

The Evening Herald

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Copy for display advertising must be in this office not later than 3 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, NOVEMBER 13, 1923

AN A. P. ACHIEVEMENT

(By Arthur G. Staples in the Lewiston (Me.) Evening Journal)

YOU buy a newspaper for a few cents. You carelessly put your hand in your pocket and pay for it. You say "Nothing in it." Or you say "Hello, I see there's an earthquake in Japan."

And you think that you are SOME critic; that you are a judge of affairs. Listen.

You read in the Lewiston Journal, for instance, for the first time, that Japan had been stricken—its metropolis wiped out. Do you know what that piece of news cost in life, in effort, in service, to lay before you for your few cents—that you would throw to a beggar?

At 6:20 a. m., Saturday, September 1, the Radio Corporation of America telephoned The Associated Press that Japan had been stricken by a great earthquake. It had happened at noon, Tokio time. In 20 minutes bulletins were on the wires to all newspapers. This was the first information given to readers in America.

The Japanese earthquake presented some of the most extraordinary and perplexing problems in the bringing of news around the world from Japan to America. At a single stroke, the usual lines of communication across the Pacific from Japan to San Francisco, both cable and wireless, were put out of commission. This compelled an immediate readjustment so that the communication from Japan, hitherto across the Pacific would now come in the other direction around the world, across Asia, via Singapore, Suez, Gibraltar and London, to New York, known as the Eastern route. Also another outlet across Asia was available, from Japan northward to Siberia, to Moscow-London-New York, known as the Northern route.

The London and New York offices thus became active centers, supplementing the work of San Francisco, in moving the mass of cable matter from Japan and nearby points, giving the first available details of the catastrophe. In this the facilities of Reuters at many vital points in the Far East were combined with those of the AP in bringing forward a large number of cable despatches direct from Osaka, Kobe, Nagasaki, and other Japanese cities in close touch with the devastated area.

On the first day of the disaster, September 1, nine of these direct despatches from Japan—eight during the day and one at night—had thus circled the globe westward to London and New York. On the following day, Sunday, the 2nd, no less than 28 of these direct despatches from Osaka and other Japanese and nearby cities came westward via London. On Monday, the 3rd, there were 21 such despatches via London.

Thus, in the first three days of the great disaster, 58 direct despatches came around the world westward via London, giving extended details direct from the cities in touch with the area of devastation. The Pacific route, even in its crippled condition, was at the same time bringing a large number of direct despatches from Japan and China points, these rising rapidly to 23 direct despatches on the 3rd. Thus from both directions, from the West and from the East, these messages from the stricken area flowed around the world and into America, giving a steadily increasing picture of the great disaster through its first crucial days.

The route across Asia was in the main the Eastern, via Suez, at the outset. But it soon developed that the Northern route, via Siberia and European Russia, was exceptionally fast. This route was freely used, making about six hours in linking Japan and China with London and New York.

In the first week of the disaster more than one hundred—exactly 101—direct despatches from the Orient had come by these Asiatic routes to London and New York, over and above the large and constantly increasing number of despatches coming across the Pacific to San Francisco.

This is what you get for a few cents.

A correspondent went 141 miles through hell to get a part of this and altogether it was the combined effort of an entire world of correspondents—all for You. To serve you with the story that perhaps you turn aside with the mere exclamation, "Hello; there's another earthquake in Japan."

THE NEW WINNER STYLE



And this organization, The Associated Press, a great and typical American institution, whose membership includes newspaper men of varied religions and varied racial descent, which works in the open for the advancement of America, was described by a masked mountebank who spoke here recently as being under the control of the Roman Catholic church, printing propaganda in the interests of a conspiracy to place America under papal control.

"Oh, Wisdom, thou art fled to brutish beasts; and men have lost their judgment."

Mountains in California are reported to be moving. Page Mahomet.

In Paris, men are wearing earrings. What next will the followers of fashion get into their heads?

The person who has struck out can usually see luck in the case of the one who has made a home run.

Because he presided over the senate for two years and recognized the futility of talk, may be the reason President Coolidge is so silent.—La Grande Observer.

SKIRT, BLOUSE MOST POPULAR

NEW YORK, Nov. 13.—The separate blouse and skirt is the typical costume of the American woman and girl, according to the United Women's Wear League, which recently completed a survey of the evolution of American fashions for women.

