

Editorial and Feature Page of Klamath News

THE KLAMATH NEWS

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OFFICIAL PAPER OF THE CITY OF KLAMATH FALLS

"Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it"—Abraham Lincoln

DID YOU EVER STOP TO THINK

THAT advertising is one of the most important parts of every business.

THAT advertising must be done in a way that will stimulate the people to a more favorable attitude toward the business advertised.

THAT it must be done in a way that will best attract their attention to the merchandise for sale.

THAT it is a good idea to change things around often, arrange stocks so they will look a little different to the customers each time they come in. The same old set-ups gets tiresome; a good looking stock helps sales.

THAT it is the customers who make a business possible, so too much attention cannot be given to service. Advertising will bring the customers to the door, but it takes the right service linked to the right goods to sell them.

THAT the right kind of advertising is necessary to develop new business, but it must be given time. It won't do all the work, but it will do more than its share.

ADVERTISING IS SERVICE AND THE PEOPLE ARE EXPECTING THIS SERVICE. THE BUSINESS CONCERNS THAT DO NOT GIVE THE PEOPLE WHAT THEY EXPECT ARE JUST LOSING—THATS ALL.

CLEAN LITERATURE

In many of the states west of the Mississippi the cowboy and prospector still ride their bronchos and burros and live lives of romance, adventure and exploration—the basis of western open air literature.

The western literary product includes moving pictures, action stories, cowboy songs and frontier ballads, and thousands of story, verse and song writers supply the world with this material that is read by millions.

Two years ago Col. E. Hofer, of Salem, Oregon, a life-long newspaper man and publisher, established a western literary monthly, The Lariat, to encourage western writers, set higher standards, and fight degenerate products.

In its third year, it is followed by The Lariat Story Magazine, published by Real Adventures Publishing Co., New York, and the North-West Writers Bureau at Salem, Oregon, making a market for literary products of the open air and adventure stories in popular magazines.

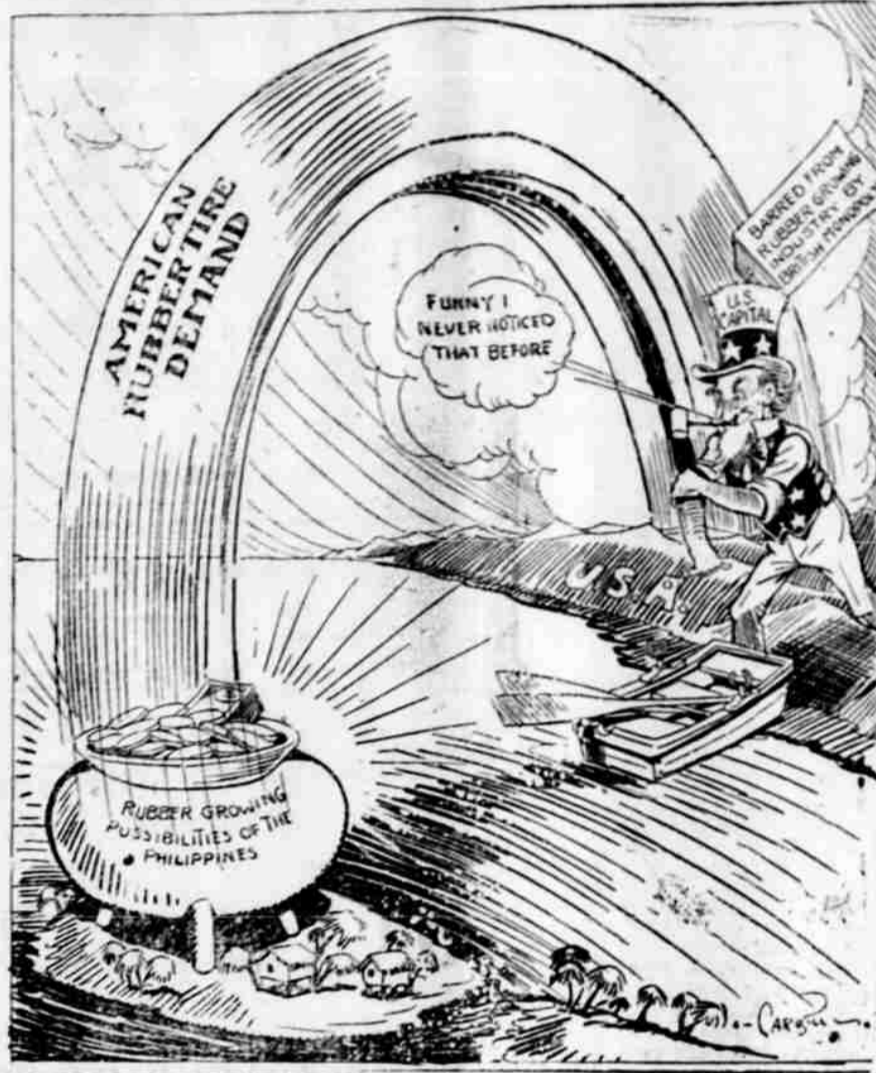
While thrilling with the romance of a new and robust civilization, western writers as a class turn out a clean, vital, wholesome literature singularly free from all taint of degeneracy.

