

The Evening Herald

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The Evening Herald is the official paper of Klamath County and the City of Klamath Falls.

SUBSCRIPTION RATES

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INFORMATION FOR 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.

Want ads and reading notices will be received up to 12 noon on the day of issue.

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

SATURDAY, OCTOBER 6, 1924

THE KLAMATH FALLS CELEBRATION

(Medford Mail Tribune)

MEDFORD should send a good representative delegation to the Klamath Falls celebration.

This celebration will mark the start of work on the Natron Cut-Off. Naturally Klamath Falls regards this event as the most important in her history, and she has invited Medford and other communities in the state to join her in a fitting celebration.

Nothing will do more to remove the suspicion that exists, justly or unjustly, in the Klamath country regarding Medford, than for this city to send a large delegation there, and show our neighbors once and for all, that the oft repeated charge of selfishness and insularity, is not justified.

Like most fundamental changes in an industrial and economic situation, just what effect the Natron cut-off will have upon this section of Southern Oregon, is problematical. But that it will be of incalculable benefit to Klamath Falls is certain.

So here is an excellent opportunity to make good that frequently expressed C. of C. aphorism, that what benefits one section of the state benefits all. And here is also an excellent opportunity to get better acquainted with our enterprising neighbors to the southeast, and establish a genuine entente cordiale.

To send a few stragglers to Klamath Falls would be worse than to send no one. There should be a representative delegation, and an active one.

Such a trip requires a certain amount of sacrifice on the part of the individual. But that is true of any assault upon General Inertia. Let's Go. And let's make it a good one.

AD WRITING REQUIRES TIME

THERE are a lot of business men who believe in advertising, and who are liberal in their appropriations for that commodity, who are not getting the results they deserve. No, it is not the fault of the medium in which their advertisements are carried. It is due to the fact that they do not give sufficient time and thought to preparing and arranging their ad copy.

No successful merchant buys his stock in a half hearted, haphazard manner. No successful merchant displays his stock with no thought of its appearance. No successful merchant is careless regarding the general appearance of his store, of his clerks, his show window, and his counters. No, the successful merchant gives the best of his business abilities to buying and displaying his merchandise. He gives careful attention to the general appearance of his store. He exercises careful business judgment in arriving at prices for his merchandise.

Why not give the same good business attention to advertising? It is at your command to increase sales. It is one of the foundation stones in stock turnovers. As such it is entitled to the same time and attention that is given to the other details of merchandising and business management. The poorly written, illy-prepared advertisement has not the power and punch behind it to attract buyers. Give to ad writing sufficient time and thought and you will carry a message that can not help but increase daily sales. It should be made a regular duty, with a sufficient amount of time given to it to carry effectively the message you desire to convey.

It requires only a little more time to write copy for a good newspaper ad than it does for the poor one. One attains results, the other does not.

Carelessness in preparing advertising copy is responsible for the dissatisfaction that exists among some merchants, and it never fails to react on the newspapers of the country.

WHY AL THE BACKWARDNESS?



Distinction



"Colonel the 3rd" is the name of this "world" champion ham. Weight, 250 pounds. It is shown here with Frankie Deacon of Bordentown, N. J. Quite a few ham sandwiches, eh?

SEEK TO SPLIT CHURCH, STATE

SALT LAKE CITY, Oct. 6.—

Separation of church and state is the battle cry of the American party, a political organization, formed at a recent mass meeting of several hundred Salt Lake citizens.

The aim of the new organization is "to prevent religious interference in politics and to prevent the union of the church and state," it being the contention of speakers at the meeting that officials of the church of Jesus Christ of Latter-day saints (Mormons) exercise power in Utah politics contrary to the state constitution.

Joseph E. Gallagher, prominent local business man, was chosen as the party candidate for mayor of Salt Lake at the forthcoming municipal election. Parley Williams and George N. Lawrence were named candidates for the city commission.

