

The Evening Herald

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Published every afternoon except Sunday by The Herald Publishing Company at 102-122 South Fifth street, Klamath Falls, Oregon.

Entered as second class matter at the postoffice at Klamath Falls, Oregon, on August 20, 1906, under act of Congress, March 3, 1879.

By Mail		Delivered by Carrier	
One Year	\$5.00	One Year	\$5.00
Six Months	2.75	Six Months	3.50
Three Months	1.75	Three Months	1.50
One Month	.65	One Month	.65

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Wednesday, December 21, 1927.

Just That

In an editorial in the Salem Capital-Journal, Editor George Putnam speaks of "Superior Enterprise" in the following language that has a round, full meaning:

Taking advantage of Oregon's inferiority complex, California has acquired the habit of appropriating all the products of Oregon and plastering a California label on them, so it occasions little surprise to find boomers of the Golden State annexing our scenic resources, rivers and highways. In the January American Magazine, appears a page length illustration of Multnomah Falls, with the caption: "One of the many beautiful scenes along the Columbia river highway—a picture taken in California." So incessant has been the blab from California, that everybody east, including magazine editors, seems firmly convinced that California is all there is to the Pacific coast.

For many years Oregon canned products have been marketed under California labels and the Oregon legislature has refused to compel a proper label. The California label is used because most of our canneries are owned in California, branches of California industries, which have established their brands and markets and use the Oregon products to supplant their own output.

Strange as it may seem, many of our prunes are also marketed under California labels—for the similar reason that some of the largest packers and shippers are California concerns and these same concerns help keep the Oregon prune industry demoralized. Oregon apples and pears are also frequently shipped under California labels, and so well advertised is the name, that fruit dealers in New York and other eastern cities universally sell Oregon fruit, even from a properly labelled box, as California product, for no one knows of Oregon.

A Salem man traveling in the east, sent back recently from Pittsburgh, the menu of one of the large hotels, which served its guests "California Columbia river salmon," so it is evident that for some time California has had the Columbia river annexed—and if the river why not the highway and its beauty spots?

This superior California enterprise should not excite and will not excite Oregonians—nothing ever does. We are too lethargic. If we will not advertise our own resources, we should be thankful that California does, even if indirectly. If we refuse to develop our own industries, we should be glad that California finances them and not begrudge the credit. If California becomes through advertising the symbol of the Pacific coast in the east and appropriates Oregon's scenic charms in the effort, it all adds to the lure of the west, and when people come to Los Angeles to see Multnomah Falls and the Columbia highway, they will find out the facts. Even if they never get further, they furnish a market for Oregon products and a summer tourist traffic.

Some day perhaps, Oregon will wake-up, but as long as we let California do it, why rail at superior enterprise?

EDITORIALS FROM OVER THE NATION

CHRISTMAS SHOPPING

Portland Telegram—We have it on the unimpeachable testimony of the soiled and faded counters on the walls that there are but few shopping days left us before Christmas.

Those provident folk who have done their Christmas shopping early are now enjoying their reward in the pride of their conscientious superiority. In unfrustrated certainty they wait that final turmoil of last minute preparations which is the very essence of Christmas.

But some of us are not so wise, or have been somehow prevented from the earlier purchases that we would have made. To such we offer the reminder that shopping early in the day will go far to make amends for not shopping earlier in the season. For the sake of hard-working salespeople and delivery men, for the avoidance of the strife and tumult of the later crowds, for everybody's comfort, convenience and satisfaction, use the morning hours.

We are told that a number of employers are allowing a half holiday for Christmas shopping. This plan is especially desirable where offices, shops and factories are so far outside the retail district that the noon hour has little value for shopping purposes. In most business organizations, it should be possible to excuse a few people at a time and give them the Christmas joy of buying gifts in comparative ease and leisure, rather than to snatch at hasty and ill-chosen purchases at the end of a tired day.

The gift of a few hours is a Christmas courtesy that every executive may well afford. The time will be more than made up in the appreciative alacrity of his subordinates, and will prove to be a sound investment in good will. It would be pleasant if this favor might be extended in the generous spirit of Christmas, but we venture to whisper that the prosperity of the entire community is furthered by every thing that tends to encourage and promote business—the other fellow's business as well as your own.

There is good business judgment, rather than charity in the saying of Ecclesiastes, "Cast thy bread upon the waters and thou shalt find it after many days." Send thy clerk to buy goods in the market place, in order that others may have the wherewithal to buy of thee.

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Letters From the People

Rev. J. Henry Thomas (General Chairman Chest Drive)

The storekeeper on Main street is fed up with drives; and rightly so too. There are far too many of them and much too long drawn out. I know of one timed to take place on January 8th next and if they continue throughout the year 1928 as they have been in 1927 they will be held every month until next Christmas. Then when the appeal is made to provide the bare necessities of life, food, fuel and clothing for those in dire difficulties, there will be a hard boiled feeling of "I am fed up."

