

The Evening Herald

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SUBSCRIPTION RATES

Table with subscription rates: ONE YEAR \$6.50, SIX MONTHS \$3.50, THREE MONTHS \$1.95, ONE MONTH .65. Includes 'By Mail' rates and 'Information for Advertisers'.

Information for Advertisers: Copy for display advertising must be in this office not later than 1 p.m. on the day preceding publication in order to be inserted in the issue of the paper of the next day.

TUESDAY, FEBRUARY 12, 1924

BY THE WAY, THIS IS A CAMPAIGN YEAR



erection of unsightly billboards is largely a matter of local public opinion is disclosed by the responses that have been received by the Glens Falls Garden Club to letters sent to well-known national advertisers.

Thus Kirkman & Son, manufacturers of soap, have issued these instructions to poster companies: "We do not wish any Kirkman & Co. posters placed either on locations which might in any way be construed as spoiling a rural vista or on locations which are so located as to be objectionable to the residents of the community in which they are situated."

In response to this same appeal such advertisers as the Goodyear Tire Company, the Kelly-Springfield Tire Company, B. F. Goodrich Tire Company, Fisk Tire Company, Supreme Gulf Oil Company, Armour's Butter, and Kirkman and Company have agreed to keep their signs off the Lake George Highway.

The Kelly-Springfield Tire Company have gone further and decided to let all their billboard contracts expire as rapidly as they run out.

"We have taken this step," the company writes, "first: because there were so many boards on the roads that we believe that this sort of advertising had lost most of its value."

"Second: because we felt that the medium had been abused to an extent that made complaints on the part of the public justifiable."

The very fact that national advertisers on a large scale have awakened to the ineffectiveness of advertising that is an affront instead of an appeal is heartening.

That advertisers have been awakened to the need of considering the artistic reaction of prospective customers is of more than passing interest. It is to be hoped that they will some day come to a full appreciation of the expressed advertising wisdom of that master, John Wanamaker, who after years of experience, remarked:

"The people want their advertising like their other news in places where they expect to find it; That is why my store uses only newspapers to send its message to the people of Philadelphia."

The Office Cat



Let's Make it Unanimous. "For th' king o' posts, said Archie Price, I nominate the quince. Who tries t' talk so dern precise, But still says 'Every since.'" A woman's idea, according to Gladys, of being prepared for the emergency is to have three lettuce leaves and a can of sardines always in reserve. J. T. Bradley is of the opinion that you never know how lucky you are until you are not.

After a man has been married 19 years it isn't love that makes him work 19 hours a day to get money enough to pay the food bills his wife runs up. E. M. Bubb says it is habit and half fear. Some husbands are so henpecked that they would rather eat a bad egg for breakfast than take a chance on telling Friend Wife that she didn't know what she was doing when she bought the egg. It is well to keep in mind the fact that a man is not necessarily contemptible merely because you happen to hate him. That wailing sound you hear is just a glassy balling for its mate. A thing of beauty is a joy forever, thinks C. A. Henderson, if she does not spend too much of one's money. When they are first married she dolls his silk suspenders up with bows of baby ribbon. But 10 years later he can hold his pants up with a piece of rope for all she cares. Have you ever observed, asks Chas. F. B. Chase that it makes a liar just as used to be called a liar as it does an honest man? Maybe the second-hand auto business is poor, but Lin Nesmith says there always seems to be a market for used baby carriages.

Kittens are like brides, they have their eyes open in nine days—and here we thought it was the other way 'round. Everytime we hear of a gambler reforming we are willing to bet that Everytime we hear of a gambler...

DAN DOBB SAYS

Cozens and Mellon don't agree on taxes. That shouldn't worry them. Nobody agrees on taxes. They almost changed the American flag by giving up the field of stars for an oil field. During the recent Mexican revolution several men failed to vote because they had no ammunition. Wouldn't it be nice if summer came every winter and winter came every summer? His enemies would like to change "McAdoo'll do" to "McAdoo did." Every week seems to be investigation week in Washington now. Nearly every year the ground-hog is called a liar, but he always stages a comp-back. The scientific name for laziness is ergophobia, but even this won't scare the lazy people. Most of us have an idea that heaven is a place where there is enough good luck to go around. Leading a double life may get you through just twice as quick. They say Mellon's plan abolishes nuisance taxes. This can't be true. All taxes are nuisances. Business is so quiet in France you can hear the franc drop. The Irish outlook is brighter. That's because when things look dark the Irish begin to shine.

