

# The Evening Herald

Issued Daily, except Sunday, by The Herald Publishing Company, Office: 119 N. Eighth Street, Klamath Falls, Ore.

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Entered as second class matter at the postoffice at Klamath Falls, Oregon, under act of March 3, 1879.

Member of the Associated Press

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

TUESDAY, AUGUST 25, 1925

## HE FAILED TO ADVERTISE

Commercial failures of the country last week as reported by Dun's were 362, as against 341 the same week last year.

Though the United States district courts are kept busy with bankruptcy cases, Oregon has been fortunate that the business failures have been comparatively few and far between.

Recently a sad but undoubtedly a true story featured a page in one of our exchanges from Montana. The headline read: "Furniture Man Files in Bankruptcy—Failure to Advertise Wrecks Another Business Here." Surely that was a sad commentary.

Then followed a story of a half a column in length telling the people of Helena and Montana the history of the non-advertising furniture store man. He had a small side street location and by advertising enjoyed a business that progressed in nice shape.

A clothing store moved from a busy corner when the proprietors, both pioneers, decided to quit business and retire, and he took the room. Once in the better location he decided, it is assumed, that advertising was no longer necessary.

First he quit advertising, then he quit business because his creditors wanted their money. The remainder of the story tells of a trip into the bankruptcy court and the closing of the store or rather its failure to open.

The public is not left in doubt as to whether the advertising merchant wants their business, while it certainly must be admitted that the man who fails to advertise is leaving his light concealed under a bushel.

There is scarcely a movement that cannot be successfully consummated through newspaper advertising.

When you want to convince the public that you have bargains at your store—you advertise.

When public service corporations, such as railroads, street railways and telephone companies, wish to gain public support or approval of any project—they advertise.

When banks want to educate the public in the idea that it pays to have a savings account—they advertise.

When real estate dealers want to educate the public in the thought that every one should own a home—they advertise.

## THE STATE MOTOR ASSOCIATION

The word brought here this week that the Oregon State Motor association is planning to establish a branch in Klamath Falls is but another indication of the substantial growth of this community and the increasing importance it commands with the people of the state.

The state association has accomplished much good for its members throughout the state, and its value to the individual motorist will increase in proportion to its enlarged membership. Klamath county motorists should welcome this opportunity of aligning themselves with the state-wide organization.

## FROM ALL OVER OREGON

Bits of News From Towns Throughout the State  
WHAT OTHERS ARE DOING

### FORMER GRANTS PASS BOY

Geo. C. Wynne, former Grants Pass boy, is spending a few weeks here visiting his mother, Mrs. Geo. Bryan at Williams. Mr. Wynne was manager of the local Postal Telegraph office here in 1913. He served during the war and after the war was commissioned in the regular army. He is now first lieutenant in the quartermaster corps. He has been at Missoula, Mont., but will go to Philadelphia to attend corps school. Lieutenant Wynne during the service in the army has been around the world, served in the Philippines and visited China and Japan.—Grants Pass Daily Courier.

### THOROUGHbred STOCK FARM

The 2000 acres of land purchased recently in Douglas county by W. D. Valentine, of Los Angeles, and Frank G. Hogan, of Pasadena, Calif., is to be converted into a thoroughbred stock ranch, according to a letter just received from Frank G. Hogan, one of the partners.

Mr. Hogan writes that they are highly pleased with their Oregon property and that both he and Mr. Valentine believe that it is just the place they want for the "home of

the best in pure bred live stock, principally hogs, cattle, registered American saddle horses and thoroughbred horses."

They have named the new ranch the Douglas Park Stock ranch.—Southwestern Oregon Daily News.

### BUILDING PERMITS \$98,850

Building permits for the first twenty-two days of this month total \$98,850, according to the records of City Recorder Mark Poulson. Twenty-two permits have been issued during the period, averaging one a day or an average in property value of \$4266 per day.

The largest permit issued during the first three weeks of the month was to the new paper converting company which applied for a permit to construct the first unit of its \$100,000 plant at a cost of \$35,000. Three permits were issued for buildings that will cost in excess of \$6000.