There is little wonder too. Twenty calls a year from requests for funds for firework appeals for money for food are exasperating, wasteful and unnecessary. Mr. Main street is long suffering and generous to the nth degree in my viewpoint, but both he and the larger business interests are singularly inefficient in this matter of drives. Let us stop this waste of money, time and temper.

There is also need to think this matter through, too, as to what is really worth while and fundamental to community well being. Would it not be statesmanlike for a group of business men to be appointed a community chest budget committee, say next May. Then have every organization desiring community support and money to submit its estimates and expenditures to that group of business men. Then when passed by them it would command the confidence and support of the community and a real concerted effort would put it over. Should there be any shortage let it be pro rata among the participating organizations.

The examination of expenditures and overhead is one of the greatest values in making for efficiency and cutting the amount necessary to be found by the community. This aspect at the present moment hardly seems to be noticed at all by our contributors to drives; yet perhaps it is the most important of all.

A secondary point to me, although it is the one most frequently heard is the irritation caused by the constant appeals. This would be healed by the one corporate effort. These are but a couple of the pros. It may be the cons would outweigh these and others that could be raised at a later date.

In the meantime I invite a full examination into the minutest detail of the chest effort. We have 25 women investigating needy families in every nook and corner of the town and every penny practically is spent on food, shoes and the bare necessities of life. Its efforts are not limited to the Christmas season, but throughout the whole year no worthy family may need sustenance.

In addition to a thorough investigation and a careful tabulation of those found worthy by the investigators, we have the services of one of the best professional buyers in town at no cost for his work. The groceries supplied are such as a dietitian would choose for nutritious value at low cost. The entire cost of all these efforts for administration and supplying will be this year about \$25. Every penny may be said to go for bread.

Will not my large hearted fellow citizens let the generous promptings of their hearts override the "fed up" thoughts of their head and see we have the necessary funds to feed the hungry and cold this Christmas.

Do this and the general chairman of the chest will vow to call a meeting next May of all interests concerned for a full discussion of this drive business.

At The Orpheus

George Walsh appears in "The Winning Oar" as a college man adept with the oars. He has been seen in almost every other type of athletic portrayal except this one. As always he is a master.

Remember the role of "Peaceful Perkins" in "The Unknown Soldier"? It was played by Syd Crossley and Syd will function again as a doughboy in the Alberta Vaughn starring production "Ain't Love Funny."

Alberta is capable of making a picture well worth while thru her own unaided efforts, and with the support that she received, the pretty little star has indeed surpassed herself.

If the six-day races are all framed, that's terrible stuff for the boys to be pedaling, says O'Goofy.

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HARDINESS OF WHIPPET AGAIN DEMONSTRATED

Car Averages 33 Miles An Hour Indianapolis to Los Angeles

With the Whippet nearing the end of its eighteenth month on the market, during which time it has set a standard of performance that has never before been equaled in the light four-cylinder field, come word of another outstanding stamoa accomplishment.

A. E. Elmore and Vernon Gipsom, both of Indianapolis, left that city recently in a Whippet sedan, heading the nose of this smart car towards the Pacific coast. The start was made from the Hoosier capital without any thought in the minds of either of breaking any records—it was merely to be a cross country trip.

However, just 7 1/2 hours of driving time were required to bring the car into the city limits of Los Angeles, a distance of 2,442 miles in all. To accomplish this the Whippet sedan had to maintain an average speed of more than 33 miles an hour from the mid-west to the far off Pacific coast city.

"We used 109 gallons of gasoline or an average of 22 miles per gallon," Mr. Elmore said. "Our total oil consumption was one and one-half gallons. Although we struck some bad stretches of roads we had no mechanical trouble, and aside from three punctures we had no delays."

"We left Indianapolis late on Saturday and the following Friday we were in Los Angeles. The only stops made were for meals and sleep. We kept close records of the gasoline and oil consumption and the actual running time. The Whippet beat some of the fast train schedules from the east, many times over Whippet speeding alone, mile after mile, at a rate of 60 miles an hour."

COMMITTEE TO AID BIG DRIVE

Harry Poole, S. Montelius and Kenneth Klahn, a committee of three were appointed at the regular meeting of the Lions Club on Tuesday at Linnhaven to serve on the community chest drive.

The members will give the new piano, recently purchased by the Lions Club, at the luncheon next week.

October Sales Oakland Show Big Increase

PONTIAC, Mich., Dec. 21.—Record-breaking October sales of 15,674 Oakland and Pontiac sixes, 61.4 per cent greater than October of 1926, are reported by W. R. Tracy, vice-president in charge of sales for the Oakland Motor Car company. Mr. Tracy also states that sales totals for the last ten months have made 1927 the company's most successful year.

