

The Klamath Evening Herald

Issued daily except Sunday by The Herald Publishing Company,
Office, 119 North Eighth St., Klamath Falls, Oregon

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Entered at the postoffice at Klamath Falls, Oregon, for transmission through the mails as second class matter.

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The Evening Herald is the official paper of Klamath County and the City of Klamath Falls.

SUBSCRIPTION RATES

Delivered by carrier.	
ONE YEAR	\$6.00
SIX MONTHS	3.50
THREE MONTHS	1.75
ONE MONTH	.60
By Mail	
ONE YEAR	\$5.00
SIX MONTHS	2.75
PER MONTH	.60

INFORMATION FOR ADVERTISERS

Copies for display advertising must be in this office not later than 5 p. m. on the day preceding publication in order to be inserted in the issue of the paper of the next day.

Want ads and reading notices will be received up to 12 noon on the day of issue.

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

TUESDAY, JULY 31, 1923.

THE PRODUCER-CONSUMER GAP

REFERENCE was made the other day by President Harding in an address at Idaho Falls, to the wide gap between the producer and consumer, and the need of some more direct communication which should cut down the difference between the cost of production and the price the consumer pays.

The president, with all his wisdom, was not able to make any explicit suggestions as to what can be done to narrow this gap. But much hope is felt that co-operative marketing of farm products will do something to cut out unnecessary services.

Much can be done also by using the power of advertising to its full possibilities. If a retail merchant will make free use of advertising, he should draw in a large number of people to his store, and get into a position where he can make low prices on his goods. His expense for distributing goods should be less per article, as the result of securing increased volume of business. Thus the consumer should be brought nearer to the producer, and a considerable portion of the cost of distribution be eliminated.

This thought should suggest that the consumer can further his own interests by keeping close watch of advertising which merchants insert in newspapers. Such notices will suggest that a certain store has bought a large lot of goods, and is working them off at a reduction, or that goods are being sold at low price for other reasons.

When the consumer observes such notices, he has a chance to narrow down the gap that exists between him and the producer. If he fails to investigate such opportunities, and take advantage of them in so far as they meet his needs, he is not doing his part to facilitate the economical distribution of merchandise and avoid some of the costs of distribution.

TRADE-MARKED POTATOES

AND NOW potatoes have been trade-marked and are to be advertised under a distinguishing name. A wholesale distributor has adopted the idea, and all the sacks in which his potatoes—guaranteed as to quality—are shipped bear the new trade-mark.

If ever there was anything that might seem difficult to label and advertise in this way it is the humble "spud." Yet it is paying.

Although the idea is new, sales are increasing steadily. The trade-mark has given satisfied customers a brand to call for when they buy again—and to recommend to their friends.

The younger generation is getting tired about all this complaint of their alleged wild ways, and it has about reached the conclusion that parents should be seen and not heard.

If some folks spent a little less time growling about high prices, and a little more reading the newspaper announcements of special opportunities to buy, they would come out better.

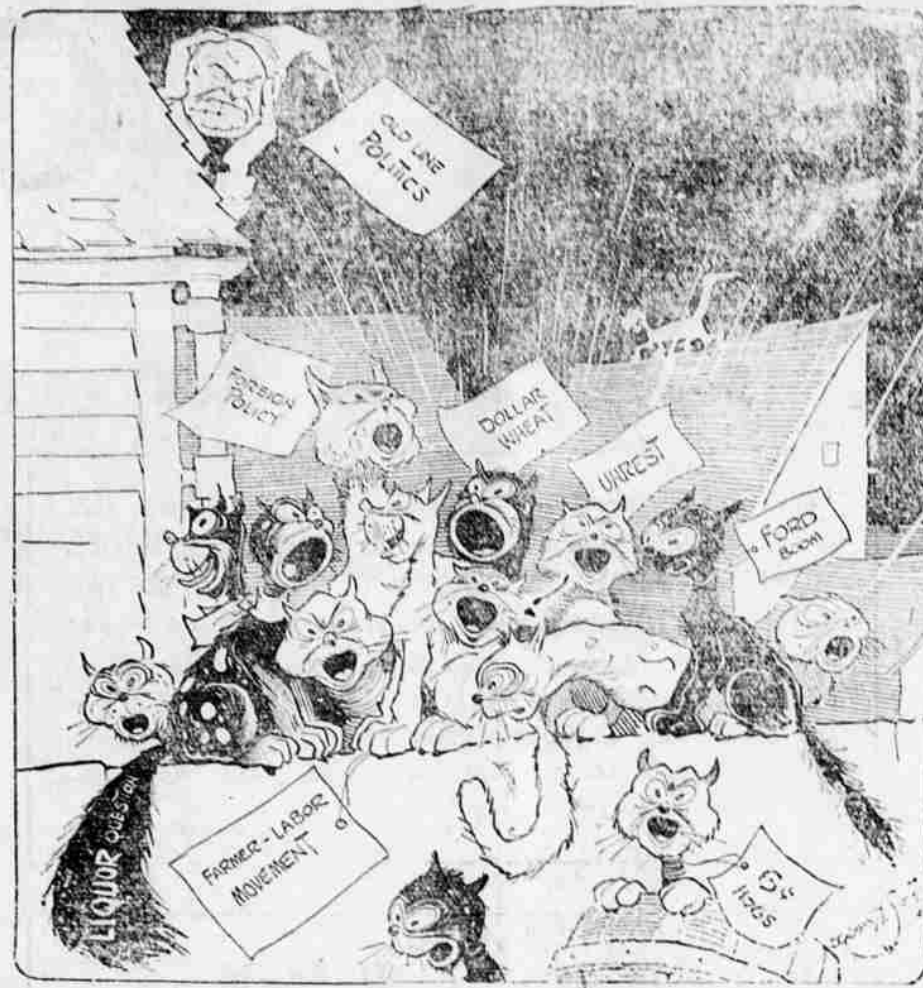
Considered all right for the women folks to ask the men to marry them, but a lot of them think it is not worth the bother.

