

The Evening Herald

F. B. SOULE, Editor and Publisher
H. B. HILL, City Editor
F. C. NICKLE, Advertising Manager

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WEDNESDAY, AUGUST 30, 1923.

MUTUAL AID

(Eugene Guard)

CALIFORNIA visitor, stopping
the other day at Eugene, as-
serted that Oregon and California
should get together for mutual pro-
motion. Each, he said, has attri-
butes complementing the other, and
so closer co-operation will be mutu-
ally beneficial. That is sound doc-
trine. Between these two states in
the past there has been too much
misunderstanding and also too much
lack of understanding.

In the next decade or so, California
is going to prove Oregon's stepping
stone to greater development. Thanks
to great natural resources and a na-
tural aptitude for seeking and get-
ting publicity, California is today
highly developed and populous. She
is already Oregon's best customer,
and is going to be a better customer
yet in the coming years. The cities
of California will provide an increas-
ing market for the products of Ore-
gon's farms and forests.

In addition, California will prove
to be a reservoir from which Oregon
will draw the new population she
needs. California's pioneer opportu-
nities are passing, but California
people are learning that in Oregon
the remarkable development that has
been seen in the southern state can
be duplicated. Hence Californians
in increasing numbers are coming
here to make their homes. They are
valuable settlers, for they understand
our conditions and are ready to go
to work as soon as they arrive.

From the tourist standpoint, Ore-
gon and California complement each
other admirably. Southern Califor-
nia attracts the tourist in the winter,
and Western Oregon attracts him in
the summer. Thus a year-round
program is provided and the result
is an increased flow of tourists.
Oregon in the past has been incli-
ned to be jealous of California's great-
er progress, and this jealousy has
found expression in fibes and sneers.
California, through a lack of knowl-
edge of the facts, has looked upon
Oregon as a rain-soaked wilderness
and has given it little thought. The
associations that are following com-
pletion of the paved Pacific high-
way are bound to be beneficial all
around.

AN AGE OF ADS

THIS is an age when advertising
is necessary. Expenses occur
very rapidly now. Merchants know
that money has been lost by the back-
ward movement of the last two years.
Depreciation has been radical and
assets have diminished to a marked
degree.

The mettle of the merchant is tried
sorely at this juncture. And his judg-
ment is put to severe test.
It is not a proper thing to do to
excite the big mail order house, but
one may very properly point to the
examples afforded by the biggest ret-
ailers in the country. In this ex-
ample it is shown that losses have
been taken and efforts renewed to
reach the consumer with merchandise
offerings.

Rather than curtailing advertising
outlay the big mail order house
doubles the program when times are
hard and reward issues from the
stimulated demand that follows from
people everywhere.

The big mail order house is of 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. Money is nothing
more or less to the community than
blood is to the body. Reduced in
circulation volume to a given point
and the inevitable sickness occurs.
The mail order house is a blood
sucking vampire.

But withal it is directed by adroit
brains which were never more adroit
than at the present business crisis
which they seek to circumvent by ex-
tra advertising effort.

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

ANYTHING YOU WANT

If there's anything you wish.
From a hooby horse to fish.
Read the ads.
Or a rocking chair or dish.
Motor car or Lillie Gish.
If there's anything you wish.
Read the ads.
If you want a railroad ride
Or a raincoat or a bride.
Read the ads.
Or a coat of camel's hide.
Or a fattened porker's side.
Or the ebbing of the tide.
Read the ads.
If you want some place to go.
If you want to see a show.
Read the ads.
If you'd like to take a jaw.
Buy a pitchfork or a hoe.
If you'd cause the wind to blow.
Read the ads.
If there's anything you need.
Lemonade, or garden seed.
Read the ads.
You don't have to beg or plead
Till it makes your spirit bleed
Just to get the things you need—
Read the ads.
If you want to buy a fence,
Make some dollars and some cents.
Read the ads.
Whether you are wise or dense,
It will make no difference.
You can get your recompense—
Read the ads.



