

The Evening Herald

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THE "DROP" IN PRICES

Nothing has happened since the war that has fooled the public quite so much as the much heralded "drop" in prices. The whole thing is a game of bunk pure and simple, handled for the purpose of affording one certain member of President Wilson's cabinet an opportunity to "point with pride" to the accomplishment of the great task of bringing down the high cost of living. The method pursued was very simple, but it was sure to meet with failure, so far as producing permanent results was concerned. This is about how the plan has worked out: In co-operation with the scheme, the federal reserve bank sent out word to the member institutions to reduce loans given for the purpose of carrying stocks, the presumption being the manufacturers and dealers would have to put on sales at reduced prices and thus create the impression that the bottom had fallen out of the market and prices were going down. It did that very thing, but not so extensively as it was expected, as the big sales were put on by the large department stores almost exclusively, and now it is discovered that these sales applied only to clothing and shoes, and only certain

classes of these. The big sale by John Wanamaker tells the story of all:

As a result of the great scarcity of everything in the clothing and shoe line and the inability of the big manufacturers to meet the demand, there have come into existence innumerable small firms. These produce all kinds of clothing and shoes. They have no reputation to lose nor quality brand to protect, and as a result they have turned out an article of merchandise of a very inferior quality at whatever price they could command. These manufacturers found no difficulty in selling everything they could make. They expanded as far as their credit would let them, with the result that when the edict went out to call in the loans these were the first to feel the real pinch, for they were new, weak and had less to fall back on. Then steps in Mr. Bayer for Wanamaker. Before the big Wanamaker sale was sprung eight thousand suits had been picked up among these small makers.

Buyers for other big department stores were hot after the bargains, too. Occasionally a small maker of shirts, or underwear or something of the kind was found who was in the same fix as the makers of shoes and clothing, and the lucky buyer would grab his stock and add to the other prizes. Then the curtain goes up on the big sale and the store tells the story of how it is bringing down the high cost of living.

The Herald gets what is known as an ad clip service. That is, it is furnished with copies of advertisements appearing in leading papers throughout the United States. We are just in receipt of our latest quota, and an examination discloses the fact that there is not a single store offering a standard article of wearing apparel or a staple article of men's furnishings at a bargain.

This talk about "things must come down," is pure moonshine. Prices can't come down. The selling price of everything is governed by the cost of production and supply and demand. Everyone knows that the cost of producing everything is up and it is going to stay up. Everyone knows that there is a scarcity of every article and that there will be for years. Until the demands of the world are supplied and there is a surplus, there will be no permanent change

These Tell the Story:

CLEARFIELD PAPER SUSPENDS
CLEARFIELD, Pa.—The Daily Public Spirit has suspended, after 20 years' publication. The high cost of print-paper and labor was given as the cause.

TWO TOWANDA PAPERS QUIT
TOWANDA, Pa.—The Bradford Star, issued for the past 25 years, suspended May 1 on account of newspaper and labor troubles. Publication will be resumed when conditions return to normal. The Reporter Journal, which had been published for 80 years, discontinued publication April 29 for the same reasons.

CHICAGO, May 20.—Several hundred daily and weekly newspapers were put out of business last year by the shortage of print paper. It was stated Wednesday at the final conference of members of the Inland Daily Press association.

"The best remedy is to sit tight and eliminate non-essentials," Robert R. McCormick, one of the editors of the Chicago Tribune, advised the members, "such as cartoons and extra illustration. We have to pay the price, for if we don't others will, and they will use print paper for soap and other wrappers."

WANT REGULATION OF PAPER
MC ALESTER, Okla.—Resolutions strongly urging Oklahoma editors to use every possible means of conserving print paper were passed at the closing session of the Oklahoma Editorial association here last week. The resolutions urged every publisher in Oklahoma to not only economize on print paper, but to raise advertising rates.

ST. CATHARINES JOURNAL SUSPENDS
TORONTO.—The Evening Journal, the oldest St. Catharines newspaper, has suspended publication. It has been published as a daily since 1859, the present proprietor, ex-mayor J. M. Elson, having acquired it in 1910.

LIMA EVENING PAPERS MERGE
LIMA, Ohio.—The Times-Democrat was purchased by the Lima News Publishing company on May 1 and the News and Times-Democrat were merged as the News on May 3. W. J. Galvin, publisher of the Times-Democrat, becomes business manager and a stockholder in the Republican-Gazette, morning newspaper.

FT. FRANCES JUMPS PRICE TO \$120
TORONTO.—There is trouble again with the paper mill at Fort Frances, Ont. Immediately following the decision of the Supreme Court that the Board of Commerce did not possess power to regulate the sale of newsprint, the Fort Frances company jumped the price to its western Canadian customers to \$120. It has now notified a number of them that it cannot let them have any more paper. The situation in Manitoba and Saskatchewan has become acute as a result of this action.