Carpets should be worn on the feet, not on the floor.

Don't lose your grippe. Sneeze in your handkerchief.

Every sleeping porch is a health resort.

At the End of the Rainbow!



HEART AND HOME PROBLEMS

Friendship of women can undergo no more strenuous test than their joint love for one man. Usually when the man shows a distinct preference for one of them, the friendship ends. Two girls write me:

Dear Mrs. Thompson: We are two girl cousins of about the same age, and we both love the same boy. We are very good friends and don't want to break our friendship. And we can't give up our friendship with the boy. What shall we do? Do not tell us to try and forget the only boy we have ever loved. It is impossible. We can not possibly do it because we've tried it more than once. And have seen it can't be done. Both of our parents approve of the boy, and are willing for us to keep company with him. Everyone who knows him thinks he is a very nice boy.

ESTHERBELL & ANNABELL: I see no reason why both of you shouldn't continue to be friends with the boy as long as he does not show any preference. When he does, you will know whether you are friends. Because then, if you are friends, the one who loses will step aside with good wishes for the luckier one, and accept the attentions of other boys.

Amorous Catechism

Dear Mrs. Thompson: I am a girl 15 years old and in love with a boy 16. He says he loves me, and also acts like he does. His folks say he is too young to go out nights. Do you think he ought to tell me he loves me? He wants to come to my house to see me, but my parents refuse to let him come. Should they do this? One of my neighbor boys wants to keep company with me, and I refuse him, but this doesn't keep him from wanting me to go out with him. What should I tell him? Am I too young to go with boys? Should I let them kiss me? I was proposed to one time, but refused, although I loved the boy dearly. Should I have done this? POPULAR GIRL.

To you, of course, all this is very serious. To grown-ups, it is silly. The love protestations of a boy of 16 are not to be taken seriously. When he is 25 he himself will laugh at them. Your parents realize that you shouldn't be thinking seriously of love and marriage at your age, and naturally are unwilling for the boy to come to your house. His parents evidently feel the same way. Forget love. Go with boys for friendship's sake. Enjoy youth and a free mind while you can.

A LITTLE WIFE: I think your

trouble is that you make him feel your moral superiority too much. Do not tell him that you are a Christian and that he is not. And do not be so foolish as to let your health suffer so you can die. Wouldn't that be suicide as well as poison? Besides, you are not going to increase your attractiveness by mooping. Be as healthy and active as you can. Don't antagonize him by refusing where he is going. Do not let him see that these things matter so much to you. Be alert and interested in other matters. Read some good books.

WORRIED EVELYN: Since you are not engaged to the boy, there is nothing you can do. You might show your resentment of his treatment by refusing to go out with him when he does ask you. Display an interest in other boys. If this boy really likes you he will show it then.

DINNER STORIES

After Jessie had been at boarding school a few weeks she began signing her letters home "Jessie."

Brother Tom thought he would give her a little dig about it, so he wrote: "Dear Jessie: Dad and Momma have gone to visit Aunt Lizzica. Uncle Samica is talking of buying a new machinica, but he doesn't know whether to get a Fordica or a Chevica. The old cowica has had a calfica. I was going to call it Nellica, but I changed it to Jimica, it was a bulfica. Your affectionate brother, Tomica."

There is a farmer in Georgia who for a long time good naturedly complied with the requests of amateur hunters for the loan of his dog. Finally, however, the farmer's patience was exhausted, and he thus delivered himself to a man who asked for the dog one day:

"See here, my friend, there wasn't a better water dog living until you shooting gents took to borrowing him. Now his hide is so full of shot that he'd sink to the bottom like a brick."

An English actress was thinking of taking a holiday in the Isle of Wight.

Her maid, however, objected to going there, giving as her reason that the climate was not "embracing" enough.

"Now what am I to do with a maid like that?" asked her mistress, in mock despair.

"Take her to the Isle of Man," promptly advised the friend to whom she was speaking.

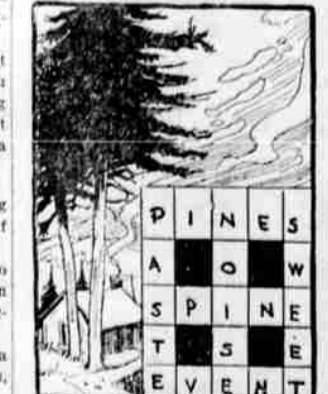
A paper where all the people have opportunity to express themselves if they desire—that's The Klamath News.

Children's Pictorial Cross Word Puzzle



- Running Across.**
 Word 1. What the landing in the picture is called.
 Word 6. Some.
 Word 8. An indefinite article.
 Word 10. A southern state. Abbreviated.
 Word 11. The state in which Mark Twain was born. Abbreviated.
 Word 12. A conjunction.
 Word 13. A small, round mark made by pencil or pen.
 Word 15. A sharp, pointed dart, usually feathered.
- Running Down.**
 Word 2. Exclamation of a father.
 Word 3. A heavy iron or steel implement with a hooked end used by ships.
 Word 4. A transportation line. Abbreviated.
 Word 5. Identical.
 Word 7. An implement used for rowing a boat. Plural.
 Word 9. A negative.
 Word 10. Expression much used in the Bible meaning look, behold.
 Word 13. A physician. Abbreviation.
 Word 14. Toward.