Time seems to wear rubber heels.
It slips by so easily.
Conscience is a still small voice
because it doesn't talk enough.
This world would be much better
if a man could whistle with a pipe
in his mouth.
Some towns have all the luck. Cop
shot a robber in Cleveland.
The coal shortage will bring the
shimmy back this winter.
Where are the daylight savers?
Couldn't they set clocks back and
make the trains on time?
The winning hand in the game of
love holds only one queen.

People are like watermelons. You
can't tell a good one or a bad one
from the outside.

The happier just thinks it is bet-
ter to be rouged than lonely.

Health hint: Whistle.

When dad plants onions in the
front yard you know who's boss.

Hundred dollar bills are being
counterfeited according to bootleg-
gers in Cleveland.

Living costs more, but there is so
much more of it.

After getting acquainted you usu-
ally find the average person is above
the average.

We saw a man on the sidewalk
who was up a tree.

Harding and Edison chew tobacco
Show wife this if she objects.



Plowing Barn Lots Helps Hogs

WASHINGTON, Aug. 29.—Hog
raisers may accomplish two desir-
able results by plowing up the barn
lots at least once a year, says the
United States department of agri-
culture. In the first place, hogs
need good succulent pasture as
much of the time as is possible, and
in the second place they need pro-
tection against internal parasites
such as roundworms, the eggs of
which remain in the soil.

Turning over the soil in the lots
helps to get rid of the pests and
the crop of forage makes it a profit-
able operation. In addition to pro-
viding cheap protein feed, pasture
crops aid as a laxative and require
the hogs to take a certain amount
of exercise, which is necessary to
breeding animals and growing pigs.

Rye is probably the best crop to
use for fall, winter and spring pas-
ture for hogs, the department's cir-
cular states. Throughout the corn
belt it may be sown from August
20 to about October 1, depending
upon the latitude. In warmer cli-
mates the crop may be put in at
various times up to as late as De-
cember. By putting in successive
plantings from two to four weeks
apart it is possible to have fresh
pasturage all the time.

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 Chris-
tian spirit of fairness and good will
into the economic order, to teach
Christian principles and to insist up-
on their application to industry, in
the Labor Day Sunday message of
the commission on the church and
social service of the federal council
of churches.

The message deals with industrial
conditions during the last year, and
expresses sympathy with organized
labor in the coal and railway situa-
tions, saying that both are due to
the inadequacy of earnings of the
men. That the financial conditions
of certain of the railroads may have
made the reductions for their em-
ployees appear desirable, it says, adds
only to the seriousness of the situa-
tion.

The message declares that the
shopmen are fighting for the very
life of their union and that where
such a war of extermination is be-
ing waged, employers can only expect
ultimate moral defeat. The message
deplores that the twelve hour work-
ing day is still in effect in the steel
industry and asserts that "apparent-
ly it will require all the continued
moral pressure of the church to com-
plete the reformation of the indus-
try."

After pointing out that health and
happiness are, generally speaking,
necessary to the attainment of the
higher life and that the church can-
not be indifferent to the physical
well-being of its people, which de-
pends so largely on their economic
status, the message declares that
Christian teachings as applied to in-
dustry include three cardinal prin-
ciples: the worth of personality,
brotherhood as between all those en-
gaged in industry, and the motive of
service.

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
"there probably never was a time
when there was more bitterness and
conflict, some of it due to misunder-
standing between employers and
workers and some of it unfortunate-
ly due to a very clear understanding
of hostile aims and purposes."

After stating that the public is be-
come conscious of the unpleasant and
disastrous results of industrial dis-
putes and is often ignorant of the
major facts of its judgment dictated

Heir to Title



Charles Ernest Fellow, chemistry
professor at Columbia, is heir ap-
parent to the title of "Count of
Exmouth," that title having re-
cently 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 pe-
riod of depression have resulted from
a tendency to "deflate" labor—a ten-
dency 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 farm-
er.

