

The Evening Herald

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SATURDAY, AUGUST 5, 1922.

SUCCESSFUL ADS

SOME people in the real estate business had the idea last year that it was not a good time to sell houses. An example of what push and good advertising can do in this line or any other is found in the experience last fall of Joseph Phillips, a real estate dealer in Cincinnati, as told in Printer's Ink.

He started in the past season building and advertising standardized houses for \$4500 apiece. He spent on advertising since September 1, \$600 to \$800 a month and sold \$67,500 worth of these houses.

He feels he would have sold many more if he had begun a little earlier. A story of successful advertising on a big scale is found in the recent history of a large shoe manufacturing company. This company recently stated that their sales of one well advertised line were 112 per cent of those of the preceding year, while lines of shoes that has not been advertised had decreased 50 per cent.

These results were so striking that this company is now pushing some previously non-advertised lines by national publicity and is getting splendid returns.

One of the officials of a big phonograph company recently stated that in spite of slow business last year in the country at large, the company's sales were considerably greater than ever before. The advertising appropriation for this company for 1921 was much in excess of 1920, which up to that time was its biggest advertising year, so that one gets some idea of how a business can be pushed in times like these.

These successes of advertising illustrate one principle that operates in everything from a big nation wide concern, down to any local business. The people who push for patronage and tell the public what they have to sell, are the ones who get the trade. Of course a concern has to back up its ads with good goods, but it can't keep the trade if it never gets it in the first place.

BRAKES OFF

THESE critics of the community against whom the chamber of commerce "lynching" campaign is directed: are reminiscent of the green brakeman.

The train was climbing a steep hill and the engineer was using every pound of steam and every ounce of skill to make the grade. Finally the train reached the summit. The engineer wiped his hands on a piece of waste and said to the green brakeman:

"That was some job, my boy, getting up there."

"Yes it was," said the brakeman, "and if I hadn't had the brakes on all the way just think how fast we would have slipped back."

Probably some of the obstructionists of community progress are animated by a similarly honest motive. Criticism is not a bad thing, although seldom as acceptable as praise it is generally more valuable—but there is a vast difference between constructive criticism that builds up and the criticism that tears down and destroys.

It's hard on the men who have harnessed the motive force of the community and are trying to get up enough momentum to make the grade, to have the brakes of ignorant criticism slipped against the wheels.

It might not be a bad thing to remember—we can't all be engineers. Some of us must be brakemen and it is as well to be intelligent brakemen while we are on the job, and not apply the brakes on the upgrade.

For, when all is said and done, we are not going to get to the top before the rest of the train does.

Peerless

Mr. Newrich: "My daughter has no peer!"
Lord Goodmatch (wearily): "Too bad! If she had she might use it to jump from."

There is a ladies' reception committee for the Community dinner Monday evening.

FALLACIOUS

IT appears from letters in another column that we are not going to have an I. W. W. invasion after all, "more pressing business" having intervened.

When Mr. Kahn writes over his own signature, instead of a numerical, the tone of his communication, we note, is far more temperate and his attitude toward the public welfare far less antagonistic.

Belligerency breeds belligerency and the tone of the former notice from the I. W. W. organization was not one that called for an even-tempered reply.

We wrote the answer to fit the allegations that calls it forth.

Messrs Dimond and Counts doubtless are persona non grata with the I. W. W., yet their sworn testimony has been instrumental in obtaining conviction in numerous syndicalism prosecutions in California, and the record shows that numerous men, there and elsewhere, bearing cards of membership in the I. W. W. organization were sent to prison for destructive acts.

That the I. W. W. organization might successfully deny proof that they taught the doctrine that led to prosecution and conviction of certain of their members is probable. But that they do create a feeling in the minds of followers that results in sabotage and violence is true.

Their theory is an economic fallacy, as impossible of achievement as the individual lifting of one's self by one's bootstraps. It is a doctrine of discord, whereas the industrial question must be settled by cooperation between all the forces of production.

We are glad to know that Klamath county is to be left to pursue its peaceful way toward the settlement of any industrial problems that may develop, and that our renewed prosperity is not going to be disrupted.

In return we can assure Mr. Kahn that the five I. W. W. members confined here are not "languishing" unduly; that they have an attorney of their own selection to defend their rights and that their cases are moving toward trial with the normal rapidity.

Like Mr. Kahn we are perfectly willing to let the law, without prejudice and without rancor, decide between their innocence and guilt.

Monday at The Liberty, The Queen of Sheba.

Duke Hard Up; Sells Many of His Holdings

LONDON, Aug. 5.—The Duke of Northumberland is hard up, as are many other members of the old nobility in these days of excessive taxation, and is compelled to retrench like many untitled folk in order to make both ends meet.

