

### The Evening Herald

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TUESDAY, MAY 4, 1920

#### COST OF PAPER

We wish to call the attention of our readers and advertisers to a dispatch from Washington, published in this issue, in which the two biggest publishers in the United States discuss the newsprint question. Mr. Munsey tells us that the price for newspapers may go to ten cents and Mr. Hearst suggests doubling advertising and subscription rates.

When men like these, who are the outstanding figures in the newspaper world make these statements the public listens. Publishers have recognized the seriousness of the situation for over a year and all of them have been bending every energy to solve a problem that has caused the death of over fifteen hundred papers in the past twelve months.

The time has come, however, when there must be a re-adjustment, and this means that both advertising and subscription rates must be fixed on the basis of cost. So far we have not increased the subscription rate of the Evening Herald. It has been kept at fifty cents a month or \$5 a year, just as it was when it was started fourteen years ago. The advertising rates have been held down to a point where they yielded practically no net revenue. We have been able to keep going by economies and hard work both of which have their limitations, and even these have been reached. As we stated in our announcement of yesterday, both readers and advertisers must expect the increase in rates that must come, not as a matter of choice on our part, but as a matter of necessity, if we are to keep this paper going at all.

While we are on this subject, we would like to speak of The Herald itself. No one quite so fully realizes its short comings like those who are engaged in its production. There is not a person connected with the paper who would not be delighted to see it go to its readers in size and contents in every way equal to the metropolitan papers. When it is reduced to four pages, our feelings are correspondingly low; when it is not flowing over with news, we are more disappointed than our readers. We know better than you what kind of a paper this city ought to have and we also know better than you what kind of a paper we can publish. Give us the money and we will give you the paper. We would be in position, if we had the patronage to justify it, to get special telegraphic service when there was a scarcity of local news, and so on down the line until we met the demands and ideas of everyone.

As it is, there is not another institution in the city that gives as much in return for what it receives. Our readers have not paid enough to pay for the paper on which the news is printed, and yet some of them have the unmitigated nerve to crab about what has been costing them less than 2 cents a day delivered at their homes. Advertisers are getting their space for less than any other paper in the state—or United States, for that matter—charges, everything considered.

We know whereof we speak for we have on file the sworn circulation and advertising rates of every English daily published in the United States. So when you do not find just

**Remember Mother**  
Mother's Day, Sunday, May 9  
Appropriate Cards at  
**PIONEER PRINTING AND STATIONERY COMPANY**  
126 Main, Houston Opera House Block

#### RHEUMATISM ANTI-URIC

Thousands of people who have suffered with rheumatism are now recommending Anti-Uric to others because it cured them.

If you suffer with rheumatism why not try Anti-Uric? It is guaranteed to give satisfaction of your money will be returned.

Originally prepared for doctors only Anti-Uric was placed on the market for the general public and has made a wonderful reputation for itself.

Watch the daily papers for endorsements from people who have used Anti-Uric and now recommend it.

For sale by  
**THE STAR DRUG COMPANY.**

what you want in The Herald, in addition to criticising it and us, also ask yourself how much you have contributed towards making it the newspaper you demand.

To return to the newsprint question: We would urge every reader who contemplates paying for the paper for one year in advance, to do so immediately. We are going to buy paper now, so as to insure our supply at present prices. After June 1 the price of The Herald will be advanced to 65 cents a month, or \$7.80 a year, where it will remain only so long as the cost of production will justify such a rate.

## Do Glasses Disfigure ?

Imperfectly fitted—yes. Properly fitted—no.

The style of glasses worn has everything to do with their effect upon your appearance.

That is where our service is of great advantage—we are trained and experienced in the art of fitting glasses, and know how to select the lenses that will best aid your vision and the frames that will best suit your features.

Every pair of glasses we supply is made specially to measure. That is why our glasses don't disfigure. Call and let us demonstrate how well we can suit you.

### H. J. WINTERS

JEWELER AND OPTICIAN

Phone 149W

706 Main St.

#### AT THE THEATERS

Peggy Hyland, the dainty English star, is a striking success in her new photoplay, "The Merry-Go-Round," which will be shown at the Liberty tonight. "The Merry-Go-Round" is as striking a reflection of the life of circus people off parade as ever was offered to the theatre-going public.

The joys and the sorrows of circus people; the freakishness of freaks; the vagaries of sawdust stars; supplement the charm of a love tale that is told in a series of exciting episodes ending in a smashing climax. And there is just enough of heroics and gun-play to season the romance properly.