The leaders in the present American party movement are men who, during the recent anti-cigarette law fight, organized the "Committee of 125." This body went before the 1923 Utah legislature and was successful in obtaining modification of the drastic anti-cigarette law as passed by the legislature of 1921.

Strict enforcement of certain provisions of the cigarette statute, after nearly two years of non-enforcement resulted in the arrest of many prominent Salt Lake residents for smoking downtown in restaurants while having their meals. It was after these arrests that the "Committee of 125" was formed to oppose the measure.

The cases against those men arrested for violation of the cigarette law were in the courts many months but were finally dismissed. Salt Lake City gained nation wide publicity throughout the entire con-

troversy. Many newspapers commented editorially and cartoonists occupied themselves depicting Utahns being arrested for smoking. The following declaration of principles was adopted at the mass meeting:

"We insist upon strict compliance with the following provision of the constitution of the State of Utah:

"There shall be no union of church and state, nor shall any church dominate the state nor interfere with its functions."

"The wise principle announced in this provision of our constitution is born of centuries of experience. Its observance will bring us peace and a deserved prosperity—its violation means continued strife and ultimate disaster."

"We charge that the violation of this provision of our constitution is a breach of faith with the United States of America and denies to a large portion of the citizens of this state rights innate to every American. In a material way our state has been hampered in its normal growth and our city denied that progress which it deserves and which other wise could come to it. Men and women who ought to interest themselves in civic affairs have shunned their civic duties because of the fact eligibility to political service has not been based upon fitness, but upon ability to control influences which should be extraneous to and divorced from politics."

"While other western cities have shown unusual growth ours has lagged because those residents here have not been permitted to enjoy full measure of citizenship which belongs of right to every American."

"We charge that our entire civic structure, including the different municipal organizations and our public schools, is being dominated and controlled by leaders of the Mormon church."

"Realizing that it is vital to the growth and prosperity of our city that the burden of taxation be reduced to the lowest possible medium, consistent with efficient business administration, we pledge our can-

didates to bring about such reduction. "With a full realization of the fiduciary position of public servants, we strongly advocate and pledge our candidates to the installation of an approved budget system to the end that the administration of the finances of the city be put upon a business basis."

"To the end that we may devote ourselves to the furtherance of the foregoing principles, we hereby organize ourselves into a political party to be hereafter known as "The American Party."

LOWER SWAN LAKE

L. L. Arnett and family spent Sunday in Klamath Falls.

Mr. Ray Anderson has purchased a new saddle.

Paul and Louise Robin of Macdoel, visited their parents, Thursday and Friday.

The heavy rains of this week have left the roads in bad condition.

L. L. Arnett and family, Mrs. John Robin and children, and Mrs. Della Nichols and son, were among those from this neighborhood who attended the county fair at Klamath Falls.

The monthly report of the school shows an attendance of 99 percent, with the following names on the honor roll: Doris Anderson, Gordon Robin, Buford Robin, George Reiling, Wilbur Reiling, Roy Nine, Lucile Nine and Irving Nichols.

Carl Stiles was the champion in the cyphering match at the school house Thursday.

NOTICE TO SUBSCRIBERS

Your Herald should be delivered each evening by 6 o'clock, unless some unusual delay occurs. If you have not received it by that time, call up the Herald office, 88, not later than 6:30 and a copy will be sent you.

The Screen

AT THE PINE TREE

A double tragedy that would have robbed the shadow screen of two of its most popular leading men nearly occurred during the filming of Thomas H. Ince's "What A Wife Learned," the much discussed production which comes to the Pine Tree theatre on Monday only.

To get shots of a big scene at the climax of the play when John Bowers and Milton Sills, who are featured in the picture, are trapped by flood waters and swept over the spillway of a dam, the two actors climbed upon a temporary staging built just before the big Laguna dam at Yuma, Arizona. At a given signal a dam for the filming of the sequence was destroyed by a rush of waters released from the dam and a flood tide swept on down to the lower site where Bowers and Sills were clinging to the staging.

