

# The Evening Herald

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TUESDAY, MARCH 10, 1925.

### A CITY'S TAX REBATE

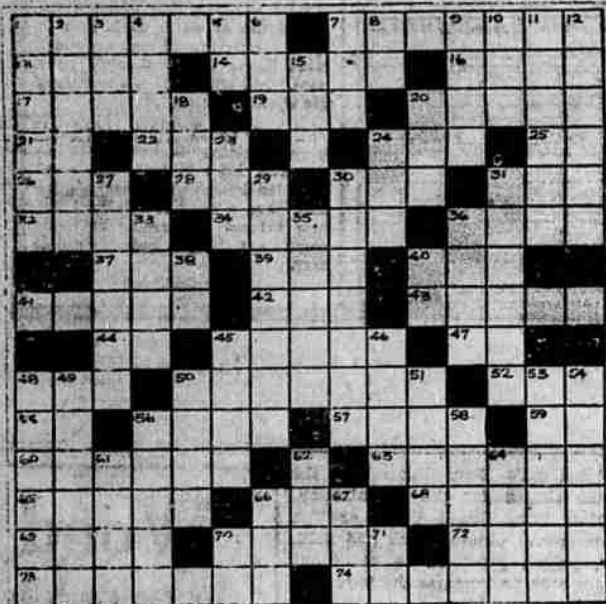
Waste and extravagance and bigger budgets every year usually make the financial history of a growing city. Something different has just happened in Knoxville, Tenn. That city is just now paying its taxpayers a dividend in the form of a 10 per cent tax rebate.

Knoxville is being run on a business basis, with a city manager who handles civic affairs much as a business executive handles his corporation's affairs. The manager form of government has not always resulted in such efficiency and economy in the cities in which it has been tried. It cannot correct all the ills of city government if it lacks the backing of intelligent public spirit and opinion.

But on the whole the manager system has been found to pay. More than 300 cities now govern themselves on this plan. In most of them tax reduction has been possible. City finances, city purchasing, city improvements and so on have been handled better and with more widespread benefit and more quiet efficiency.

After all, if individuals can learn to handle their private affairs economically and thriftily, why cannot they learn to handle their joint public affairs in the same way?

### TODAY'S CROSS WORD PUZZLE



#### HORIZONTAL

- Dexterious.
- Very close.
- Part of a hammer.
- A tree.
- Cushion.
- Piles.
- Knock.
- Printer's measure.
- A child's toy. (pl)
- To exist.
- Organs of the head.
- Corrodes.
- Mock.
- Steps over a fence.
- Eagle.
- Born.
- Having knobs.
- Garden flower (pl)
- A rake.
- To look for.
- Negative.
- Loose upper garment.
- A parent.
- Expire.
- Intersection of two arches.
- Electrified atom.
- North American deer.
- A conjunction.
- To worry.
- A grain.
- A kind of tree.
- Units of type measure.

#### VERTICAL

- Attach.
- Chief officer of faculty.
- A color.
- At or near.
- An African fly.
- Fruits.
- Possessive pronoun.
- A flat piece.
- Wigwags.
- A grain.
- Solid.
- Part of a chair.
- Bright colored arc.
- A stinky person.
- A mistake.
- Smooth.
- Even (poet).
- Ever (poet).
- More indulgent.
- Borough.
- Longs for.
- Strives.
- Past perfect of "see".
- Slopes.
- Lubricated.
- The deck of a ship.
- Composition in verse.
- To extend.
- Anger.



### HUNT'S WASHINGTON LETTER

By HARRY B. HUNT

NEA Service Writer  
WASHINGTON, March 11.—As a bit of national advertising, the Coolidge inaugural excelled all previous presidential pageants. This partly

### QUITE A HERITAGE



because of, partly in spite of, President Coolidge.

From an administration standpoint, the inauguration was shaped further to advertise "Coolidge economy" to the country.

It was designed as a selling demonstration for horse sense and reduced expenditures.