MAY REDUCE TO WEEKLIES
GRAND RAPIDS, Mich.—The Michigan Association of Home Dailies has decided to issue tri-weekly editions after July 1 and weeklies after October 1, if the high price of paper continues. This will affect 25 daily newspapers with circulations of less than 5,000. Frank H. Moses, president of the association, and manager of the Marshall, Mich., Chronicle, was delegated to testify before the senate committee investigating the newsprint famine.

Newsprint in Italy is selling at \$24 to \$28 a hundred pounds.

You will see from the above, all of which appeared during the past week, that the newsprint scarcity and high price is not confined to Klamath Falls or any particular section—it is general throughout the United States and Canada. The Herald has felt the pinch since last fall. The subscription rate should have been raised months ago, but it was kept at the old figure in the hope that some other way out could be found. That hope, however, was useless and The Herald, like all dailies throughout the nation, had to bow to the inevitable and raise its subscription price.

Beginning June 1, the subscription price of The Herald will be:

One Month	\$.65
Three Months	1.75
Six Months	3.25
One Year	6.50

SPECIAL OFFER

No assurance can be given at this time that these rates will remain in effect for any stated length of time. Indications now are that they will have to be advanced again by October 1, unless some of the plans under consideration for economizing on the use of paper will result in a decided saving. The Herald has no desire to place an extra burden upon its subscribers, any more than subscribers have no desire to place an extra burden on The Herald. For that reason a special subscription offer is being made during the month of May, whereby you can effect a big saving for the next year. In order to make this special offer it will be necessary for The Herald to invest all of the money paid on these special subscriptions in paper. This offer closes May 31. Under this offer the rates will be:

Delivered by carrier within the city, 1 year	\$5.00
Delivered by mail within the county, 1 year	4.00
Delivered by mail outside the county, 1 year	5.00

There Are Only FIVE DAYS Left in Which to Take Advantage of This Offer.



"I can trust my georgette lingerie to my wonderful Thor!"

So says a woman who owns one. "And baby's finest clothes, his soft flannels, lacy under-things—all go into the smooth maple cylinder. And after a few minutes of surging, tossing and chugging in the foamy suds, out they come—so clean! And as carefully handled all the while as though I had washed them by hand. Indeed, I find they actually last longer than with hand laundering!" And you'll find all this true—and you'll save time and weariness and pretty hands as well!

The Thor is different from any other electric washer. Ask to see it. And learn about the easy payment terms.

Thor

ELECTRIC WASHING MACHINE

Baldwin Hardware Co.

"The House of Quality"

in prices, unless that change is upward. When prices start to come down everything is going to come down with them, and we do not believe anyone wants to see that. There is a gradual readjustment of things going on. If the people will keep their heads and use a little discretion and common sense, it will not be long until matters even up all around. But when anyone thinks he is going to get something for nothing and keep all he gets, then it will not be long before he finds himself up against a stone wall of facts.

PUTTING HIGHWAY OVER DAIRY HILL

DAIRY, Ore., May 27.—Once more blasting starts on the Dairy hill—not the railroad this time, but the highway. E. Milto, sub-contractor for Oskar Huber, started moving rock and dirt a few days ago. Along with the railroad and highway there is still another improvement we would like to see cross the hill—that would be a pipe line carrying water

for irrigation into Pine flat. Andy Hastings of Berkeley, Cal., is here visiting Mr. and Mrs. Tooker and other friends.

Gasoline and sugar are the most scarce and most in demand products of this section just at this time.

Dairy received its portion of gasoline from the Union Oil company Tuesday, giving a little temporary relief to the valley, but due to the fact that two lumber trucks were in need of it the car owners were limited to only three to five gallons each.

Percy Slack resumed hauling lumber for W. H. Kitts Wednesday, after a delay of a few days due to the gas shortage.

Miss Alice Lytle who taught the Dairy school the past term, has accepted the Hilderbrand school for the coming term.

The heavy frost Monday evening killed most of the fruit in the valley.

M. F. Hastings and family moved to the Hamaker mill in Langley Tuesday, where he will work this summer.

Robert Flackus started work at the Parks & Shultz mill Monday.

AN EGG RECORD

NOGALES, Ariz., May 27.—Establishing a record in Santa Cruz county, H. A. Atkins last month

earned \$100 net from the sale of eggs laid by 170 White Leghorn hens on his ranch in Parker Canyon, near Patagonia. He bought all the feed and sold his eggs on the open market at from 60 to 80 cents.

A Classified Ad will sell it.

Business Opportunity

I want to get in touch with a party who has a few thousand dollars to invest in a business proposition. This is a clean-cut, straight business deal, and no loan agents need answer. Must hear at once. Write

BOX 4000, HERALD