Broken commandments, love and sorrow and repentance, and a strange three-sided romance, made the photoplay, "Broken Commandments," which shows tomorrow at the Liberty Theatre, one of the strongest and most sympathetic in which Gladys Brockwell ever has appeared. Supported by an excellent cast, this clever young star put her best work in the part of the girl of the California redwoods who, thru the course of an unusual yet acutely human story, pays a tragic price for love but comes at last through a crucial way to utter happiness.

The scenery of the California redwoods, majestic and beautiful, made a strong feature.

#### YANKEES CHAMPION ICE CREAM EATERS

WASHINGTON, May 4.—Americans are the greatest consumers of ice-cream in the world, according to a report of the department of agriculture which shows that 511,360,816 quarts were manufactured commercially in 1919, not to mention the enormous quantity made in home freezers.

Other phases of the country's vast dairy industry are summarized in the following production figures for 1919: Butter, \$89,055,223 pounds; cheese (all kinds), 409,529,240 pounds; milk (evaporated, condensed and powdered), 2,085,114,103 pounds.

#### WEATHER RECORD

Hereafter the Herald will publish the mean and maximum temperatures and precipitation record as taken by the U. S. Reclamation service station. Publication will cover the day previous to the paper's issue, up to 5 o'clock of that day.

	Max.	Min.	Pre- cipitation
May 1.....	55	30	—
May 2.....	60	24	—
May 3.....	63	29	—

# A CARLOAD OF BUICKS

NOW ENROUTE SHOULD REACH US IN ABOUT TEN DAYS. THESE ARE ALL SOLD. ANOTHER CAR LOAD DUE ABOUT TEN DAYS LATER. IF YOU WANT A BUICK GET YOUR ORDER IN EARLY.

## White Pelican Garage

### DOLL PARADE A FEATURE OF ELKS' CARNIVAL

One of the most interesting features of the Elks' carnival which is to be held here from May 17 to May 22 is the kiddie's doll parade.

A large number of children with their dollies all dressed up in their Sunday clothes will make Friday afternoon May 21 the gala event of the week. No man has so far forgotten himself as to fail to appreciate and enjoy a bunch of the little tots at play. This event will be looked forward to with intense interest by young and old.

Several mothers have already entered their little ones and it is desired that every little girl in town may have the opportunity to enter the parade and show their most favored doll to the public. Any mother wishing her child to participate can arrange it by writing or phoning to the publicity manager of the Elks' carnival at the Hotel Hall.

All of the events connected with the big carnival are being forged into shape.

Several additional merchants have entered the big parade for the opening night. Candidates for the popularity contest are being named right along. The names will be published in the Evening Herald Wednesday evening. Considerable interest in the big \$300 Edison phonograph is being displayed and a lively contest may be looked forward to.

The Foley and Burk combined shows are to furnish all of the attractions on the grounds and the people of Klamath Falls will have the opportunity of seeing one of the biggest and best amusement companies on the road today.

One of the feature attractions of the mammoth two-ringed trained animal circus is Yuma, the fire-fighting horse. Yuma actually rushes into a burning building and rescues a child. One of the most sensational acts in arena performance today. Trainer Ralph Hauser spent the larger part of the winter perfecting this particular act.

#### DISINFECTING BOOKS

AUSTIN, Tex., May 3.—The State Board of Health is conducting experiments to determine the most effective method of disinfecting textbooks.

A Classified Ad will sell it.



Yuma, the fire-fighting horse, who says his prayers before retiring more gracefully than some people. Yuma is a circus-horse and will be here at the Elks' spring carnival.

#### THREE MILLION ACRES IN WHEAT, MANITOBA

WINNIPEG, May 4.—About 3,000,000 acres are available for wheat cultivation in Manitoba this year.

The average yield of wheat for the last 10 years is 17 bushels per acre. The wheat crop area on this computation would turn out a 51,000,000 bushel yield. In 1919 the total wheat production was 40,975,300 average 15 bushels to the acre.

It is only within the last fifty years that Turkish women have learned to read and write.

The National Council of Danish Women comprises 35 associations, with a membership of about 40,000.

## At The Liberty

TONIGHT

### HIT THE SAWDUST TRAIL!

IT WILL LEAD YOU TO THE CIRCUS IN WHICH

**PEGGY HYLAND**

takes tickets, is wooed and won  
SEE THIS LIVELY STAR IN

**"THE MERRY-GO-ROUND"**

BULGING WITH ROMANCE THAT IS MIXED WITH FUN AND FROLIC

TONIGHT

## At The LIBERTY

## THERE'S WORK FOR EVERYBODY