The October record follows a September sales increase of 27 per cent over the corresponding period of a year ago.

The grand aggregate of Oakland and Pontiac Six sales during the months from January to October, inclusive, is 172,027, against 121,330 during the first ten months of 1926. This increase of 50,697 represents a gain of more than 41 per cent over the sales during the same period of 1926.

"The introduction of the improved Pontiac Six at lower prices early this year contributed substantially to the increased total of sales," said Mr. Tracy. "Oakland Six sales experienced a brief mid-summer interruption while the factory was being rearranged for production of the new All-American Six."

"But the immediate public acceptance of the Oakland All-American models since their introduction early in August, together with the sustained demand for the Pontiac Six, have increased our business to the point where Oakland-Pontiac retail registrations ranked fourth among all manufacturers in the United States during August and September."

INCOMING MAIL GROWS HEAVIER

While the outgoing mail has dropped off somewhat in the past few days, incoming mail grows heavier each day at the local post office.

More than 5 tons of mail from all sections of the country were received at the office today. Mails coming in from the south grow heavier each day and as a result of the near approach of Christmas the clerks were swamped with work today.

"This does not mean that people of this community have discontinued mailing out packages," Mr. McCall commented. "Enough outgoing mail is received to keep three clerks on duty at the three parcel post windows throughout the entire day."

Christmas shoppers' faces must all the while this year, the way they're worn.

ADS RELATIVE TO SPEED RECORDS ARE DEFENDED

Paul G. Hoffman, Vice-Head of Studebaker, Answers Critics

In answer to criticism which has appeared in trade papers denouncing "speed" advertising, Paul G. Hoffman, vice president of the Studebaker Corporation of America, has made an illuminating reply.

Studebaker has been running a series of advertisements telling of a number of new world records which Studebaker cars have set. In defense of these endurance and speed records and the advertising of them, Mr. Hoffman makes the following statement:

"Present day merchandising demands presentation of the proof of the quality of a product in a forceful, dramatic way. After tests made on our own 800-acre proving ground, we knew full well the extraordinary endurance built into the Studebaker Commander. But we also realized that the only way we could translate this stamina to the public in terms which could be readily understood was to institute a test unparalleled in automotive history."

"We are now advertising that three strictly Studebaker Commanders each traveled, on the Atlantic City Speedway, 25,000 miles in less than 25,000 consecutive minutes under the strictest observation of the American Automobile Association. But this can no more be taken as an invitation to the public to use the speed of which this car is capable than the practice of a well known watch manufacturer showing a watch enclosed in a cake of ice could be interpreted as a suggestion for all owners of such watches to store them in the ice box over night."

"The ability of a car to maintain better than a mile a minute speed for a distance of 25,000 miles—equivalent to a circuit of the world at the equator—more conclusively proves the advance design of that car, the high quality materials which go into it, and the precision workmanship contributing to its construction than any other method we know of. That is why we turned the three Studebaker Commanders loose on this 25,000 mile run on the Atlantic City Speedway."

It's not the toes hit the toes in Hollywood that Walter must lower.

Development of Automobiles With Lower Center Gravity Would Lower Accident Rate

Automobile clubs and other associations interested in the motor car from the broad social standpoint back the opinions of health officials and professors of technology in answer to a symposium conducted by Percival White, leading engineer, on what the ideal motor car should be. Almost unanimously in this third phase of his survey, they affirm that the development of a motor car with an unusually low center of gravity, due to having the body and frame in one solid unit, and double steel construction of the body would be helpful factors in producing greater safety.

C. R. Tracy, chairman of the board of directors of the Augusta Automobile club, Georgia, says: "I think safety and protection for motorist and public could very well be improved through the development of a motor car which would emphasize safety through such features as a lower center of gravity, produced through having the body and frame in a unit. I also agree that the double steel construction of the body would be a helpful factor in producing greater safety. I believe a great deal of loss of life in a motor car accident is primarily due to the fact that the body of cars is not as substantial as it should be and it does not require a very great force of contact to cause the body to buckle or give."

H. K. Maples, general manager of the New York Automobile club says: "I assume that a double steel body construction would be considerably stronger than single construction even with the same weight of material and from this standpoint agree that in principle would offer a decided improvement over present practice."

Charles M. Hayes, president of the Chicago Motor club says: "A lower hung car will hold the road better and with less skidding or swaying than the high type of car, and it does seem that to develop a motor car with the center of gravity made lower even than is now found on automobiles would tend to increase the safety of the driver."

Had Bad Beginning
 Willis Smith, British fighter, received a blasting in his first fight in the United States in Cleveland recently.

AUTO LIMERICKS

By CLARK NEWTON

There was a young lady named Jane
 Who always would say "call again"
 To the chap who'd invite
 Her to auto each night
 The moral you see is quite plain.

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- ✓ Finish

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