Permits have been issued for 13 dwelling houses, two brick and concrete stores, one concrete mill, one apartment house, one warehouse, one summer house and for the repair of three dwellings.—Salem Oregon Statesman.

### ACCIDENT VICTIMS RECOVERING

Mrs. Leonie Boyce, Mrs. Nathan Starkey and Theresa Starkey, three of the seven persons who were injured in an automobile accident several weeks ago when the father, Mr. Starkey and his infant daughter were killed, will leave the Deaconess hospital today. Arrangements have been made whereby they will remain in the country near Salem until Eva Starkey, who suffered a broken leg and hip, is in condition to be discharged from the hospital. Jess Willard Starkey, 10, who has been receiving treatment at the Salem hospital for a fractured skull, has been making satisfactory recovery and will be discharged from the hospital within a few days, it was said.—Salem Oregon Statesman.

### OLD TIMER VISITS

W. C. Clark, editor of the Revue, W. Va., News, and wife were in Ashland Friday. Mr. Clark and Mayor O. H. Johnson, were neighbors in Washington 25 years ago and the W. Virginia editor, who also formerly lived in Klamath Falls where he had been visiting came to Ashland to visit with the Mayor.

Mr. Clark was the first assessor of Klamath county. When he was introduced to the Tidings representative, Mr. Clark said he had started reading the Tidings before the writer was born, away back in 1877. The mayor and the editor recognized each other upon meeting despite the long period since their last meeting.—Ashland Tidings.

### VISITS OLD HOME

James L. Coke, former Coos county boy who has had about all the political and judicial honors that could be conferred upon him in the Hawaiian Islands where he has been located for the last 25 years, arrived here last night to visit his brother, Tom, and other relatives and friends. He and Mrs. Coke motored up from San Francisco. They came from the islands about a month ago and were in Portland to visit the John S. Coke home, and have been visiting California points. They will have to leave here in a couple of days.—Coos Bay Times.

### FORMER MEDFORD CHAP

Fred Spuhn, assistant rowing coach at Harvard last season, has signed a one-year contract as head coach of the University of Pennsylvania crews. John Arthur Brown, chairman of the rowing committee at the university announced today. He will be assisted by Max Luft, the giant oarsman who captured the University of Washington crew last spring. Both will report there the last week in September, for fall rowing.

(Fred Spuhn is the son of Mrs. John Demmer of Medford, and is regarded as one of the most skillful oarsmen in the country.)—Medford Mail-Tribune.

### FORMER BAY RESIDENT DIES

Joseph H. Milner, former well known hardware dealer of Marshfield and a member of the city council for many years, met his death as a true sportsman, according to a letter received here by W. U. Douglas, one of his closest friends in this city.

Milner died of heart failure while on his way from the river to his camp with several trout he had just caught. With his wife he was camping along the Eel river, near Ukiah, California. After pitching camp for the night Milner went down to the stream alone to fish. When he did not return within a reasonable length of time his wife asked some other campers to investigate.

The campers found him dead on the trail about half way between the camp and the river with his catch of trout still firmly grasped in his hand.

Mr. and Mrs. Milner were on a motor trip from Patamula, their home, and Milner had driven from Eureka to Eel river on the day of his death.

Fishing was Milner's favorite sport, Douglas says.—Southwestern Oregon News.

### NATIVE OF EUGENE PASSES

William Francis Edwin Larkin, native of Eugene and son of a pioneer couple here, died in Portland Thursday at the age of 53 years. The funeral will be held here Monday at two p. m.

Mr. Larkin was the son of Mr. and Mrs. D. R. Larkin. He lived here until he was grown, when he went to Portland. He is survived by his widow, Mrs. Ollie Larkin, a son, D. R. Larkin, two brothers, J. A. Larkin, of Eugene, and a sister, Mrs. Minnie Olsen of Portland. The funeral services will be held at the Branstetter chapel with interment in the L. O. O. F. cemetery. Dr. E. V. Silvers, will have charge.—Morning Register.

### LOG SHIPMENT TO START

Shipment of about six million feet of logs from Siletcoos lake to North Bend by rail will be started October 1 by the Stout Lumber company, of North Bend, which purchased the logs from Harry Dutton,

of Portland, recently. The logs are the last of the Dutton holdings in Western Lane county and were to have been sawed by the Dutton mill at Westlake, which burned down last March. The mill will not be rebuilt, as was originally planned.—Morning Register.

