

The Evening Herald

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E. J. MURRAY Publisher
W. H. PERKINS News Editor

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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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Six Months 3.50	Six Months 2.75
Three Months 1.95	Three Months 1.50
One Month .85	One Month .65

WEDNESDAY, FEBRUARY 11, 1925

SMALL STORE ADVERTISING

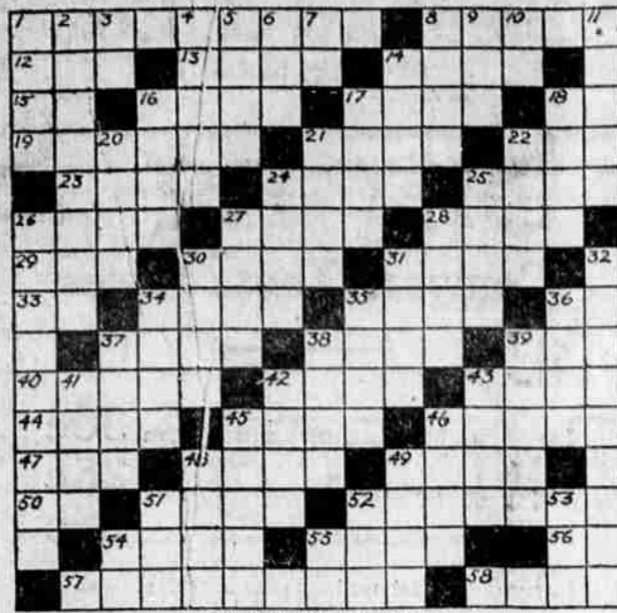
Consistency is held to be the soul of advertising for the small retail dealer in a pamphlet on "Small Store Advertising" issued by the domestic distribution department of the Chamber of Commerce of the United States.

The department lays down the general rule that "every merchant must make himself known in order to conduct a profitable business." It then goes on to explain the methods best adapted to the use of the small store owner by which this may be accomplished.

By way of parable the department points to the despised onion. "The onion," it says, "is a plebeian vegetable; tear-compelling, self-assertive and slightly vindictive; a fermenter of domestic strife and a bane upon public conversation. It is to be tolerated, perhaps; not sought. But turn the magic light of advertising upon the onion and what happens? It becomes an appetizing, health-giving and blood-enriching gift of benign Nature, more delicious than the ambrosia of Olympus and as salubrious as the breezes from a forest of pines."

With this is coupled the advice: "Although every repetition of an advertisement or a letter costs money, occasional, hit-or-miss advertising is usually a loss, whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week.

CROSS-WORD PUZZLE No. 56



- Horizontal.
- 1—What you should do if you don't read this paper regularly
 - 5—Grain
 - 12—What the cat did to the canary
 - 13—Clown
 - 14—Sharpener
 - 15—Personal pronoun
 - 16—You do it to your auto when you go to a show
 - 17—Aspect
 - 18—Preposition
 - 19—What you applaud for
 - 21—Sacred
 - 22—Number below four
 - 23—Drains
 - 24—Vehicle
 - 25—An agreement
 - 26—Linear measure
 - 27—A share
 - 28—Horse
 - 29—Nick
 - 30—Doubled up hand
 - 31—Shallow dishes
 - 32—Preposition
 - 34—Cautious of danger
 - 35—Circlet
 - 36—Preposition
 - 37—Kind of Ash
 - 38—Part of a skeleton
 - 39—Place to keep flour
 - 40—Ill-fated United States battleship
 - 42—Large handle bound up for storage
 - 43—Fine stone
 - 44—Having sufficient power
 - 45—Rich
 - 46—Sew temporarily
 - 47—In golf, place from which ball is struck
 - 48—Blind
 - 49—Wise man
 - 50—Impersonal pronoun
 - 51—Wild animal
 - 52—Books of maps
 - 54—Tramp
 - 55—Certain objects mentioned in the Bible (Ex. 28, 36) as being mediums for the revelation of God's divine will.
 - 56—Same as 15 horizontal
 - 57—What this puzzle is printed in
 - 58—Inveterate strife between class
- Vertical.
- 1—Identical
 - 2—Kitchen accessories
 - 3—To exist with reference to a certain place or condition
 - 4—Kings no longer reigning in a large European country
 - 5—Scarce
 - 6—Necessary to a certain kind of writing
 - 7—Preposition
 - 8—Watery part of milk
 - 9—Chicken
 - 10—Conjunction (French)
 - 11—Any opinion or doctrine
 - 14—Become flaccid
 - 16—Head of Roman Catholic church
 - 17—Additional amount
 - 18—One time
 - 20—Visit
 - 21—Step
 - 22—Puddle
 - 24—Comfortable
 - 25—Purposive of extreme pain
 - 26—Pertaining to infectious particles in the air
 - 27—Fearful
 - 28—Long heavy hair on neck of "hoss"
 - 30—Invent restlessly
 - 31—Kind of tree
 - 32—Concentrated
 - 34—Beverage
 - 35—Food sold by bakers
 - 36—Color
 - 37—Stack
 - 38—Lore
 - 39—Foundations
 - 41—Lodge on
 - 42—A gift
 - 43—Medieval Scandinavian legend
 - 45—Sailing vessel
 - 46—Any fragrant ointment
 - 48—Pieces of cloth worn over breast, especially children
 - 49—Commotion
 - 51—Having little elevation
 - 52—Part of verb "to be"
 - 53—Austrian bird
 - 54—Personal pronoun
 - 55—Skyward
- Solution will appear in next issue.