He has sold many of his northern properties, including several large hotels. To a wealthy Paris art dealer he recently rented his magnificent mansion on the Thames, near New. It is one of the biggest residences in the country.

And still the Duke feels the necessity of cutting down expenses. He has decided to close Alnwick Castle, which has been the Northumberland home of the Percys since early in the 14th century. He will retain only a few rooms in the castle for use when he and the Duchess are in the north. The rest of the place will be shut up. The shooting on the estate is to be let.

Straw Hats at 1/2 price. K. K. K. Store.

Monday at The Liberty, The Queen of Sheba.

MICKIE SAYS

GEE, I AMN SO VERY OLD AN I KIN REMEMBER WHEN SUGGERSERS GOT PEEVED IF YA GENT 'EM A STATEMENT, NOW THEN KNOW WE GOT TO PAN OURS EVRY THIRTY DAYS, SO THEN DONT MIND PANIN' THEIRS ONCE A YEAR!



Letters from the People

KENTUCKY HAS 10 ASPIRANTS

Tacoma, Wash., Aug. 2, 1922. The Evening Herald, Klamath Falls, Gentlemen:

When I wrote you this morning, I had only received, as a find note the four outside pages of your paper.

I have now before me your editorial "Impudence."

Now, if the purpose of my article in the Industrial Worker had been as it seems you believe, to raise up a battalion of I. W. W.'s to defy the authorities and release our fellow workers by force, that heading would be justified, except that "Insanity" would have been more suitable.

Do you really believe, that there exists any man foolish enough to think that any 100 men, especially after giving advance notice, could overawe the city of Klamath Falls.

You are undoubtedly right, that the average wobbly is just as considerate of his skin as anybody else, more so than some perhaps, less so than others.

Would it not be better to let the constituted authorities decide, whether these men have distributed unlawful propaganda?

So far the courts of your state, before whom similar cases have come up, have decided otherwise.

This same "unlawful" propaganda passes through the U. S. mail as 2d class matter.

I could return epithet for epithet, but in the first line abuse is the poorest kind of argument, and furthermore I do not believe you would write as you do, if you were not altogether wrong in your ideas of the I. W. W.

The organization as such is absolutely opposed to violence, not on account of a tender conscience, but because we know it would not get us anywhere, even if we had the power to practice it.

I am satisfied, that while you made your accusations probably in good faith, when you begin to think over them, you will find that none of them has ever been substantiated.

Even Messrs. Dimond and Counts, who have now for some time past testified against members of the I. W. W. at \$10.00 and expenses per day, have never given any facts of that kind, except as to misdeeds performed by themselves.

If you can give us real data as to any member of the I. W. W. being guilty of such atrocities as you mention, we shall be much obliged to you, and you can depend on it, that we shall know how to deal with such beasts, if there are any in our ranks.

I depend on your sense of fairness either to produce these facts, or if you find as others have, when they began really to investigate, that you cannot, in fairness to yourself to correct these statements.

This is a personal letter (not an organization matter). The use of it I leave to your sense of justice.

Yours for real democracy, ALFRED KAHN

(Note—Below is the earlier letter to which Kahn refers.)

Tacoma, Wash., Aug 2, 1922. The Evening Herald, Klamath Falls, Gentlemen:

A copy of your paper of August 29th came to hand.

I give you personally credit for not trying to misconstrue the article published in the Industrial Worker; but it might easily be misunderstood.

The writer, who issued the appeal had no intention of storming the jail at Klamath Falls and thus forcibly releasing his fellow workers.

The idea back of the appeal for this pilgrimage, which unfortunately will have to be postponed on account of other pressing business, was simply this:

The majority of the people in every town in this country are fairminded, and we do not believe that the people of Klamath Falls are an exception.

One hundred men coming there and exercising their constitutional rights of free speech, free press and free assembly would make enough of a stir to draw general attention to the fact, that these men are simply held there for organizing and holding opinions contrary to the vested interests, and would therefore create a public sentiment, which would assure our imprisoned fellow workers a speedy fair trial and as a logical result an acquittal.

As we in the I. W. W. do not believe in personal notoriety, I should very much prefer not to have my name mentioned in connection with this affair.

Of course I am not shirking responsibility and do not believe in anonymous communications.

I am not an I. W. W. leader by any means.

Yours for industrial freedom, ALFRED KAHN

Monday at The Liberty, The Queen of Sheba.

KENTUCKY HAS 10 ASPIRANTS

Eight Democrats and Two Republicans Will Go Before Voters

FRANKFORT, Ky., Aug. 5.—Ten Kentucky congressmen, eight of them democrats and two republicans will go before the voters in tomorrow's primaries, asking for re-election. Charles F. Ogden, of Anchorage, republican, will not ask for his seat again from the voters of the fifth district and Maurice H. Thatcher of Louisville, has no opposition at the primaries. This district normally is republican.