Fostered by native conditions of living, the shirtwaist has been the favorite costume in this country from the very beginning of the nation's history and now remains strongest in popular favor, the investigators found. While foreign style importations have come and gone, the vogue of the blouse and skirt has never waned permanently because American women have found that costume both practical and suited to their type—tall, slim, athletic and active.

Around the dress and gown, of French and Italian origin, have held sway and modes of living have declared against the blouse and suit. European designers every season send to this country new fashions for evening wear but none sends a costume which vies with the blouse for the practical necessities of everyday American life.

"Somewhere between the dignity of formal dress and the striving for daring that French mannequins exhibit on fashion parade," according to M. Moschou, executive chairman of the league, "there is a place for the costume that expresses the independence of the American girl—the girl you see in illustrations, on the streets, in the shops, this tall straight slim, active girl who walks with a swing of her capable shoulders and looks about her with a direct, fearless gaze.

"It is this type of girl who has clung tenaciously to the separate blouse in all its manifestations. She knows that it is becoming, that it is a style out of reach of the dowdy and the dumpy and she has made it her own. Let who will wear the narrow, clinging draperies (she wears them herself in the evening) but she finds the best expression of her

EDUCATION WEEK PLANS BEING LAID BY AMERICAN LEGION

Heartly Response Given President Coolidge's Proclamation setting Aside Week of Nov. 18-24

INDIANAPOLIS, Nov. 13.—During American Education week, November 18-24, the American Legion hopes to push its Americanization proposals and direct attention to the need of a national educational program, announced Garland W. Powell, director of Americanism for the legion, who is in charge of the program for the legion.

Member posts all over the country report elaborate preparations for the week, Powell says. Working in co-operation with state, county and city superintendents of instruction, the reports indicate that this, the third annual week sponsored by the legion, will be the most widely celebrated.

HEAVY response has been given President Coolidge's proclamation setting aside this week for the purpose of bringing before the people the vital need of a unified educational program. Powell says "Governors of most of the states have issued follow-up proclamations and, in those states where periods to be set aside by proclamation are limited by statute, the chief executives have written to the legion offering every endorsement.

WOMAN WINNER OF BUTTER PRIZE AT FAIR 19TH TIME

HELENA, Mont., Nov. 13.—First prize awarded her nineteen out of the twenty times she has exhibited butter at the annual state fair here, is the record established by Mrs. David Graham of Belt, Montana, when she again took first prize in the dairy display. Her record is unparalleled in the history of the state of Montana, it is said. The Grahams have a small truck and dairy farm near Belt and take especial pride in the quality of dairy and farm products on their little place.

"Many foreigners come to America and, in their segregated community life, retain their foreign customs, language and methods of living. A program of education such as we propose is the best means of assimilating these people."

CANADIAN FARMERS TO SELL WHEAT THROUGH OWN POOLS

WINNIPEG, Man., Nov. 13.—Western Canadian farmers will sell much of this year's wheat crop through wheat pools.

In Saskatchewan it was decided that a board of directors should operate the pool for three months, by which time, it is expected, arrangements will have been made for the election of a board by contract holders. Then the provincial board will turn over to the representatives of the contract holders a completely equipped marketing machine in operation.

A clause in the Alberta pool contract permitting signatories to withdraw within a specified time if 50 percent of the acreage was not signed up, was omitted from the Saskatchewan contract.

TURKS INSIST STREET SIGNS BE WRITTEN IN TURKISH

CONSTANTINOPLE, Nov. 13.—Sign painters and the sellers of fees have had a rush of business since the allied evacuation that makes them the envy of those tradesmen who have suffered from the departure of the foreigners. Men who never wore the national headgear oftener than does a Shriner in the United States have deemed it prudent to put away their European hats, and not incur the sometimes rough attention of street crowds, by appearing without the fez.

A few days ago the Vail of the city ordered that every business sign should be in Turkish characters, and the supply of native sign letters has not been up to the demand. It is required that the Turkish characters shall occupy the upper or principal position on all signs. A foreign language may be used under the Turkish, but only to one quarter of the area given the native lettering.

VISALIA, Calif., Nov. 12.—Hale Tharp's cabin, built deep within the recesses of a fallen giant Sequoia tree in the Sequoia National park, was appropriately dedicated recently at exercises in Giant Forest. The cabin is said to be the oldest landmark in Tulare county, California, built by Hale Tharp in 1878 and used as a residence by John Muir, the naturalist, during his visits to these mountains.