Advertising Space in THE EVENING HERALD Pays 100 Cents on the Dollar

H. I. K. E. N. O. T. E. S.

Published by the Students of Klamath County High School

VOL. I. Klamath Falls, Oregon, Friday, February 13, 1925 No. 8

KLAMATH HI GOES DOWN TO DEFEAT

Hope for Cup Supremacy Not Lost by Klamath Quintet

Final Score 17-16
Last Friday the Merrill hoopers defeated Klamath High quintet in the fastest game of the season. The game was closely contested throughout. The score at the end of the first half was 11-9 in favor of Merrill. The Klamath boys did not show the best of form but the Merrill group played an excellent game, using the five men defense. Newsum made 7 points, Beckley 6, Mouton 2, and Soulo 1 for Klamath. Esten and Kenneth Kiger of Merrill were the stars, making the entire 17 points. At times the game looked like football scrimmage, but both sides took it like sports. The Merrill boys can look for a tougher game on the 13th of March.

GAME WITH KLAMATH AGENCY TONIGHT

The Klamath Hi aggregation will play the Agency Boarding school five tonight at Agency. The game is expected to be a fast one as both teams need the game to be in the race for the cup. The Agency boys have a fast group so the Klamath quintet expect a tough match. A large crowd is expected to attend the game as two or three 20 passenger buses are to be chartered. The more there are at the game the better chances we have of winning, so let's see everyone there.

JUNIOR NOTES

The Junior girls held a meeting Tuesday noon. It was decided that all girls should either dress as boys or small girls in aprons for the party to be held Saturday afternoon in the Scandinavian Hall. Red will be the predominating color in the decorations. A valentine box containing valentines for all present will be had. A Koo-Koo quartet consisting of Helen Osborne, Lucille Shuey, Dorothy Dunham, and Jennie Grover will give selections. Jennie Grover will give a reading. Various games including cross questions and silly answers. After the games refreshments will be served.

STANDING OF TEAMS

Team	Won	Lost	Pct.
Merrill	3	0	1.000
Klamath	2	1	.666
Agency	2	1	.666
Henley	1	3	.250
Mallin	0	3	.000

CONTEST CLOSING

The "most popular girl" contest closes today, but the "Queen of Hearts" is not yet chosen. The contest had not flourished at the first of this week, but more enthusiasm was shown yesterday and today.

AROUND THE SCHOOL

"Nine Raas for Nahum and Ralph." Nahum McMullen, our new yell leader, "knows his stuff" and actively and competently fulfills his office. His assistant is Ralph Turner who is also acquainted with the manipulations and articulations of the job.

SOPHOMORE NOTES

A special meeting of the Sophomore girls was called on Wednesday afternoon for the purpose of organizing a little club for the girls of the class of '27.

The plans for its organization were discussed by various ones, and a few ideas for carrying on the work were given by Miss Cronquist, Sophomore adviser.

The purpose of the club is to advance the literary knowledge of its members, and, since much interest was shown by the girls, it is hoped that it will be a success.

BOBBITT SPEAKS

Rev. W. E. Bobbitt, minister of the Christian Church, addressed the High School students February 12 in honor of Lincoln's birthday. He emphasized Lincoln's high ideals and his honest endeavor to live up to them. He was awkward and homely outwardly, but one seldom finds a character as noble. A face is never plain to those who love the man handsome in as handsome does.

Example of Modern Business

Assistant of the Assistant's Assistant to the Assistant business manager: "Hell, is this 1130? I'd like to speak to the Secretary's Secretary, Secretary to the Secretary."

Virginia—(sniffing) — "What's that odor I smell?"
Elmer—"That's fertilizer?"
Virginia— (astonished) — "For the land's sake."
Elmer—"Yes, ma'am."

LINCOLN ESSAY PRIZE WINNER

Miss Alice Kos Wins Bronze Medal Offered by Glover

The essay contest on the life of Lincoln was won by Alice Kos, Senior. A bronze medal is being awarded to the student writing the best essay in each high school. Although only a few took part in the contest from K. C. H. S. the essays were all good. Albert Dollarhide's work was considered by the judges to rank second.