Hard to get professors' salaries properly advanced nowadays, but perhaps it could be done out of the football receipts.

If you make money in business, the public slams you as a profiteer, and if you lose money, people run you down as a darn fool.

In this free and untrammelled country, the voters have the right to go to the polls and decide which bosses and machines shall govern them.

OFF ON A STILLY NIGHT



LEGION CONVENTION TO CONSIDER NATIONAL ISSUES

SAN FRANCISCO, July 21.—Declaring that unrestricted immigration constitutes a menace to the future of the United States, Samuel Bolles, national adjutant of the American Legion, stated that the question of immigration will be of great importance in the deliberations of the legion's national convention to be held in San Francisco next October. The legion national official, who recently visited the city, told the convention committee members that legion members are delighted at the prospect of coming to a convention in California.

Total exclusion of immigration for a certain period of years until the country assimilates those immigrants who have already come to this country is advocated by the legion, Bolles said.

Referring to the policy to let in thousands of immigrants espoused by Elbert Gary, chairman of the board of directors of the United Steel corporation, Bolles said: "It is far more important to us that America shall remain America than that the steel trust should have plenty of cheap labor. America cannot maintain herself in the face of such an influx and a halt must be put to it for a time."

The problems of wounded veterans will be given careful consideration by the coming convention, according to Bolles. He said that hospital work had been making rapid strides, but that there was still room for great improvement.

To aid all projects for popular education and also to formulate definite plans to the end that illiteracy shall be abolished in the United States during the next decade will be one of the important works of the coming convention, Bolles said. Also the question of physical education for the young will be considered and plans devised to aid this through the boy scouts and other similar organizations, with the aim of increasing the health and efficiency of the coming generation and developing a better comprehension of citizenship.

The legion is convinced in the absolute justice of adjusted compensation of its necessity, economic soundness and fairness to the people of the United States, the legion official stated, in predicting that the compensation law will be adopted at the next session of congress.

"When Senator Smoot, a bitter enemy of the bill, says it will pass at the next session, I think that is a good sign," Bolles said. Declaring that congress did not ask the fighting men how to raise funds for the war or how to raise troops, he said that it would be highly presumptuous on the part of the legion to tell it how to obtain money to pay adjusted compensation. He said that the dominating mo-

tion which will bring several hundred thousand veterans to San Francisco for the convention is to carry into lines of peace the same service for the nation as in times of war.

OWSLEY DISCUSSES INTERESTS OF PUBLIC

INDIANAPOLIS, July 21.—American citizens are interested in the development of a national educational program for building a higher type of citizen, above the prejudice of hyphenism and bigotry, Alvin Owsley, national commander of the American Legion, declared on his return recently to legion national headquarters in Indianapolis. Commander Owsley has visited forty-five states, and has made from two to five addresses a day to audiences ranging from 100 to 20,000 persons.

American Legion policies, he said, are being received with favor by the general public. He declared that the people are more interested in the welfare of disabled veterans than they ever were before and that the stand of the legion for an immigration holiday and in opposition to radicals had struck the chord of popular approval.

Citizens of America are in favor of the legion's stand for a universal draft act, under which capital and labor and all the resources of America would be conscripted in the next war, according to Commander Owsley. The legion's defense of the occupation of the Ruhr and its war on profiteers also are popular, he said.

Legion members are taking their places in public affairs, Commander Owsley pointed out. He said that three governors, four lieutenant-governors, four United States senators and more than thirty members of the lower house in congress are legionnaires.

MICKIE SAYS—

DON'T GO KNOCKING THIS TOWN IN HERE, SAID GOSBOROUGH, IF YA DON'T LIKE HER TOWN, YA OFFICE OF HER HOME PAPER IS A PERU POOR PLACE TO AIR HER VIEWS, PER THIS IS BOOSYER HEADQUARTERS, ALL THE TIME!