TIPS FOR TAX PAYERS

No. 24. Innumerable avenues of information for checking up delinquents are furnished the Bureau of Internal Revenue. One of these is the "information at source" provision of the revenue act. Under this provision report must be made by all persons, corporations, and partnerships of payments of income to others during the year of \$1000 or more. Information returns are carefully checked with the individual return of the taxpayer to whom such payments were made. Thousands of delinquent and additional taxes aggregating hundreds of thousands of dollars have been discovered as the result of this audit. The act requires report of payment of all "fixed and determinable income," such as wages, salaries, commissions, royalties, etc. The requirement is not limited to periodical payments, but a single payment of \$1,000 or more must be reported.

NEWS OF THE KLAMATH COUNTRY

Merrill High School

Last Friday evening Klamath high school played a game of basketball at Merrill. Merrill lost the game, but they showed a great deal of team work. Wednesday evening the D. M. of Klamath Falls came to Merrill to play a game of basketball. The Merrill team showed their superiority by running the score up to 27-16. Mr. and Mrs. Woodhouse entertained Misses Ivanakova, Moore and Walton last Wednesday evening. Mrs. Hulet was an all-day visitor at the school Thursday.

SPRING LAKE

Mr. Leo Houghton and family, Mrs. Mable Houghton and Mrs. Frank Stewart were Ashland visitors last Saturday. They reported the roads in good condition most of the way. There will be a box social at the Spring Lake school Friday, Feb. 15. Everybody is invited to come and bring a box. A program will be given by the pupils. Barbara Hunslett was absent from school several days last week on account of illness. Mr. John Shubert has been visiting his sister Mrs. William Cheyenne.

CHILOQUIN

Mrs. Alvin Farnsworth returned last night from Yreka where she was to have attended the trial of Erno and Hard who are being tried for the murder of Mrs. Farnsworth's brother, Fred Skeen. The trial has been postponed till a later date. Mrs. Will Lunsell returned Saturday from Fort Jones, Cal., where she has been visiting for the past two months. Mrs. S. J. Tucker of Klamath Falls spent the week end with her son, E. W. Tucker and wife, at their home in West Chiloquin.

MALIN

A meeting of the women of the community was held Saturday afternoon at the home of Mrs. Sanders. There was a goodly number present and a club was formed under the name of Social Welfare club. The following officers were chosen: Mrs. Sanders, president; Mrs. John McComb, secretary and treasurer. After the business meeting, refreshments were served by Mrs. Sanders. The next meeting will be held February 20 at Mrs. Sander's. All women interested are invited to come to the next meeting and join with the club for the social welfare of the community. Mr. and Mrs. Fogle and daughter Arlene are spending a week in Sacramento. They drove over in their new car. John Bailey spent Monday in Klamath Falls on business.

LONE PINE

C. W. Lewis and family, Wm. Barks and Mr. and Mrs. Clyde Barks and little daughter Maxine attended services at Mount Laki, Sunday. Zerlina and Mary Ellen Stevenson and Marjorie Bowman attended Sunday school in Merrill this week. Hugh O'Connor attended to business in Malin Tuesday and in Klamath Falls Wednesday. Oliver Watt was in this section Wednesday buying pelts. George Brotanek hauled grain to the O'Connor ranch, Wednesday. Mrs. C. W. Lewis was in Klamath Falls Wednesday, a dinner guest of her sister, Mrs. Merle White, who with her husband will move to Medford soon.

