

### The Evening Herald Everett True

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MONDAY, DECEMBER 20, 1920.

#### NEWSPAPER RATES WILL STAND

(From the Editor and Publisher)

Deflation is now in full swing in the United States. Pyramided prices are giving way before marked public resistance. The newspaper industry, however, is one in which there can be no radical revision in prices, for the very good reason that newspaper service to both reading public and advertiser has been for many years undervalued and underpaid. During the war and since, newspaper prices have advanced as a last resort under circumstances over which publishers have had no control.

It is but honest and fair to state in this connection that there has been no profiteering by newspaper publishers, but, on the contrary, public service of the first order most unusual and extraordinary interference by government.

There can be no reduction today in newspaper rates, either to the reader or advertiser—in fact in many instances there must be still further advances in subscription and advertising rates to cover increases in cost since October 1 in labor and materials.

Truth is, the hazards of newspaper publishing are so great, the lure to exceptional and expensive public service so enticing, and competition so keen, that it is practically impossible to accumulate needed reserves and necessary betterments, to say nothing of adequate managerial compensation, dividends, etc.

Since 1914, the principal factors in newspaper making, organized labor and newsprint, have increased in cost 498 per cent, while in the same period retail prices have increased approximately 150 per cent; advertising rates 180 per cent—a total of 330 per cent, leaving a balance of 168 per cent in actual increased costs of production that has been absorbed by reduction in pages and other economies.

These figures do not include non-union labor increases, which have been in almost equal proportion, or a multitude of all kinds of tax items.

Deflation is now the order of the day in practically every business except that of newspaper making. Prices must come down, but newspaper prices must never again be permitted to fall to the old cut-throat level that prevailed prior to 1914.

From the standpoint of production costs—labor and newsprint—the newspaper publishing business will be unchanged in 1921 over 1920. There is no tendency to lower wage scales and in all probability newsprint will continue to sell on contracts at the same average as in 1920, if not 10 per cent higher.

There can be no lowering of rates either to subscriber or advertiser. The newspaper business is today on a more sound basis than ever before in its history and it must be kept there. In some cases, as we have said, further increases in revenues will be necessary to meet the new standards. As a matter of fact since October 1, over 300 newspapers have raised advertising rates on an average of about 25 per cent. It may be necessary for other newspapers to follow this lead, in spite of general price declines.

In the meantime it is the duty of every newspaper publisher in America to take stock in order that he may present a logical dollar-and-cents reason for his prevailing schedule of rates, instead of some sentimental reason which was the rule some years ago and which, it is hoped, has been driven out of newspaper and advertising business for all time.

#### NOTICE OF FINAL SETTLEMENT

Notice is hereby given that the undersigned administrator of the estate of Susanna Leach, deceased, has filed in this County Court in the State of Oregon for Klamath County, the final account of his administration of said estate and said Court has fixed January 24, 1921, at 2:30 o'clock P. M. as the time and the Courtroom of this Court as the place for the hearing of said final account and for the settlement thereof. Dated: December 20, 1920.

L. L. BROWNELL, Administrator with the will annexed of the estate of Susanna Leach, deceased Dec. 29-27—Jan 3-10-17

### By Condo



YOU MANICURE HIS FINGERS, MISS BESSIE, AND I'LL MANICURE HIS MANNERS!!!



### Diogenes Didn't Know Where to Look

"The world's full of honest people," declared the head of the classified advertising department, that page of the paper where for ten cents to half of dollar you may sell a home or buy one, discover a fellow who'll swap a horse for the shot gun you're tired of, find the article you lost, or find the loser of the article you've found, win a bride or secure the services of a divorce lawyer—oh, what's the use of going into details? Everybody knows about classified ads.

"Yep, most people are honest," reaffirmed the head of this enterprising department.

"Aw, where do you get that stuff?" said the fellow who covers the police beat. "Aint a man jack that wouldn't steal the coppers out of a blind man's cup, if he wasn't hep to Hank Wilson's speed in running down a crook, and didn't have a good healthy respect for Hank's downstairs reformatory in the city hall. We're honest because we gotta be, the whole bloomin' works of us. Wherdja get this stuff that sets you raving so. Bootlegger's must be working overtime."

"Oh, you make me tired," countered the class ad. champion of general morality. "You're all filled up with cigarettes and cynicism. You think nothing's a 'story' unless you can mix up a crook in it. Haven't you got brains enough left to realize that it's just because ninety nine and nine tenths per cent o' the world is honest, that the dishonest remainder get onto the front page? They're unusual, the crooks are, that's why they're news."

"Show me, bo?" parried the p. e. r. "Show me! I may be weak as you say in my upper story, but that don't prove you're right. Produce exhibit A."