YESTERDAY'S PUZZLE ANSWERED.



HOUSEHOLD HINTS

- MEXIC HINTS**
 Breakfast
 Watermelon Poached eggs
 Toast Coffee
- Luncheon**
 Potato Salad Sandwiches
 Sliced Peaches Sponge Cake
 Milk Tea
- Dinner**
 Macaroni and Cheese
 Perfection Salad
 Buttered Beans
 Cantaloupe with Vanilla Ice Cream
 Coffee, Tea or Hot

- TODAY'S RECIPES**
 Potato Salad—One quart boiled potatoes cut in dice, two stalks celery cut in small pieces, one small onion chopped. Mix with salad dressing and serve very cold on lettuce.
- Sponge Cake—One cup sugar, four eggs, two tablespoons milk, one teaspoon baking powder, one teaspoon vanilla or lemon. Flour enough to make a thin batter. Beat a cup. Bake in a very slow oven for 20 minutes or so.

- Macaroni and Cheese—Boil the desired amount of macaroni in boiling, salted water until tender—about half an hour. Throw the macaroni into the swiftly boiling water and keep it boiling briskly all the time. Pour into a colander to drain, rinsing in cold water to bleach. Into the saucepan put a good tablespoon of butter, melt, add one tablespoon flour, stir smooth, and gradually add one cup or more of milk, stirring constantly to keep from lumping. Season with pepper and salt. Let it boil a moment and then add from one-half to a cup (more or less according to taste) cheese previously grated or cut fine. Let it boil until the cheese is melted and add the drained macaroni, then pour all into a buttered baking dish, cover the top with crumbs or crumbled toasted corn flakes and put into a hot oven for 15 minutes to brown. Or, if you

- are in a hurry or do not heat the oven, serve out the baking.
- Perfection Salad—gelatine, one-half cup cold water, one-half cup water, one-half cup water, one-half cup water, one-half cup water. Soak gelatine for cold water, then add rest of ingredients, cold put in vegetable.
- Leftover Fruit—Juice is often left over or canned berries. Add it in the proportion of one-half cup to liquid. First soak the one-fourth cup of water, then add the rest of the fruit. Turn into a wet mold, as a dessert or salad. Juices do not fill in, so reheat the juice and that has been soaked in water, in the same above.
- Tea, coffee and fruit. Clean can usually be pouring boiling water. If this fails, spread the bowl full of steam and rub it with a solution. Then rinse in diluted water and finally in clear water.
- Dry iron kitchen open oven or in stove.
- To Portland—G. yesterday for Portland was called on business will return to the days.
- On Business—K. Bonanza section, transact necessary Friday.

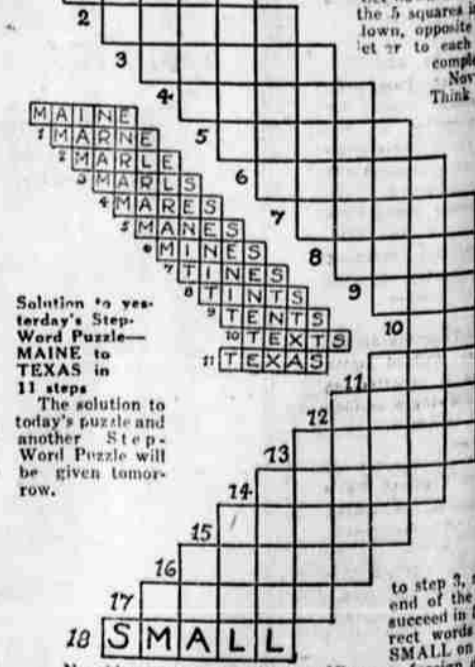
STEP-WORD PUZZLE

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By ARTHUR WYNNE,
 Originator of the Modern Cross-Word Puzzle.

FROM LARGE TO SMALL IN 18 STEPS

Watch your step and the definitions below in solving you can change LARGE into SMALL in 18 simple steps. Some of the steps may be easier than others. For each start from the word LARGE. To reach step 1 all you have to think up a word differing in one letter only from the simple. The answer of the



Solution to yesterday's Step-Word Puzzle—MAINE to TEXAS in 11 steps. The solution to today's puzzle and another Step-Word Puzzle will be given tomorrow.

- No abbreviations, prefixes, suffixes or foreign dictionary are used in these puzzles. All the words are to be found in American dictionaries.
- DEFINITIONS.**
 1—A flat-bottomed freight or excursion boat
 2—An insignia
 3—Lambskin prepared like fur
 4—to be protuberant
 5—Swollen
 6—A noisy, overbearing person
 7—Papal edicts
 8—Renders stupid and obscure
 9—Pairs
 10—Trades by buying and selling
 11—Beloved ones
 12—Cauterizes
 13—Marks caused by wood
 14—Distinguishing action
 15—To look intently
 16—Having lost freshness
 17—A pickpocket's customer