

The Evening Herald

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WEDNESDAY, AUGUST 30, 1923.

MUTUAL AID

(Eugene Guard)

CALIFORNIA visitor, stopping the other day at Eugene, asserted that Oregon and California should get together for mutual promotion.

In the next decade or so, California is going to prove Oregon's stepping stone to greater development.

From the tourist standpoint, Oregon and California complement each other admirably.

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AN AGE OF ADS

THIS is an age when advertising is necessary. Expenses occur very rapidly now.

The mettle of the merchant is tried sorely at this juncture. And his judgment is put to severe test.

Rather than curtailing advertising outlay the big mail order house doubles the program when times are hard.

The big mail order house is no account, as every one knows to the small town man, who can not afford to buy from catalogues because it means eventual financial anaemia for the community.

But withal it is directed by adroit brains which were never more adroit than at the present business crisis.

In this there is a lesson for the smaller tradesmen everywhere.

ANYTHING YOU WANT

If there's anything you wish. From a hoohy horse to fish. Read the ads. Or a rocking chair or dish. Motor car or Lillie Gish.



Time seems to wear rubber heels. It slips by so easily. Conscience is a still small voice because it doesn't talk enough.

People are like watermelons. You can't tell a good one or a bad one from the outside. The happier just thinks it is better to be rouged than lonely.



Plowing Barn Lots Helps Hogs. WASHINGTON, Aug. 29.—Hog raisers may accomplish two desirable results by plowing up the barn lots at least once a year.

CHURCH IS CALLED UPON TO EXERT ITS INFLUENCE IN STRIKE

WASHINGTON, Aug. 29.—The church is called upon to exert its greatest efforts to bring the Christian spirit of fairness and good will into the economic order.

The message deals with industrial conditions during the last year, and expresses sympathy with organized labor in the coal and railway situations.

The message declares that the shopmen are fighting for the very life of their union and that where such a war of extermination is being waged, employers can only expect ultimate moral defeat.

After pointing out that health and happiness are, generally speaking, necessary to the attainment of the higher life and that the church cannot be indifferent to the physical well-being of its people.

Regretting that "we are still in a period where the dominant note in the industrial world is one of strife and controversy," the message says.

The message, closes with the declaration that "there are distinct signs of hope, and progress in the industrial situation in America."

Heir to Title



Charles Ernest Fellow, chemistry professor at Columbia, is heir apparent to the title of "Count of Exmouth," that title having recently passed to his father, who is 75.

by considerations of self-interest rather than of justice and right, the message asserts many of the strikes which have occurred during the period of depression have resulted from a tendency to "deflate" labor—a tendency which, it adds, in part is to be taken for granted with the recession of prices and of living costs and a corresponding deflation of the farmer.

"It cannot be too often repeated," the message says, "that high wages during the war were by no means so general as believed and that the demand for a reduction of wages in proportion to the reduction in living costs has been made without reference to the fact that wages prior to the war were too low and cannot fairly be taken as a basis of wage determination."

Deploring as most unfortunate the fact that no more general effort has been made to approach a settlement of disputes in a co-operative spirit and to appeal to justice and fair play rather than to trial by economic combat, the statement says:

"In a moral world force can settle nothing permanently. The conferences by which most disputes are ended would contribute more to the stability of industrial relations if they were held at the beginning rather than at the end of a controversy.

The message, closes with the declaration that "there are distinct signs of hope, and progress in the industrial situation in America."

REORGANIZATION OF ARMY STARTS

Third Plan of War Department Now Being Put Into Effect

WASHINGTON, Aug. 30.—Another reorganization plan for the regular army, the third to be drafted in the last year and a half as a result of cuts in strength ordered by congress, has been completed and the war department in a statement showed just what had been done with the regular forces to carry out successive laws.

"This completes," the statement said, "a reduction which has been virtually continuous for eighteen months, totalling approximately 100,000 men or 45 percent of the actual strength."

Plans Now Effective

The department's statement said the plans were now being carried into effect but that redistribution of the troops in permanent posts, which the project contemplates, was being delayed "in order not to interfere with the training of the civilian components of the army during the summer camps."

Explaining the difficulties encountered in planning a reorganization to conform to the enlarged strength of \$125,000 as fixed in the last appropriation acts, the statement pointed out that no change has been made in the missions assigned to the regulars in the national defense act of 1920 under which an authorized strength of 255,000 was declared necessary in the judgment of congress to carry out the military policy then laid down.

Total Strength 155,000

"The total present strength," the statement said, "is 155,000 less than authorized by the act which resulted from the lessons of the world war and assigned the missions to the regular army, and 102,000 less than the authorized prewar strength, before the three part army was created."

The first problem taken up in the reorganization was apportionment of the authorized strength among the branches of the service in order to keep the military machine as well balanced as possible in view of the specialized units which must be retained as a war precaution.

Allotments were made with the reductions in each arm from the national defense act strength also shown as follows: Infantry, from 119,000 to 46,324 men; cavalry from 20,000 to

SANTFORD & CO. 426 Main Phone 34 Klamath Falls, Ore. Cane Sugar 100-lb. SACK \$8.90 FARM PRODUCE We pay the highest cash price for all the farm produce we can use.

BIRTH RECORD HOUSTON—At Klamath Falls, Aug. 29, 1923, to Mr. and Mrs. Leo Houston, a boy; weight nine pounds. The modern drug store has been called a miniature department store.

TODAY AT THE LIBERTY CHARMING MARY MILES MINTER IN "THE HEART SPECIALIST" THURSDAY "THE HIDDEN WOMAN" SUNDAY THE GREAT TOM MIX IN "FOR BIG STAKES"

STAR THEATRE TONIGHT The Theatrical Event of the Season The HILDEBRAND DRAMATIC COMPANY in THE TRAIL OF THE LONESOME PINE HIGH CLASS VAUDEVILLE BETWEEN ACTS THURSDAY "PAID IN FULL" PRICES Adults 55c. Children 25c. Including Tax

The Outstanding Tire Values in the 30x3 1/2 inch field NEVER before has the light car owner been offered such value as is now at your service in these two U. S. products—ROYAL CORDS—the measure of all automobile tire values—both clincher and straight side—\$14.65. The New and Better USCO—thicker tread, thicker sidewalls, more rubber—\$10.65.