"Well, for a starter," said the h. of the c. a. d. here is a letter from Smith River, California, dated December 11, this year, and addressed to The Evening Herald, Klamath Falls, Oregon. I'll read it. It says:

My pocketbook, containing \$200, which I advertised in your paper as lost in the month of September, 1920, has been returned to me. It was found by Mr. William Greene of Klamath Falls. Hoping to have the pleasure of meeting you again, etc, etc.

"It's signed 'Harry P. Bailey.' Bailey came through here from Lakeview last Sept. and he lost his purse out of his car. He didn't have time to stop long, much as he hated to lose the money. He invested a dollar in classified advertising and promised to write if he got results. There's the letter.

"And that's not all. There was a mill hand from Pelican Bay a couple of months ago who lost \$85. Frank Sexton found the money in the road and the owner's name in The Herald class. ad column and reunited the two. That was one tickled lumberjack.

"And a little while before that a woman lost a \$20 bill, about all the money she had. It was found and re-

turned to her. Then there was a \$10 bill. In the past year, I don't remember one advertisement for lost cash that failed to recover the money.

"As to rings and trinkets, hardly a week goes by that some one doesn't get back their jewelry, pocketbooks, and other small articles they have lost. I tell you the world is honest and if you lived in the classified advertising department for a week or two you'd know it."

"Well, it looks like Klamath Falls surely assays a better grade of honesty than most places," responded the silenced cynic. "But one thing's sure, you're certainly got pulling power in the class ad department. No further argument."

### ON HAMON CASE



**R.B. BROWN.**  
ARDMORE, Okla., Dec. 17—Here's the man who is trying to solve the death mystery of Jake L. Hamon, republican national committeeman and oil millionaire, who died of a gunshot wound. Russell B. Brown, county attorney here, is trying to bring to trial Mrs. Clara Smith Hamon, Hamon's former stenographer, who has disappeared. He says his work has been handicapped by powerful influences and that he may bring the names of prominent people before the grand jury in this connection.

An abundance of berried holly is said to be a sign of a long and hard winter.

Mistletoe is a comparatively recent favorite for Christmas decoration. In the 18th century rosemary, bay and holly were used.

### SAFETY RAZORS

The most popular are the Gillette and Auto Strip. These may be had from \$2.00 up. We also have the Every Ready and Gem at \$1.00. All have complete sets of blades.

UNDERWOOD'S



### Could You Receive a Finer Christmas Gift Than the Ability to Play the Piano Well?

With the Gilbransen Player in your home you can with a little practice accomplish this. Special terms just now.

**EARL SHEPHERD CO.**  
Klamath's Only Exclusive Music Store  
507 Main Street

### SCENE OF FIRES IN SINN FEIN CITY



CORK, Ireland—This view of Cork shows St. Patrick's Bridge and St. Patrick's-st., a shopping district, scene of some of the most destructive fires in the burning of the southern Sinn Fein port.

That bathing on Christmas day ensures freedom from both fevers and toothache during the coming year is one of the old-time superstitions which still exists in France.

The French have a queer belief that bread baked on Christmas Eve will keep fresh ten years.

The word "Yule" has in reality nothing to do with Christmas. It is an old Scandinavian word signifying the winter solstice, which always kept as a feast by the old heathen Goths.

### Church Concert Was Pleasing Success

The Christmas concert at the Presbyterian church Sunday night is pronounced by Klamath Falls music lovers who heard it to be one of the finest musical concerts given in this city for a long time. Those who took part worked weeks to make it a success and they express themselves as fairly well satisfied with the way things turned out.

Numerous requests came in this morning to Rev. E. P. Lawrence that the program be repeated at some future date and Mr. Lawrence will make an effort to repeat the program in the early part of January.

The church last night was beautifully decorated with red carnations with a background of evergreens.

In Scandinavian countries it is believed that the powers of evil are peculiarly active on Christmas Eve, but from Christmas day to January 12th are inactive.

Only about a third of the world's population has ever heard of Christmas, let alone celebrated it.

Among the arctic Slav peoples Christmas and the beginning of the New Year are commonly called the "Great Christmas and the "Little Christmas.

### Christmas Cards

This year our line of Christmas and New Year cards is very beautiful. All are steel engraved, many are hand colored and embossed. Prices from 5c up.

UNDERWOOD'S

### PARISIAN IVORY

The ideal gift for women and girls. Combs, brushes, mirrors, jewel boxes, pin cushions, hair receivers, puff boxes. Prices from 50c to \$10.00.

UNDERWOOD'S

Let her present be a

# DIAMOND

FROM DAVENPORT'S  
122 S. Sixth Street