The Office Cat

A progressive is composed of three parts enthusiasm and seven parts earnestness for the conservative job.

Some old-fashioned folks are like chorus girls—they keep their fortunes in their stockings.

At forty, a woman has her picture taken to show her relatives how young she looks; but Bill Lee says a man at that age usually has his taken with his hat on.

It is so hot in Africa that underwear is considered an overcoat.

Don't overdo your bluff. The larger the diamond, the greater the probability that it is glass.

Correct this sentence: "Honest, Judge," said the man, "This is the first time I ever drove over 25 an hour."

Some children are raised scientifically and some develop normally.

Says the jewelry store proprietor: "You can often tell what the shy male customer is after by the engagement ring in his voice."

As the average Klamath Falls girl expects to be the bride of a millionaire, she does not think it worth while to learn to cook.

Some people are old-fashioned enough to spend their money for beef-steak, when they haven't a drop of gasoline on the premises.

On hearing that \$18,000 was being spent on the bathroom of the viceroy of India, one of our local financiers figured out that it would cost that nabob \$20 in interest alone to take his Saturday night scrub.

It's a funny world that will keep on perfecting non-skid tires and won't do a thing for the toupe, snorts Charley Johnson.

The regular boarders at the hotels always kick about the traveling men being waited on first. Yes, we used to live in that kind of a town.

A soft answer will turn away wrath, but it has mighty little effect on a life insurance solicitor, comments John Houston.

None of the men who would make perfect husbands are married.

Let Loosehead says: Does anybody know a palatial prison for a



HICKMAN-BESSEY AT PINE TREE

The theatre-going public of Klamath Falls was treated to the surprise of its life when it witnessed the performance of "Shanghai," a three-act comedy with vaudeville by the Hickman-Bessey Stock Company. The company, headed by Virginia Stanton, Hickman and Bessey, appeared in the character of the comedian of the play and the audience was with them from start to finish. Miss Stanton, the leading lady, has a sweet personality and played to great applause. The comedy company produced by Hickman and Bessey was very clever.

The company is well-known as the best as it played a week on the coast of twenty weeks in Salem and came here with high recommendation. The people of Klamath Falls showed their appreciation by electing them a capacity house, in fact it is estimated that some 100 to 200 people were turned away.

Those who saw the performance of "Shanghai" last night declared the stock company the best that had ever played in Klamath Falls. The stars are clean, the actors clever and their wardrobe beautiful.

This company will remain in Klamath Falls for one solid week changing plays nightly.

Tonight they will present a three-act comedy George Washington, Jr. written for laughing purposes only.

In connection with the play there will be four acts of vaudeville. These acts are said to be the cleverest on the Bert Levy circuit. Pictures will

AT THE LIBERTY

"Over the Hill" the special film presentation of the famous Will Carleton poem not only met with universal favor at its first showing—where it ran for an entire year—on Broadway in New York city but was pronounced by many film critics one of the most wonderful and beautiful pictures that have moved the screen. Their verdict was confirmed by the year's run before going to the country at large.

"The Famous" poem first appeared in the 1910's and was at once accepted as one of the most beautiful and touching contributions by the author of "Farm Ballads." Critics, friends and admirers begged the Motion picture industry to know the source of his inspiration.

Carleton wrote verses for several years before he turned his pen to "Over the Hill." "I waited these few years," he explained, "to be sure the poem was in the correct mood and that I had satisfied myself that I could do justice to the subject."

"Over the Hill" will be the attraction at the Liberty theatre today only.

At 7:00, the stock company will present George Washington, Jr. at 8:00, and four acts of Levy vaudeville will follow. This is the biggest amusement bargain ever given the Klamath Falls public, and but one price of admission will be charged for these two big shows.

Thursday night the company will present a big feature "Three O'Clock in the Morning," and Saturday night will be "Pay Night."



TONIGHT

FOLLOW THE CROWD

You will see the biggest show ever seen in Klamath Falls

The Hickman Bessey Stock Co.

Will Present

George Washington Jr.

Geo. M. Cohan's 3-Act Comedy

Also Our Regular

Vaudeville Show

TWO BIG SHOWS FOR ONE PRICE OF ADMISSION!

Stock Company 8:00 p. m.—Vaudeville 9:30 p. m.

SATURDAY

PAYNIGHT

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

The story of a mother love divine—Will Carleton's famous poem

"OVER THE HILL"

Is the greatest heritage of heart interest ever given to the motion picture world. It is a page from a mother's soul. We urge you not to miss it.

Wednesday

PAULINE FREDERICK in

"THE GLORY OF CLEMENTINA"

Thursday

"HUMAN HEARTS"

Starring HOUSE PETERS

tells her's always tellin' me how to run every de all o' my home 'n' business?

St. Louis is about to spend \$12,000,000 for water works. Who says prohibition is not a success.