Both Bowers and Sills got the fright of their lives when a wall of water, forty feet high, bore down on them. The head of water from the gates to be opened had been miscalculated and the scene described in the script became terrifyingly realistic. The two actors were thrown into the water with terrific force while even the cameramen on the sidelines were knocked off their feet.

AT THE LIBERTY

For the last time tonight the Liberty Theater will show on its screen "Boss of Camp Four," starring Charles Jones, Fritz Brantette has the leading feminine role. The swift action of this film deserves mention again, for it has kept every audience deeply engrossed right through to the heart-pounding climax. The star's work equals, if it does not surpass, the best portrayals of the breezy, outdoor screen type.

When "The Hero" which is the feature film playing Tuesday at the Liberty Theater, opened as a Broadway stage play there was much speculation as to the identity of the author. The piece was hailed by every metropolitan critic as one of exceptional merit but the name of the playwright, Gilbert Emery, was not familiar to the devotees of the theatre.

After several weeks of its long successful run the information leaked out from the office of Sam H. Harris, the producers of the stage play, that "The Hero" came from the pen of Emery Fottle the well known writer of short stories. Fottle's novel, "Handicapped," was the occasion of directing attention to his work some seasons ago when it was published simultaneously in London and New York.

AT THE LIBERTY

"BOSS OF CAMP FOUR"

STARRING "BUCK" JONES—the fighting Cowboy.

TUESDAY

We especially and heartily recommend

"THE HERO"

A most unusual picture. A tale of valor and sacrifice performed far from the field of battle. Heroism without the heroism!

The cast includes Gaston Glass, Barbara LaMarr, John Sainpelle, David Butler, Doris Pawn and Frankie Lee—these stars surely guarantee the picture.

Tommy Lays

Great news for husbands today in Norristown, Pa., a male cabaret dancer, got arrested.

Brewery seized in Philadelphia. Let them seize. Nobody wants to drink beer in winter.

Laundry girls rescued an Erie Pa. fireman, perhaps to pull out the buttons off his shirt.

Blackmailers are after a Chicago hotel man. They may know where he gets his hotel steaks.

Perhaps some Indiana cop broke a mirror. Anyway, a robber dodged them seven years.

A poet got married in Boston so he might as well begin writing odes to canned beans.

Bad news from Cuba. Revolution threatened. Hope some nickel cigars get broke in fights.

Money is a bad substitute for digestion.

China may unite against her bandits. Then the bandits may start coal mines in America.

United States Mint employees are asking for more money even though they are making millions.

Hagerstown Md. squire was arrested for swearing at instead of swearing in a witness.

Los Angeles girl says she shot her husband. She is no good looking they may not believe her.

Frank Chance will not manage the Boston Red Sox next year. Yes they have no chance.

Sofia Reds are working hard. Go out and tear up a few rails every day before breakfast.

Baltimore artist claims all red-headed girls are bowlegged. Wind must blow hard in Baltimore.

Did You See It Yesterday If Not—Don't Miss It Last Times Today

What a Wife Learned

Wives Won't Miss It Husbands Should Not! International News

Felix Cat—Mack Sennett Comedy Tomorrow

4 ACTS 4 Vaudeville Our Picture is YOUTHFUL CHEATERS

PINE TREE

TABLE FOR HUNTERS

Sunrise and Sunset Time For Klamath County, Clip and Carry It

Oct.	Sunrise	Sunset
8	6:12	5:37
9	6:13	5:36
10	6:14	5:34
11	6:15	5:33
12	6:16	5:31
13	6:17	5:29
14	6:19	5:28
15	6:20	5:26
16	6:21	5:24
17	6:22	5:23
18	6:23	5:21
19	6:24	5:20
20	6:25	5:18
21	6:27	5:17
22	6:28	5:15
23	6:29	5:14
24	6:30	5:12
25	6:31	5:11
26	6:33	5:09
27	6:34	5:08
28	6:35	5:07
29	6:36	5:05
30	6:37	5:04
31	6:39	5:03

Kodak finishing at Stinson's. att