

The Evening Herald

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F. R. SOULE, Editor
H. R. HILL, City Editor
F. S. WAITE, Advertising Manager
H. W. REYNOLDS, Mechanical Superintendent

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

SUBSCRIPTION RATES
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SIX MONTHS 3.50
THREE MONTHS 1.95
ONE MONTH .65
By Mail
ONE YEAR \$5.00
SIX MONTHS 2.75
THREE MONTHS 1.50
ONE MONTH .50

INFORMATION FOR ADVERTISERS
Copy for display advertising must be in this office not later than 2 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.

THURSDAY, JANUARY 3, 1924

TIMBER A GOOD INVESTMENT

OWING to the promise of reasonably prosperous conditions in the lumber industry during the next few years the northwest timber market is decidedly more active than it had been at any time during the last ten years. Says the West Coast Lumberman: "Many big deals are under way, comparatively few of which, of course, will be consummated, but even the interest manifest in Pacific coast timber indicates that western stumpage is again coming to the front. The editorial continues:

"Millions of dollars will be invested in western timber during the next few years, because there is probably nothing in the United States in the way of a natural resource at the present time that offers such flattering inducements to the investor as standing timber in the Pacific northwest, particularly in the so-called Douglas fir region. Nowhere in the United States can timber be purchased as cheaply as in western Oregon, considering the high prices paid for southern pine stumpage or timber in other sections of the United States.

"Timber may never reach the valuation here that has been touched in the southern pine field, owing to the high freight differentials, which tend to cheapen the value of this Pacific coast raw material. Still, with the export markets as brisk as they undoubtedly will be in the future, the effect of this differential will undoubtedly be minimized.

"The men who have held the standing timber of the northwest during the last 15 or 20 years have for the most part been disappointed in the turn of their investments, because many of them have not only been unable to find buyers, but they have been forced to pay, year by year, increased taxes. Many a holder of western stumpage would be glad to let go if he could get out his original investment, interest and taxes.

"The trend of things seems to indicate that stumpage prices in the west will advance. The fact that many big operators from other parts of the United States seem to have no hesitancy in investing vast sums in the northwest, points to their belief as to the possibilities of western stumpage. One factor, however, which will tend to hold down stumpage prices is the vast government holding of timber in the west, hence the importance of wise management of our federal forest reserves."

CONSIDER THE SOURCE

WHEN you hear the "advertising raises prices" argument, remember to do one thing before you let yourself be fooled,—consider the source from which that argument always comes.

No one but the non-advertiser ever suggests that advertising—a supplementary form of selling, remember—and a tremendous powerful one—brings about a raise in price of the commodity advertised. Did you ever hear of an experienced advertiser who quit advertising because, forsooth, his advertising forced him to raise the price of his product? Never.

Non-advertisers, houses that haven't learned what modern business methods can do, mail-order houses, that's where the propaganda against advertising is prepared.

And when you hear the argument, when some one tries to tell you that ancient story, stop, look and listen; consider the source, and then see if the "lower-because-we-don't advertise" song still sounds sweet to you.—Trade Advertiser.

Republican that President Coolidge is, we do not hesitate to say that he has a cool head, a ruly tongue, a good backbone and a dependable intestinal structure.—Houston Post (Dem.)

Longer skirts are stylish. But we heard a Klamath Falls boy say yesterday that his girl has two good reasons for wearing short ones.

McAdoo's claim that taxes can be lowered and the soldiers still have a bonus is just like having your cake and eating it too.—Boston Eagle.

GOOD HUNTIN'!!



The Office Cat



The Office Kat needs a new calendar. Insurance men, grocers, butchers and druggists, please take notice.

Wonder if bootleggers are giving away calendars this year.

One thing is certain, says Warren Patterson, few of us have overworked consciences.

"I'm a falt tire," cried the casing as it ran over the beer bottle.

So Were the Brains.
He—The engine seems to be missing, sweetheart.
She—That's all right, dear, it doesn't show.

Anticipated Applause.

Speaking of vanity, the story is told of an Oregon politician who the day before he was to make a certain speech sent a 41-page report of it to all the papers. On page 39 appeared this paragraph: "But the hour grows late and I must close. (Cries of 'No, no! Go on! Go on!')

By "passing the buck" we keep it in circulation.

"Any dentist or auto mechanic can easily find out for you that things are lots worse than you supposed them to be," states J. R. Elliott.

MICKIE SAYS—

"THE KIND OF A GUY WHO WILL TAKE A METROPOLITAN DAILY PAPER AND NEVER SUPPORT HIS HOME TOWN PAPER IS GENERALLY A FELLER WHO NOBODY EVER MISSES AFTER HE SHUFFLES OFF!"



If Electric Bills Were Itemized.