"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 de-
mand for a reduction of wages in
proportion to the reduction in living
costs has been made without refer-
ence to the fact that wages prior to
the war were too low and cannot
fairly be taken as a basis of wage de-
termination."

Deplored 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 confer-
ences 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 tendency on both sides in indus-
try to break agreements, which indi-
cates a lack of fundamental integrity,
is all too prominent in the industrial
world and augurs ill for the future."

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

REORGANIZATION
OF ARMY STARTS

Third Plan of War Depart-
ment Now Being Put
Into Effect

WASHINGTON, Aug. 30.—Anoth-
er reorganization plan for the regu-
lar army, the third to be drafted in
the last year and a half as a result
of cuts in strength ordered by con-
gress, has been completed and the
war department in a statement
showed just what had been done with
the regular forces to carry out suc-
cessive 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 com-
ponents of the army during the sum-
mer camps."

Explaining the difficulties encoun-
tered in planning a reorganization to
conform to the enlarged strength of
\$125,000 as fixed in the last appro-
priation 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 285,000 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 regu-
lar 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 pre-
tained as a war precaution. Allot-
ments were made with the reduc-
tions 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. We however do not want any
produce that is not first class.
Don't forget that our car of Fancy Hard
Wheat Flour direct from the large flouring mills of
Kansas will arrive around the last of this week and
we sincerely hope you will give this flour a trial. If
you are not satisfied we refund full purchase price.

9,871; field artillery, 27,000 to 17,-
172; coast artillery, from 30,000 to
12,026; engineers, from 12,000 to 5,-
620; air service from 16,000 to 8,500
and Signal corps, from 5,000 to 2,-
181. In non-combatant branches, the
quartermaster corps was reduced
from 20,000 to 8,000; ordnance from
4,500 to 2,307; finance, 900 to 339;
chemical warfare, from 1,200 to 445;
medical from 14,000 to 6,850.

Under the reduction plan there
remain available for use in continen-
tal U. S. 96,723 enlisted men "for
the performance of the many duties
assigned under the national defense
act." This number includes about 1,-
000 men still in Germany.

Mr. Duck Hunter—
Duckak Waterproof Hunting Coats,
Parts and Caps—Hood—and Ball
Brand Rubber Boots, Leather Vests—
all styles—sweaters, Gloves, Wool
Socks—now ready at K. K. K. Store,
Leading Clothiers. 29-15

BIRTH RECORD
HOUSTON—At Klamath Falls, Aug-
ust 30, 1923, to Mr. and Mrs. Leo
Houston, a boy; weight nine
pounds.

The modern drug store has been
called a miniature department store.
Try the drug store first. Currin Says
So. 30

Necessity is the foster parent of
some queer ideas.

A bachelor is a pair of scissors
with one blade missing.

We sell all models Brunswick
Photographs on easy terms. Currin
Says So. 30

A threat of tar and feathers is
enough to make a man fly.

Our special school tablet is a real
bargain, at 12c opening day of school
only. Currin Says So. 30

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.

Table with columns: SIZES, Royal Cord, Nobby Chain, FABRIC, Usco, Plain. Rows list various tire sizes and prices.

Federal Excise Tax on the above has
been absorbed by the manufacturer

Whether your choice
is a Cord or a Fabric
tire, the U. S. Tire
Dealer can now give
you U. S. 30x3 1/2 tires
at the lowest price in
tire history.

The U. S. quality
standard is even higher
today than it ever was.

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1922
U. S. Tire Co.

30x3 1/2
USCO
Clincher
Fabric
\$10.65

30x3 1/2
Royal
Cord
\$14.65
in both
Clincher &
Straight Side

United States Tires
United States Rubber Company

United States Tires
are Good Tires

Where You
Can Buy
U. S. Tires:

ACME MOTOR CO.
400 So. Sixth

L. G. HOAGLAND
Seventh and Klamath