KLAMATH LOSES IN PRACTICE GAME

Score 31-25 at end

The Pelican boys came back in a second practice game with Klamath High and got the long end of the score. The Klamath boys were trying out a new system and did well for the first time. Pelican had two new players who lived their quintet up considerably. Wortley, a new forward, was the outstanding player. The Klamath boys showed better form than last Friday at Mallin. Beckley was high point man with 13 points. Dillstorm of Agency refereed the game and called the fouls very close.

SOCIETY

The Junior girls of the High School are entertaining the girls of the other classes at a Valentine's Matinee Party given at the Scandinavian Hall Saturday afternoon, February 14th.

Evelyn Francis entertained at a party Wednesday evening the following guests: Misses Alyce Hansen, Lois Weeden, Goldie Lewin, Margerite Lindsey, Clover Lindsey, Frances Reed, Fern Cody, Margey Cain, Lucille Francis, and Dean Beckley, Laurence Carroll, Zed Barnes, Forest Colson, Paul Cone, Leonard Gull, Vernon Francis, Alta Francis, Melvin Smith, Jimmie Boyd.

The evening was spent in playing games, cards and dancing.

The Junior girls of the High School had a candy sale on Friday of last week for the purpose of raising funds for the party at which they will be hostesses tomorrow afternoon.

Abraham Lincoln

The following essay was written by Miss Alice Kos, Senior of Klamath county high school in a recent contest conducted by students of every high school in the county. Miss Kos was awarded a bronze medal given as the winner in the essay contest.

The man I most admire is Lincoln. The greatest men are those whose fame cannot be wholly accounted for by their public acts. What Lincoln was is incomparably greater than anything he did. He conveys the idea of duty rather than glory. His simple goodness, his honesty, courage, duty and love for humanity—we revere and know that we may emulate.

Lincoln was a tall, spare figure, strong features, heavy black hair and deep-set, gray eyes. In speech he was plain and forcible; in mind he had quick perception, logical analysis, sagacity, a tenacious memory, and broadminded philosophy. He had the brain of a sage, the foresight of a prophet, and the tender heart of a mother.

He had served as a captain, clerked in a store, served in congress, took part in public debates, served as president of the United States and many other tasks. He wanted to preserve the Union and to prevent the spread of slavery. In 1863, he issued the emancipation proclamation, and from that on the prosecution of the war had the added purpose of freeing the slave. Never has the world seen a greater example of wisdom, patience, patriotism and moral courage than animated his every act. The Battle of Gettysburg was fought in July, 1863, and in November the battlefield was dedicated as a national cemetery. Lincoln's brief speech on that occasion will ever remain one of the greatest speeches ever uttered, both for its lofty sentiment and for its matchless literary style.

Love, reverence and gratitude were in the votes by which he was re-elected in 1864. He was assassinated by J. W. Booth at Ford's Theatre, Washington, six weeks after his second inaugural address was delivered. A noble monument marks his resting place.

It rests with us to breed such wise, gentle and consecrated souls that this nation which he lived and died to save, may deserve not to perish from the earth.

The newest book, just out, "One Hundred and One Best Ways to Fool a Schoolmarm."

—By Bob Zimmerman.

Stone's Sells Good Meats Cheap

423 Main St.—Next to Owl Cafe

Pot Roast, best shoulder cuts, pound	10c	Steaks, round and sirloin, pound	18c	Roasts, standing prime rib, pound	15c
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Grocery prices the same at both stores

717 Main St. - - - 423 Main St.

VISIT THE STORE MOST CONVENIENT FOR YOU. PRICES THE SAME AT BOTH STORES. MEAT MARKET AT NEW STORE, 423 MAIN STREET. IF YOU DESIRE TO SAVE ON FOODS, YOU WILL SURELY BE ONE OF OUR SATISFIED CUSTOMERS. TRY THE NEW STORE AND MARKET EARLY TOMORROW.

Milk tall can Sego, 3 cans	25c	Corn, Iowa chief, 2 cans	23c	Sugar pure cane, sack	\$7.35	Coffee Stones best, lb.	45c
Milk tall can Carnation, can	9c	Tomatoes, No. 2 1/2 standard, 2	25c	Flour Kerr's hard wheat per sack	\$2.45	Bacon backs Mild cure, lb	25c
Milk tall can Borden's 3 for	29c	Peas new tender, 2 cans	35c	Eggs strictly fsh. ranch dz	35c	Oleomargarine, 3 lbs.	79c

423 Main Street Next to Owl Cafe (Store and Meat Market)

717 Main Street Across the street from Pine Tree Theatre

SNAPPY STORE SERVICE—DEPENDABLE FOODS—UNIFORM LOWEST PRICES