The little two-by-four reviewing stand built in front of the White House, elimination of an elaborate "court of honor," curtailing of the parade itself and lack of lavish and expensive decorations all united to give force and effect to the idea of economy.

All this advertising of the administration's viewpoint and purpose was with the full aid and approval of the president.

The advertising that was achieved in spite of the president, however, was accomplished by the great new Mayflower Hotel, which is making its bid for the patronage of statesmen and dignitaries, and which was hurried to completion in time to cash in on the publicity opportunity presented by an inauguration.

For while an "official" inaugural ball—which would have been held in some commodious public building—was banned by the president, an "official" charity ball was arranged for the main ball room of the Mayflower Hotel.

As a result of which, news stories and special articles, like this, have done more to fix the Mayflower in the public mind, as a modern up-to-date Washington hotel instead of an antiquated sailing vessel, than could have been accomplished in a year by a costly campaign of paid advertising.

Historically, the opening of the Mayflower with an inaugural ball, even though same was unofficial, may be more important than it seems on the surface.

It may mark the beginning of a decline in social circles of the prestige assumed by those who never forget to let the world know that their ancestors "came over on the Mayflower."

To the dowager who hereafter announces her Mayflower descent, the frivolous flapper of today may make the fitting retort that she herself danced in the Mayflower when Gal took the oath.

In another way, too, the Mayflower marks a step ahead in the capital's evolution. It gives to downtown Washington a hostelry that is essentially metropolitan in its aspect.

The building is an enormous pile, occupying almost an entire city block.

It offers not only all the "conveniences" but all the frills, including even the wife of a former Russian czarist official as "hostess," to give an atmosphere of distinction and class to its tea room.

While on the subject of hotels, it might be said that Washington is suffering from an epidemic of hotelitis.

In the past six years the hotel capacity of the capital has more than doubled. During the war period, when a room and bath in Washington brought any price the management had the nerve to ask, the

hotels then here made enormous profits.

And of course there is always the parade of politicians and the men with axes to grind and money to spend for the grindings. These are the folks who keep the hotels hot.

Visitors who sought shelter for one or two nights during the inauguration, however, were uniformly informed that in order to get quarters for one night they would have to pay for four. No reservations for less than four nights would be booked.

Too much advertising!



Congress' deficiency bills remind us of the woman who wrote a check to cover the amount she was overdrawn at the bank.

Doctors have made the king of England quit smoking. Your health doesn't care how important you are.

Aviation troubles grow. A general demanded airplanes. But they gave him the air instead.

News from Spain. The Spaniards are getting rough. Football is taking the place of bullfights over there.

General Wood's son made a fortune in Wall Street. Now he's broke and in trouble. A fortune was his misfortune.

The paper says a movie star is better. We say that's good. We need some better movie stars.

Atlantic City news. Drunk sentenced to buy his wife a new hat. That would stop a lot of men from drinking.

Better worry over these European troubles now. Soon be entirely too warm to worry over anything.

About 20,000 new laws will be before state legislatures this year, there being no law against introducing them.

Bad Illinois news. Four men on a railroad track. One had a jug. Four widows sitting at home.

#### HELPS SOLVE PUZZLES

The solution of this puzzle and others appearing daily is made easy by using the New Universities Dictionary with its greatly enlarged vocabulary, now being presented to all readers for 98 cents and three coupons such as the one printed today on page 6.

#### FIRST DICTIONARY DAY

As the early bird enjoys the worm that he catches, so those who present their coupons early will be the first to enjoy the benefits of a brand new dictionary for the mere distribution expense and only three little coupons.

Daily newspapers throughout the country are giving publicity to this

great educational offer, and doubtless they will vie with each other as to the number of readers who will take advantage of it.

The fact that millions of dictionaries were distributed to newspaper readers through previous similar campaigns is proof of the great value of newspaper advertising.

Get your dictionary coupons together now and present them as explained in the one printed in this issue.