Advertising pays. Try it and see.

The Office Cat



It is all very well to tell your wife everything, but it is better to tell her first.

Be so true to yourself that you cannot be false to others, suggests Jack Kimball.

Love's Blindness. He kissed me and we parted. So filled with ecstasy. That he fell over a hydrant. And I ran against a tree.

If you want to know what kind of a person a certain man is, says Tom Waters, just find out what he does when he has nothing to do.

To a normal man no-riety is a nuisance.

Judge Gaghagan has denounced "Forty Years Ago" columns because "no women and only a few men can recall incidents that far back."

The life of an editor was saved the other day when he was shot at because the bullet struck a silver dollar which he had in his pocket. The editor of an Oregon paper threatens to bring charges of manslaughter against some of his delinquent subscribers if he is shot at and the bullet takes effect because he doesn't have silver dollars in his pocket which they owe him.

The woman who cries doesn't get half as far as the woman who merely threatens to cry.

A Klamath Falls man is of the opinion that anyone can get a liberal education if they will only look up the answers to the questions their children ask.

An advertisement on the front page of the Mulhall, Okla., State Journal read:

"For Sale—Country newspaper and white robe at a bargain! If taken quick!"

In an ad recently inserted in the paper a lost bulldog is described as having "A rink in his tail, a turned-up nose and a pleasant smile."

Hyjorisy: Prionding you'd rather go to the revival than to the minstrel.

There is said to be a girl in one of the colleges who is so dumb that she thinks a tinetay's has legs.

"For goodness sake don't put that item in the Herald, a Klamath Falls woman is quoted as saying when she left town on a visit. "If one of my friends hears I am away, she'll try to steal my wash woman. She nearly did it the last time I left town."

At The Theatres

AT THE PINE TREE

Musical Zanos have played all the principal circuits of America and have had several big musical acts of their own on the road. They are both real musicians and can be depended upon to please the most blasé audience. Burt and Hyman, "The long and short of it." Burt introduces Hyman, the smallest strongman in the world and the most perfectly developed. "Small Hercules," in unusual and incomparable hand balancing, Clifford and Purtell, Miss Catherine Purtell, the little Irish nightingale from far-off Emerald Isle, will be one of the meritorious attractions booked this season, rendering many beautiful selections. Medell Thompson, "The Black Ace" who has been featured with the "Dark Town Scandals," is known to be the youngest type of Bert Williams and no less clever than the Broadway star.

PINE TREE

TONIGHT

4-ACTS-4

VAUDEVILLE

The Musical Zanos

"Musical Comedy Novelty"

Clifford & Purtell

"The Prima Donna and The Boob"

Medell Thompson

"THE BLACK ACE"

Burt & Hyman

"THE INCOMPARABLE PAIR"

also

RADIO MANIA

of fascinating Comedy Drama Something Different

Coming Thursday

Leakes Orchestra

ENTERTAINERS

From The B. F. Keith and Lyceum Concert

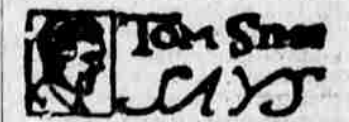
The Picture is

Lorna Dorne

Prices 50c and 20c

Season tickets for 4 Lyceum Entertainments

Adults \$1.40—Children 60c



Here's sport news. His conference in Europe. Several nations will try to run the human race.

They are ready for this peace meeting. One country has decided to double her airplane program.

Once the Chinese were the most truthful people on earth, but they have started playing golf.

Somebody hit the ex-kanzler's wife with a rock. Cops are puzzled. Maybe she talks about the neighbors.

Germany, poor Germany, her troubles increase. Here's the latest. Ex-crown prince may return.

News from Mexico. They want warm baths. The Mexicans are used to being kept in hot water.

Scientists find an eastbound ship weighs more. This is only natural. Full bottles are heavier.

Some men are so inconsiderate. In Chicago, a woman shot her husband for getting the floor dirty.

Interest is lower than usual in Cincinnati where they have a contest to find the prettiest foot.

Many a man keeps his nose to the grindstone so his wife can turn hers up at the neighbors.

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Klamath Falls, Oregon

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The month, mail or carrier, 65c.

Herewith find \$..... (Please write plainly).

Name

Address

The Herald is pledged to every upbuilding movement in Klamath county