

# The Evening Herald

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The Evening Herald is the official paper of Klamath County.

### SUBSCRIPTION RATES

Delivered by Carrier		By Mail	
One Year	\$6.50	One Year	\$5.00
Six Months	3.50	Six Months	2.75
Three Months	1.85	Three Months	1.50
One Month	.65	One Month	.65

Saturday, December 26, 1925

### WHO PAYS?

Granat Brothers of San Francisco tells a story that should interest every reader of The Evening Herald. It answers a question that at one time or another has risen in the mind of every thoughtful patron of progressive merchants and it tells why it is better for you to patronize advertisers in The Evening Herald and why you save money in doing so.

This well known firm took five columns of space in the newspapers of San Francisco to tell the following story to the people of California and adjoining territory and it is so interesting that we reprint it:

"Who pays the advertising bill? A Granat advertisement in a newspaper costs \$800, that advertisement brought \$16,000 in sales, costing five per cent. It is so, year in and year out. Does it raise the price of the diamond ring you select? Does it add a further tax upon your pocketbook? We believe not. The advertising increases sales and as a result the ratio of other expenses is lowered. Whether we sell \$1000 a year or \$100,000 a year, the rent is the same.

"Advertising increased sales to a point where we could sell our diamonds and jewelry at lower prices to you and still make a larger net profit for ourselves. That is having your cake and eating it, too. So our customers did not pay for the advertising in increased prices. Who, then, did pay for the advertisement? We'll tell you the answer. Our competitors in the jewelry business, chiefly those who do not advertise, paid for our advertising. They paid for it in trade that slipped away from them to us. They paid for it in the new customers we got which they might have had. They paid for it in high expense, low volume, high gross profit and low net. They paid for it in small turnover."

What applies to Granat Brothers applies with equal force to business concerns in every community, large and small. In Klamath Falls it means that Evening Herald advertisers can give you better merchandise at lower prices than those who do not tell the story of their business to the people of the city and county through its columns. That this is true is evidenced by the fact of the tremendous volume of business done by Evening Herald advertisers during the holiday season. They cleaned out their holiday goods and had none to carry over until next year, the interest and depreciation on which must be spread over the other merchandise.

When you buy from Evening Herald advertisers you are buying from your friends—friends because they bring their message into your home where you can read it over, study it and make your decision. What they have to say is spread before the light of day where it must stand the critical eye of buyer and competitor. It means better merchandise and better prices for you.

### SUNDAY HOUSES SOLVE WEEK-END PROBLEMS

FREDERICKSBURG, Tex. — Sunday Houses, tiny dwellings, clustered mostly around the churches of this little German town in the hills of southwest Texas, have solved for many ranchmen and farmers the problem of week-end trips to town for shopping, trading and attending church.

The first of them was erected about 20 years ago and the idea was as well received that there are now about 100 in use. Usually the "Sunday House" consists of one or two small rooms on the ground floor and the same number on a second floor.

Although furnished comfortably, boxes of them contain cooking utensils. The owners bring enough food to last them from Saturday until Monday morning, thus giving the women freedom from cooking and saving the expense of stocking two kitchens.

Fredericksburg, with a population of 4,990, is unincorporated and the owners of Sunday Houses have only to pay county and state tax rates on their establishments.

These homes have had a marked influence for good on the social and community life of the county, according to George D. Barber, secretary of the chamber of commerce.

### SEEK TO RECALL SPOKANE OFFICER

SPOKANE, Wash., Dec. 26. (AP)—A petition asking the recall of Charles W. Hodger, city commissioner of public safety, on the ground of malfeasance in office and violation of his oath of office in failing to enforce laws against liquor selling, gambling and prostitution, was filed with the city clerk today.

### Yes Sir! Times Do Change



### STEWART'S WASHINGTON LETTER

BY CHARLES F. STEWART

WASHINGTON—The house of representatives is jealous of the senate's swifter office building—swifter, that is, than the representatives' own.

That's no joke. The average representative resents the fact that each senator has a public outer office and an inner private one, while he has only one, for himself and whatever casual rabble may drift in. Some representatives have petitions put in but that cramps their room.

Such is the whole explanation of the proposal to spend \$7,000,000 on a new office building for the lower house. The present one is all right except in comparison with the senate's.

There may be a bit of sound reasoning behind the representatives' anxiety for as classy quarters as anybody else.

Call on a senator and you get the impression that he's a big man. He isn't in sight, in the first place. He's in majestic seclusion behind that massive private office door. An antechamberful of suitors wait without, upon the invisible statesman's word. You have to plead with his secretary for an audience. By the time you get to him, you feel you've accomplished something. This must be a mighty important individual.

Winter seems to be a very reliable cure for sunburn.

### Three Killed As Climax To Holiday Dance

### Tragedy Stalks at Brooklyn Resort Party

NEW YORK, Dec. 26. (AP)—Three unidentified men were shot and killed early today as the climax of a Christmas dance at the Adonis social club, a South Brooklyn resort. The triple crime was discovered when a policeman found one of the bodies lying in the street. He made his way to the dance hall and found the other two men lying amid broken furniture which had apparently been wrecked in a terrific struggle. The hall was deserted.