#### AMBASSADOR RESIGNS

WASHINGTON, March 11.—President Coolidge has accepted the resignation of John W. Riddle as ambassador to Argentina.

## OUT OF THE AIR

By JULIUS MUELLER  
Manager Radio Dept., Baldwin Hardware Co.

The KGO players are featuring Booth Tarkington's popular play "Clarence" on Thursday night beginning at 8 o'clock. The play is expected to be one of the best adapted to radio yet given by the radio players of the General Electric station. "Clarence" is a real American comedy in four acts. The plot revolves around a character of a young entomologist, Clarence, who being an authority of Bugs was promptly set to work in the army during the late war as a mule driver. Hon. Clarence was a returned soldier seeking a job, found it repairing bathtubs, playing a saxophone, tuning pianos and acting as counselor and guide to the wealthy Wheeler family in Eastwood. Ten well known voices of the radio players will be heard in the cast, and music will be furnished by the Arion trio.

A simple way to test the polarity of batteries, whose a voltmeter or ammeter is not available is to connect a wire from each of the contact terminals, positive and negative, and place both wires in a glass of water to which has been added a bit of table salt. The neg-

ative wire will give off bubbles much more freely than the positive wire.

#### Program for Thursday

KGW—Portland 10 p. m. The Oregonian Concert orchestra.

KFOA—Seattle 6 to 7 p. m. studio program by the Moran school for boys.

KPO—San Francisco, 8 p. m. organ recital by Theo. Irwin, 8 program under the direction of the San Francisco conservatory of Music, vocal department.

KGO—8 p. m. studio program, Clarence, a four act play.

KNX—Hollywood, 8 p. m. H. D. Dyas company of Los Angeles sponsoring studio program 9 to 10 at-water Kent radio company courtesy program.

KHL—Los Angeles 5 p. m. DeLano, Hawaiian Guitars club program, 9 Piggy Wiggy girls program

KFI—Los Angeles, 8 p. m. Standard Oil company of California presents studio program 9 to 10 Ruth Florence soprano and label quartette.

**COUPON Good for New ENLARGED DICTIONARY**

TO READERS OF THE EVENING HERALD

Old dictionaries should be discarded, as recent activities have brought additional words into our language, and the publishers had to discard their old printing plates. Here is the newly compiled dictionary—larger and more complete than any similar one—enlarged vocabulary—all the new words and new special features—now ready for every reader.

**EASY FOR YOU TO GET**

Three of these coupons, presented or mailed to this newspaper with a nominal sum to cover cost of handling, packing, clerk hire, distribution, etc., amounting to only **98 Cents**

**Mail Orders**  
If by mail, include 7 cents postage up to 100 miles; 15 cents up to 200 miles; or for greater distances ask your postmaster for rate on 3 pounds.

**Entitles every reader to this New Enlarged Universities Dictionary**  
Without Further Expense or Obligation—and Money Back if Not Satisfied.

**Your Old Dictionary is Now Out of Date**  
This is the ideal book for solving Cross Word Puzzles

## "Vanity cases used 3000 B. C."

Scientific excavations in the ancient city of Kish, so we are told by a news dispatch, show that women carried vanity cases forty-nine centuries ago. Why did not the luxuries of that old civilization spread to the rest of the world? Why were the delicate and pleasure-bringing things of life buried and hidden away for so many ages? Without the printed word, information could hardly be spread to other countries, and the knowledge of events and things could scarcely be preserved. Today, if a better rug is produced in Kurdistan, it is soon advertised or sale in American newspapers. If a better necklace is made in China, a printed advertisement will shortly describe it and quote the price on the other side of the globe.

Advertising publishes the secrets of good things from one end of America to the other. The newest and best products of forty-eight states are told about, fully and truthfully, wherever the public press is read.

Read the advertisements and you keep from being buried alive like Kish.

Advertisements tell you what is best to buy—where to get it and what to pay for it