Total light for your home for a month \$6.67
Light consumed in hunting for the dime that your son lost .34
Light consumed in the parlor on the ten evenings that that Jim Perkins call on your daughter, Mary (Mary does not care much for Jim) .235
Light consumed in the parlor on the 15 evenings that John Moore called on your daughter (Mary likes John) .05
Light consumed while you tried to figure out an overcharge of 15 cents on last month's light bill .18
Light consumed when you forgot to turn off the light in the cellar .20
Light consumed while you tried to repair leak in water pipes .50
Light consumed while plumber (whom you were finally forced to call in) told about

his war experience and explained how he would repair the leak 1.20

Light consumed during annual work of repairing leak .10

Light consumed while eating, bathing, shaving, housecleaning, figuring up household bills and accounts, etc. .15

Light consumed while spending a nice quiet evening at home with your family .05

Electricity is great. You can do everything with the stuff, says D. H. Kaylor, except pay the bills.

If you really killed a cat, nine times and all, some women we know have enough to qualify as big game hunters.

If the newspapers were to print

all they knew truth would prevail but the newspapers wouldn't.

When Love Grows Cold.

In the court index of the Cincinnati court of domestic relations we find the following cases:
Brimstone versus Brimstone.
Jolly versus Jolly.
Suchanek versus Suchanek.
Butcher versus Butcher.
Skiff versus Skiff.
Penny versus Penny.
Guard versus Guard.
Chain versus Chain.
Jewell versus Jewell.



Very few things turned out as badly as expected in 1923, but this happens every year.

Let's spend 1924 pulling the hair of people who had the bad taste to abbreviate the word Christmas.

The extra day we get this leap year might be spent learning to all bosses are so ignorant.

One thing we hope for the new year is that some insurance agent will sprain his jaw talking.

There will be 53 Tuesdays in 1924, if not prohibited by law.

March has five paydays, but that is when the income tax is due.

Five paydays hath May, but that is when vacations are due.

Five paydays hath November, but that is when winter suits are due.

This 1924 is Leap Year, the extra day comes on Friday, which is considered unlucky for bachelors.

We might spend the extra day in 1924 learning why women will wear their shoes too small.

On the extra 1924 day we could visit the laundry and ask why they like to tear buttons off shirts.

The new social seasons are proclaiming. Check-to-check dating will be done by those who have the check.

Friday is fish day. Friday, February 29, bachelors will be the fish.

We could use the extra day in 1924 wondering why women are so foolish and why men are so foolish. Next February 29 we could use to ask the company why street cars are usually going the wrong way.

Well, here's 1924 and many book agents still at large.

Business outlook is good except for those wanting something for nothing. They may get the nothing.

Reliable statistics show that by hard work all Christmas bills will be paid before New Christmas.

TO COUNT A TRILLION NO IDLE JOB

HEIDELBERG, Jan. 3.—Since the terms billions and trillions came into daily usage in Germany in connection with the paper mark, some one has figured out that if Old Adam had started counting in the Garden of Eden, and kept on counting ever since to this day, he would reach the total of a trillion some time within the next year.

The prestige of Herald Want Ads has been attained not merely by The Herald's first circulation, but by the fact that all of its readers are interested in our Want Ads.

DONART & SON

TAXIDERMISTS

Furriers, Tanners and Dyers

All work guaranteed

Phone 511-F

210 Main Street

Klamath Falls, Oregon

COMMUNITY SALES

Starts January 17th

at the Klamath County Fair Grounds

List anything you want to sell from a calf to a work horse or from a hammer to a threshing machine.

We furnish the auctioneer—crowd and lunch.

Bratten & Gibbons Mgrs.

PHONE 22

The Star Drug Store First for Quality and Low Prices

Face Powders

Piver's Azorea, Floramye, and Le Trefle \$1.00
Pompeian Beauty Powder 60c
Cara Nome \$2.00
Java Rice Powder 60c
Djer Kiss Powder 65c
Mary Garden Powder \$1.20
Carmen Face Powder 50c
Lov-Me Face Powder 85c
Jontee Face Powder 50c
Freeman's Face Powder 50c

Special for Saturday January 5th

Electric Curling Iron and waver rod.
Comes with detachable six foot cord guaranteed for one year and can be used on either direct or alternating current.
Reg. price \$2.75
Special \$2.39

Extra Special
Bonquet Ramee Talcum powder made from the purest talc and scented with the wonderful ramee odor.
Reg. price 50c
Special 33c



Pure Drugs

Epsom Salts, pound 25c
Glycerine, 3 ozs. 25c
Boric Acid, 6 ozs. 25c
Cascara Bark, 3 ozs. 25c
Rochelle Salts, 3 ozs. 25c
Aromatic Cascara, 2 ozs. 35c
Camphorated Oil, 3 ozs. 50c
Spirits Camphor, 3 ozs. 50c
Coconut Oil, 2 ozs. 25c
Pure Goose Oil, 2 ozs. 50c
Red Pepper Rub 60c

Special for Saturday January 5th

Symphony lawn stationery the very best quality in writing paper and envelopes, a heavy fabric finish stationery water marked and ribbon tied in three colors, blue, white and pink.
Reg. price \$1.00
Special 69c

Extra Special
Maximum Hot Water Bottle made in one piece and can not leak guarantee for one year.
Reg. price \$2.00
Special \$1.65

Mail Orders Filled Same Day as Received

STAR DRUG CO
FIFTH AND MAIN STREET
R. E. Dewese, Prop.