war, as destructive and as hateful as war.

What we want in Klamath is peace and progress. We have too big a country here, and too big possibilities of development looming up, to waste further time in fighting.

Here's a suggestion for both sides, and if they're big enough to get it and put it over, it will give Klamath county big advertising that will give it a big boost right now with all the outside world.

Let's bury the hatchet. Actually bury a real hatchet, in a real hole, with appropriate ceremonies, pledges of peace from both sides and a hand-shaking agreement that the past will be forever forgotten.

And then live up to the pledges, in our future social and business relations.

A big city can grow here, and a great empire can grow here, but not until we show a greatness of spirit worthy of great material reward.

Personal Mention

Edison Foulk is a Klamath Falls visitor from Gasell.

Mr. and Mrs. George Offield were county seat visitors yesterday from Merrill.

Miss Maud Wheeler spent yesterday and today in town from Rocky Point where she is in charge of the dining-room.

Mrs. George Walton and daughters, Katherine and Beatrice, were in the city yesterday from their home at Merrill.

R. O. Trowbridge arrived here this morning from Eugene and will remain in the city for the next few days attending to matters of business.

Ed Hoyt, Mr. and Mrs. Emmitt Selsmore, J. P. McAuliffe and John Utter are all in the city today from their respective homes in the Fort Klamath country.

Miss Mary McCornack, high school teacher at Henley, is in town for a week-end visit with friends and relatives. Miss Grace Lytle and Miss Audra Bradbury, also teachers at Henley, are in town today.

T. N. Snook, Justice of peace for the Chiloquin district, arrived here last night from Portland where he went for the purpose of taking liquor evidence which will be used in the case of Tom O'Brien, George Turner and Phil Morrow. Snook said this morning that his harness

shop at Chiloquin had been robbed during his absence, but he did not know what his loss would amount to.

Sheriff L. L. Low left this morning for San Francisco to receive a prisoner, Patrick H. Bishop, from the California authorities. The sheriff accompanied Luke E. Walker, who is driving through to the city in his automobile.

E. A. Geary, manager of the Wacous drainage district, has completed an extensive irrigation and drainage system which will take care of all the districts holdings of Wacous marsh. Geary has also finished seeding 500 acres in fall grain.

MT. LAKE & FAIRVIEW

The Ladies' club met at the Mt. Lake church Thursday afternoon to make dress forms.

T. N. Case is digging his crop of potatoes.

Mrs. C. A. Hill was a Klamath Falls visitor Thursday afternoon. Judge and Mrs. Pollock of Grants Pass, Oregon, visited several days last week with Mrs. Pollock's sister, Mrs. H. D. Morrison.

Mr. and Mrs. Jess Brown spent Wednesday in Klamath Falls. Mrs. Jim Stewart and Mrs. Jess Brown called on Mrs. H. D. Morrison Thursday.

Will Burk began digging his potatoes Thursday afternoon.

Robertson's Chicken Tamales, wholesale and retail, 1113 Main St. 121f

Advertising pays. Try it and see.

FIRST BAPTIST CHURCH

November 19 as follows:

Sunday School at regular hour. Missionary W. A. Heard will occupy the pulpit at both morning and evening preaching hour.

A. E. SIMMONS, Pastor

THE ONLY VAULT WE CAN RECOMMEND

IT IS not possible for us conscientiously to recommend any other than the Clark Grave Vault, because it is the only one that gives permanent protection.

We all know the "diving bell" principle is Nature's own way of keeping out water and that it is the only absolute grave vault "set" known.

The use of thick (twelve gauge) Keystone copper-bearing steel makes this vault immune to corrosion, giving it a permanency that cannot possibly be secured with any metal of lesser quality.

We know this vault will prove every claim, no matter when it may be taken up. We know the Clark Grave Vault will give protection "through the centuries."

EARL WHITLOCK 539 Pine St. Phone 46



GRAVE VAULT

Announcing Klamath Valley Hospital



Owing to the fact that many have regarded the Warren Hunt Hospital as closed to some physicians and their patients, the management seeks to correct this erroneous impression by a change of name, thereby placing this thoroughly modern and splendidly appointed institution at the service of all the general public, and more particularly the people of the Klamath Valley.

WARREN HUNT, Owner and Manager

WILLIAMS FINED \$50

Dick Williams, driver of the Bond stage, who was brought before the Justice of the Peace Garghagen on the charge of failing to stop and render aid in an automobile collision, appeared this morning and paid a \$50 fine and \$25.45 costs in the Justice court. Williams was given a jury trial on Friday and was found guilty by a body of five men.

Christian Science Society OF KLAMATH FALLS

Library Bldg. 3rd and Main Sunday school from 9:45 to 10:45 Sunday Services 11 A. M. Wednesday Meeting 8 P. M.

Subject for Sunday, Nov. 19 "SOUL AND BODY"

Free reading room and free lending library open from 2:30 to 4:30 p. m. on Tuesdays, Thursdays and Saturdays

"A CASE OF NON-CONVERSION—NO. 1"

The Sunday evening sermon deals and is based on one character in "Acts of Apostles" who refused Christianity. Bible School 10 a.m. Morning Worship 11 a.m. Evangelistic Services 7:30 p.m. Intermediate and Senior C. E. 6:30 p.m. "THE CHRISTIAN'S ATTITUDE TOWARD THE LORD'S SUPPER" Morning Service The Friendly Church invites you to its services at CHRISTIAN CHURCH NINTH AT PINE STS. A. B. BRISTOW, Minister and director of Religious Education

THE CHURCH WITH A WARM HEART A HUMAN INTEREST

"THE LAW OF CHRISTIAN EFFICIENCY" Morning at 11 o'clock "ONE CLEAR CALL FOR A LIFE WORTH WHILE" Evening at 7:30—Special Music F. L. Moore, Minister, Residence 1903 High. Phone 537-W

USE FORTY-TWO LANGUAGES

Missionaries of the Presbyterian Church working in this country preach weekly to congregations in 42 different languages. Religious periodicals in six languages are printed by the denomination. Special workers are furnished for Indians, Mexicans, lumberjacks, mountaineers and Eskimos.

Sunday Sermon Topics—11 a.m., "The Neighborly Trail"; 7:30 p.m., "The Second Mile." Sunday School 10 a. m. C. E. 6:30 p.m.

PRESBYTERIAN CHURCH

SIXTH AND PINE STS. Arthur L. Rice, Minister

Advertisement for Connolly Brothers Harness Shop. Name This One. The one pictured in Wednesday's ad was a Marmon. What makes it this one? Next ad will give the answer. Tops to fit all makes of cars are made by us and the work is superior. Our top maker is an expert from San Francisco, and the work he turns out will please you. Connolly Brothers Harness Shop 912 Main Street Phone 402-W

Advertisement for COPCO GOOD COFFEE. May be Made without a percolator, even on a camp fire with only the crudest of utensils, but think of the labor saved by the use of this modern coffee making machine. Then it saves coffee as well as labor, and the coffee is always right. The modern electric home has many of these labor savers and the cost of cooking the modern way is far less, as any housewife who uses these conveniences will tell you. An electric iron is another labor and money saver. Nearly every household has one, but if you haven't don't put it off longer. You can get these small electrical helps from any hardware or electrical store and many other places. If you want to make your home truly electrical have installed a Hotpoint Hughes range. We have brought to Klamath Falls a large shipment of these ranges and are having them placed by the dealers at a very reasonable price. If interested in modernizing your home call at our office and we will tell you about the cost of heat and recommend what is best for your needs. The California Oregon Power Company Your Partners in Progress