Shasta View-Malin

H. E. Wilson and family were business visitors at Klamath Falls, Saturday. J. A. McComb and wife were visitors at the home of G. W. Myron, Friday. Mr. and Mrs. Roy Fogle and daughter Arlene started Saturday for a two weeks' visit with Fogle's sister at Sacramento. Ray Freyrear has returned to his work at Klamath Falls and Mrs. Fryrear, a teacher in the Shasta View school, is boarding at W. A. Laymans. Mr. McCanna who now owns the C. W. Bailey ranch was attending to business in Klamath Falls one day last week and reports that he had a separate return of information for each employee whose salary or wage for 1923 was \$1,000 or more. Information returns are required of employers. Payment for overtime, fees, commissions, bonuses, and the fair value of board and lodging furnished as part payment for services should be included. Fraternal organizations and associations are required to report salaries paid officers. Banks are required to report interest paid or credited to a depositor if the total during the year equaled or exceeded \$1,000. A separate report of each payment of \$1,000 or more is required on Form 1099. Form 1099, on which must be shown the number of separate returns serves as a letter of transmittal. The forms may be obtained at offices of collectors of internal revenue and branch offices. Collectors, however, are not authorized to receive information returns, which should be addressed to the Commissioner of Internal Revenue, Sorting Section, Washington, D. C. The filing period is from January 1 to March 15, 1924.

Merrill High School

Mr. Bowen of Bonanza is in this section buying fat hogs for shipment. He has already shipped two loads. The meeting of ladies at the home of Mrs. Sanders, Saturday, was quite well attended and a Social Welfare society was organized with 17 members. Mrs. Mable Sanders was elected president, Mrs. Anette Kotera, vice-president, and Mrs. Theresa, McComb, secretary-treasurer. The society expects to put forth every effort to aid in the completion of the community hall which is so nicely started. Joe Jacobs and wife were business visitors at the county seat, Salsarday. Mrs. Powell and son Donald were in Klamath Falls Saturday where the latter had dental work done.

LOWER SWAN LAKE

The logging on Moyina Mountain is well under way. Several houses have been moved to the camp site and a larger crew will be employed in the near future. Mr. and Mrs. P. E. Stiles, and Mrs. John Robin went to Klamath Falls on business. They were accompanied home by Miss Norma Stiles. The rainfall of the past week will prove very beneficial to the summer's crops. The school work is progressing very nicely and plans are being made for a community social in the near future. In the ciphering match at school, Friday, Zelma Stiles won first place with Isadora Robin just one point lower.



ABRAHAM LINCOLN

CONTEMPLATION of the career of Abraham Lincoln cannot fail to leave, over all other impressions, the prevailing impression that he was heaven-sent in the hour of a great emergency.

It cannot fail to strengthen a belief that God takes a very direct interest in the welfare of the American republic, and in a crisis raises up a champion, that this great experiment in self-government may not fail.

There is no chapter in human history, unless it be in the life of Jesus of Nazareth, to compare with the career of the great emancipator.

Born amid poverty, and in frontier obscurity, Lincoln might have been lost to the world in the quagmire of illiteracy. But he struggled upward by his own untiring endeavor—or shall we say that a power greater than human power foresaw the portentous events that were about to break in the life of the nation and lifted Lincoln up to meet the situation.

When, in the fulness of time, the crisis arrived and the nation appealed for a leader, Lincoln was ready.

We all know something of the life of the man, his gentleness, his saving sense of humor, his slowness to wrath, his power to secure his ends with the least amount of friction with those he worked with.

In all his outward attributes he was overwhelmingly human, and his success was doubtless due to the common understanding between himself and the great mass of humanity.

But, if there be a higher power that rules the affairs of men and nations, may it not be that Lincoln was another messiah? And that two thousand years from now humanity will regard him as having been divinely inspired to perpetuate through the ages human freedom, from which springs spiritual growth and development.

BILLBOARDS

(From Editor and Publisher)

THE movement against the billboard as a public nuisance is gaining strength. There never was any excuse for this insult or this affront to a people who had an appreciation for beauty even though they could not enter claims of being artistic.

There may be a proper place for the billboards as a proper place for advertising in the general scheme of things even though we have not found it.

Florida, Pennsylvania and Wisconsin are among the states that have entered the anti-billboard ranks in a manner that leaves no doubt as to the feeling of the people on this method of national commercial disfigurement.

Among the organizations that are making a worthwhile fight on the billboard form of advertising is the Glen Falls (N. Y.) Garden Club. It is attaining exceptional results through educational appeal. The personal appeal has entered largely into its campaign according to the Garden Magazine, which is now carrying on an aggressive campaign against that medium of advertising.

That the matter of landscape disfigurement by the

Please your want ads to The Evening Herald, 88.