Political observers believe the political complexion of Kentucky's delegation in the next congress will be about the same as it has been for two years. R. Y. Thomas, democrat, in the third district is unopposed tomorrow, but probably will have a stiff fight in November. Three republicans are seeking the nomination in this district and in the past it has been a political battle ground as the voters are about evenly divided as to political affiliation.

Political battles are not on the stage this year as many of the candidates have no opposition in the primaries and there are no republican candidates in the sixth and seventh districts.

The eight democratic incumbents have opposition for renomination in only the seventh and ninth districts, while John M. Robinson, the republican incumbent from the eleventh district, is unopposed for renomination.

John W. Langley, of Pikeville, the republican incumbent from the tenth district, has one opponent, Fess Whitaker, widely known as the "jail-jailer" of Letcher county, Ohio. While serving as jailer of Letcher county, he served a term in his own jail after conviction on charges of turning out prisoners charged with a felony and of bootlegging and assault.

While still in jail Whitaker announced as a candidate to fill out the unexpired term of Sam Collins, county judge, who resigned to become State prohibition director. He was elected and while serving in that office he announced for congress.

MOVIES

THE LIBERTY

Bert Lytell will be seen in another of those entertaining crook dramas when "Alias Ladyfingers," a Bayard Veiller production for Metro, comes to the Liberty Theatre Sunday.

Because of a little lad's delicate hands, which earn him the name of "Alias Ladyfingers", he is educated in the risky art of opening strong boxes. His proficiency gains him a national reputation with the police who, while trying to trap him, learn that the much-wanted safe cracker is the heir to the fortune of his grandmother. The valuable pearls of that grandmother become a lure to Ladyfingers, who is ignorant of his relationship, and his entrance as a thief into the home where he is being sought as the heir brings about complications which make "Alias Ladyfingers" one of the most powerful dramas of the screen.

THE STRAND

Believe it or not, there's just one thing the matter with the show at the Strand now. It's just simply too much show and too many laughs. You spend three hours or more just going from one laugh into another and by the time the last act is over one is as tired as if just finishing a hard day's work.

Last night the show opened with the picture "Ruling Passions" which had such a long run in New York according to press reports, and there was a comic and a scene depicting something of life in Haiti.

But what everyone waited most for was the appearance of the Cosmo Players. This quartette of singing musicians, dancers and comedians is certainly popular. In the well filled house could be seen bankers and laboring people and all those in between.

The clean comedy seemed to appeal to all. Behind me sat two young things of the "flapper" type, on one side was a young couple with a little child, on the opposite side two men of the lumber jack order, in front an old man with long white whiskers and just across the aisle was a well known banker of this town. Well, all together come the shriek of the flappers, the guttaws of the lumberjacks, the groans of the old man and childish laughter of the little tot on its mother's knee.

I looked across at the banker and

Kodak Finishing

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Films received before 9 a. m. ready the same day at 5 p. m.

Mail your films, or bring them in.

STAR DRUG CO.
5th and Main Streets

Today at THE LIBERTY

Final showing of

"Why Girls Leave Home"

SUNDAY
Bert Lytell in
"ALIAS LADY FINGERS"

MONDAY AND TUESDAY
"THE QUEEN OF SHEBA"

One of the most gorgeous spectacles we have ever shown.

he had lost his dignity and was doubled up in a convulsion of mirth. That's the way it went from start to finish. But it was good music, jazz, and classical. Ethel Busch is more than average in her violin selections; Hazel DeBell can make the saxophone talk; Happy Busch gets more life out of a piano than you ever thought was in one; Eugene DeBell would make the Sphinx laugh, and all together they made that mariambo vibrate with harmony.—F. C. N.

All Women Alike

It is the opinion of Capt. Billy of the Whiz Bang that "all women are alike, except they've got different names."

Monday at The Liberty, The Queen of Sheba.

A Business Motive Power

The time must come when all businesses will consider the advisability of advertising in the same spirit that a manufacturer ponders over the advisability of adopting a new machine. One does not install a piece of labor-saving mechanism because it suits his fancy; but because the efficiency of the business requires it.

On the other hand, the man who looks to advertising to checkmate all weaknesses and shortcomings of his business and to carry it along to victory despite these, has a childlike faith in the miraculous.

Advertising will not make his product or his service any better than they are; but it will bring him the full benefits of their merits. It will not eliminate wastefulness in his factory or his store; but it will reduce his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods, and often point the way for improving them.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.

He expects a new machine to reduce his cost to operate—perhaps to make a better product—and thus aid him in meeting competition and making larger profits.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.

Advertising is the most inexpensive motive power that the manufacturer or merchant can buy today. It is a form of stimulus that brings-excellent returns on the investment.

THE EVENING HERALD
"COVERS THE KLAMATH FIELD"