### SPRINGFIELD WOMAN HURT

Miss Abbey Tomsoeth, employe in the farmers Exchange store, was slightly injured about the hips last night when she fell down the stairway in her home on the south side of Willamette Heights. She was brought to the office of a local physician for an x-ray to show the extent of her injury.

The x-ray prints showed that no bones were broken. Miss Tomsoeth is staying at home today from her work but is expected to be back during the early part of next week.—Morning Register.

### VISIT RAINIER NATIONAL

Rainier national park with its natural scenery and tourist attractions is one of the best vacation resorts in the Pacific coast, said C. W. Iddings, of Eugene, who, with Mrs. Iddings and his sister, Mrs. M. E. Wooster of Molalla, returned yesterday from the park and British Columbia.

Victoria, B. C., was described by

Mr. Iddings as a veritable fairy-land, and Hood River canal near the Olympia, Wash., forest reserve is a beautiful drive. Roads to Rainier park are in good condition in most places. The party made the trip to the mountain park by way of Chehalis, turning off there from the main highway. The road from Chehalis to the mountain is the poorest road on the trip, he said, but is passable.—Morning Register.

## STEWART'S WASHINGTON LETTER

BY CHARLES P. STEWART  
NEA Service Writer

WASHINGTON — The amount of bunk that has come out of Swampscott about President Coolidge this summer is something old Washington correspondents say they never saw equaled about any previous president in all their combined recollections. There's been more real news about previous presidents—oh, plenty more—but never so much pure puff, in the same length of time.

The "presidential spokesman" has

been a great help to the Swampscott correspondents all summer. Almost everybody knows about the "presidential spokesman." He was born of the fact that the president mustn't be quoted in the newspapers. That's a tradition—a silly one, too. Nevertheless it exists. So, when the president says anything the papers want to print, which is everything he does say, inasmuch as the press has to have some kind of an authority for it, the correspondents got to putting it into the mouth of a "presidential spokesman."

In due season the public got onto this—comprehended that the "presidential spokesman" in reality was the president himself talking. Consequently the "spokesman's" utterances soon began to be accepted as coming right from the fountain head—what he was quoted as saying carried heaps of weight.

Then one day one of the correspondents—nobody knows who started it—thought up a yarn all by himself that he was anxious to put across with all the "presidential spokesman's" authority. Well, why shouldn't he? he cogitated. "Presidential spokesman" was a vague term, after all—like a "prominent member of the lower house" or a "well known statesman." Lots of politicians consider themselves "presidential spokes-

## Adam Sharpeck Gets Big Jolt

### Reckless Driver Fined \$250.00 in Justice Court

Adam Sharpeck's wild ride over the Klamath-Ashland highway early Sunday, which resulted in the destruction of his heavy roadster and sent his companion to a hospital with a broken skull, cost him \$250 when he appeared today before Justice of the Peace Kendall on a charge of reckless driving.

The revocation of Sharpeck's driving license for one year was also recommended by the committing magistrate.

B. W. Smith and son Elmo of Pine Ridge are in the city today on business.

# For 19 Years The Herald Has secured more results per advertising dollar spent than any other medium

## This Leadership Is True Today Read This:

**PERKINS FURNITURE HOUSE**  
"The Furnisher of Happy Homes"  
KLAMATH FALLS, OREGON  
August 25, 1925.  
Evening Herald  
Klamath Falls, Oregon.  
Gentlemen:

Today we are paying our fifth dividend to the creditors of the Perkins Furniture House. We feel that this is of interest to you because since I took over the management of the store on Feb. 10, we have used the Evening Herald advertising to get the business that has made these dividends possible.

We want to thank you for the help you have been to us and we also want to thank the people who have been so prompt in paying their installment accounts, all in all it has been these things that have made it possible for us to pay 50 per cent on the total indebtedness.

Yours very truly,  
C. G. PEEBLER  
Mgr. Perkins Furniture House.

## The Evening Herald Supreme Yesterday Supreme Today Supreme Tomorrow