### "SEAT GUARDERS" OF ROME RIVAL AMERICAN "LIZARDS"

ROME. (AP)—"Seat guards" somewhat like the "Lounge lizards of America, have originated here as a result of the profane predilection for afternoon tea in the English fashion.

Rome's number of tea rooms is restricted, so each afternoon young men average to strenuous tasks take seats and hold them until the tea-seekers arrive. Then, instead of relinquishing the chairs, the guardians merely offer to make room for the arrivals, slipping back as soon as tea is over.

To date, the new occupation merely is used as a means for social advancement, but there are indications of commercialization.

### Foreheads Again Are Fashionable

LONDON, Dec. 26. (AP)—Foreheads have again become fashionable, but women's ears must still be covered up and are useful only as appendages from which great earrings may dangle.

London hair dressers have come to the rescue of women whose heads and faces lack the highly classical lines necessary to make the sleeked down hair becoming. The hair is now swept straight back from the forehead and the first and second dainty waves cause graceful loops to fall over the ears, merely indicating the shape of the head without accentuating unattractive lines.

### WOMAN BURNS TO DEATH IN BLAZE

MINNEAPOLIS, Dec. 26. (AP)—One woman was believed to have burned to death and 22 persons were rescued by firemen in 15 below zero weather here today when fire destroyed a three story brick building. Loss was estimated at \$25,000.

Mrs. Frances Wanzel, 52, a cripple, was cremated, it is believed, as she is missing.

### TAKING DOMESTIC SCIENCE

ALBUQUERQUE, N. M.—Indian maidens, having adopted rouge and bobbed hair, now have taken up domestic science.

A department of culinary instruction has been established in the government Indian school here, with seven classes. The Indian Kappert are keenly interested.

### Out Our Way



VISITORS DAY.

## WHAT OTHERS ARE DOING

Bits of News From Towns Throughout the State

## FROM ALL OVER OREGON

### WILLAMETTE RISING

Approaching flood stage, the level of the Willamette river passed the 3 foot mark above normal at noon today, still rising rapidly. The river rose 3 of a foot since 7 o'clock this morning.

It was believed, however, that with less rainfall during the past 24 hours than during any other day since the beginning of the recent storm, the river would soon begin to go down again. The river this noon was at its highest point since February 14. On that day it registered 3.5 feet above normal, being slowly subsiding from the record flood that occurred during the early part of the month.

With the wind coming steadily from the south, and temperature kept up to a record mark for this time of the year, reports indicate that snow in the mountains is melting, adding to the river flood. — Salem Journal.

### MOTOR OFFICE AT ASHLAND

With the arrival here today of H. E. Gale, Southern Oregon district manager for the Oregon State Motor association, came the announcement that the local office of that organization would be opened within a very few days.

Gale is here making arrangements for the equipment necessary for the office, and securing an attendant for the information desk. When these have been secured, he declares, the office will be put into operation in the Lathia Springs hotel.

There are more than 160 members of the motor association in Ashland now, as the result of the drive staged here by the association during the past few weeks.—Ashland Tidings.

### ROAD MAP PREPARED

A vicinity map of the McKenzie highway and Springfield district is being prepared by State Highway Engineer Wagner of Salem, assisted by Victor Poize, of Springfield. A survey of the highway was made from Springfield up the McKenzie nearly to Leaburg, and it expected that the state highway commission

in contemplating standardizing the highway to a 90-foot width and otherwise improving it. A survey of the Willamette river district where the proposed inter-city bridge piers stand, and the plotting of all landmarks, as well as listing of property owners for some distance both up and down the river from the pier is being prepared.—Eugene Guard.

### AUTO THIEF CAUGHT

Ted Whitlow, who was arrested in Roseburg for stealing an automobile from the Morgan garage at North Bend, appeared in Justice C. E. Marhee's court this morning and was bound over to the grand jury. Bail was set at \$1,000.

Late Friday afternoon a woman residing near Winson, south of Roseburg, reported a new car and a suspicious looking man hidden on a side road, a short distance off the Pacific highway. State Traffic Officer Thurber was sent to the scene and arrested Whitlow, who confessed that the new enclosed car he was driving had been stolen.

Dputy Sheriff Frank Osmund went to Roseburg and took the announcement to North Bend.—Marshfield News.

### BUILDING NEW HOTEL

Work will start tomorrow on the pouring of the second floor of the new Redwoods hotel. The first floor was completed last week and the concrete has set sufficiently to allow the pouring of the second story floor. All plumbing and installation of electrical fixtures must be completed on each floor before the pouring of the concrete starts.

The forms were being removed this morning from the walls of the banquet room. The construction of this part of the hotel will be pushed so that this room, which is to be of unique design, can be used before the rest of the building has been opened.—Grants Pass Courier.

PARIS.—Some Americans think the price of Christmas dinners looked like the figures of the French debt to the United States. The lowest for champagne was \$4.

# Out Tomorrow

Watch for It!

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