

The Evening Herald

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

F. R. SOULE, President and Manager
RUTH SOULE, Secretary-Treasurer
Entered as second-class matter, at the post office at Klamath Falls, Oregon, under the Act of March 3, 1879.

Member of the Associated Press

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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	\$6.50
SIX MONTHS	\$3.50
THREE MONTHS	1.75
ONE MONTH	.65
By Mail	
ONE YEAR	\$5.00
SIX MONTHS	2.75
PER MONTH	.65

INFORMATION FOR ADVERTISERS

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.

SATURDAY, NOVEMBER 17, 1923

BACK TO AMERICANISM

BACK to true Americanism might well be the slogan of the national vigilance association which has recently been incorporated for the purpose of combating the prejudice and lack of perception of the real meaning of things American which have lately been so troublesome. While the first fight of this body of prominent professional men, business men and educators will be against organizations of the type of the Ku Klux Klan it has a deeper and more lasting purpose, the inculcation of really American ideals in people who have not grasped what this nation stands for.

The vigilantes apparently realize that the Klan is not in itself a cause but rather an effect, that behind it lies something deeper. They see that defeating the hooded band might relieve the situation temporarily but not permanently, for the things that made it possible to band men together in such an organization would remain. Accordingly they will work not only for the elimination of all influences which seek to breed religious or class discrimination but also for renewal of respect for law and the Constitution of the United States.

Their fight should be for understanding and then more understanding. Human nature has ever been prone to fear that which it does not fully comprehend. The same lack of faith in humankind that leads to wars in Europe leads to the formation of unreasonable organizations in this country. To eliminate fear is to eliminate prejudice, and when prejudice is gone the man who would capitalize it will no longer be a prophet. He will become a joke.—Portland Telegram.

THE ROOT OF PROPAGANDA

THE WAR against free publicity is going forward steadily and under a new line of attack directed against the responsible editor seems to be making greater headway than a few months ago. The best sign of the times is found in the increasing number of press agents who are again seeking places in the ranks of journalism. Whether such men will ever be as good newspaper men, from the standpoint of public interest, is questionable.

Free publicity was one of the leading topics of discussion at the recent meeting of the Inland Daily Press Association and there it seemed to be agreed that press agents were only permitted to fatten at the newspapers' expense because some editors have eyes but refuse to use them. Editors are the men against whom criticism of the press agent and propaganda evil should be directed.

The value of a newspaper is fixed by the confidence the public places in its columns. More often than the editor realizes, his reading public recognizes free publicity and is guided by that in placing a value on the entire contents.

The public has a right to be suspicious of the newspaper that gives a large amount of space over to free publicity and the wise advertising agent will advise his client of the decreased merit of such a newspaper as an advertising medium.

Some day a wise advertiser will fire the free publicity expert of his organization and invest the additional amount in regular advertising space with the stipulation that his copy will not appear on the same page with any free publicity.—Editor and Publisher.

From what little we know of history we can't believe that our grandfathers were running over to Europe every now and then to find out how to run this country, like some of our senators do.

Wouldn't it be terrible if the women around Klamath Falls wanted new washing machines every time their husbands decided to trade in the old car for a new one?

Why is it that the fellow who knows nobody can fool him always gets humbugged worse than anyone else?

Why is it that it's the easiest thing in the world to be optimistic when you're making money.

THE KEY TO THE WHOLE SITUATION



HEAVY WASTE IN U.S. OIL FIELDS

WASHINGTON, Nov. 17.—Losses of natural gas and oil, through flooding, seepage, waste and negligence in the various fields in the United States have been enormous according to statements of the Interior Department based upon a recent survey by the bureau of mines.

While the oil and gas industry has progressed steadily and has been practically revolutionized during the 44 years of its existence, water have irreparably damaged billions of feet of gas and gallons of oil fuel. Flooding of oil sands by probably never will be recovered. Entire oil and gas fields, the water trapping underground oil that probably never will be recovered. Water in an oil well so increases lifting costs that many wells are abandoned before the normal recovery of oil and gas is obtained.

Corrosive waters attack casing and eventually eat holes in it. Operators in the Kansas Eldorado field alone expend thousands of dollars annually replacing casing, tubing, sucker rods and other equipment so destroyed.

Although "blow-outs" and "wild wells" were formerly the greatest factors in the loss, modern equipment has made it easier to muzzle the unchecked flows. The old practice of allowing "rushers" to waste oil and gas unchecked until the force either was stopped by carelessness or decreased an appreciable amount, has been done away with, but not before millions of dollars worth of the natural resources were lost. In the early days of the Cushing field in Oklahoma, in 1912 and 1913, it is estimated 100,000,000 feet of gas were wasted daily. Large flowing wells which produced from 1,000,000 to 10,000,000 cubic feet of gas daily were allowed to flow, the operators only gathering the oil. Until recently no use was made of gas as produced in the Salt Creek

field of Wyoming and the daily loss was estimated at \$2,500,000 cubic feet.

In 1913 the total amount of gas consumed throughout the country was 662,052,000 cubic feet, while the loss of casing-head gas alone was estimated at 141,000,000,000 feet in that year. It seems probable that from one-third to one-half of all the gas produced is wasted, the bureau's study showed.

Production of gasoline from natural gas was started in 1904 and while the amount recovered has increased by leaps and bounds yearly, it was estimated that since that year at least 7,000,000,000 gallons of gasoline have been wasted, or twice the amount recovered. More than 25,000,000 gallons of gasoline must have been lost in the Hewitt field, in Oklahoma, alone, during this time. From 20,000,000 to 40,000,000 gallons were lost in the Eldorado field.

Emulsions with water cause another great loss. Engineers estimate the production of "cut" oil in the Mid-Continent and Gulf Coast fields in 1920 and 1921 at about 100,000,000 barrels, while half of this was lost at an estimated waste of \$100,000,000.

Calif. Women Prosperous Combined Earnings Big

LOS ANGELES, Nov. 17.—A new national record for women who make income tax returns is expected to be credited to the women of California, who have a total earning power of \$127,416,212, according to a report just made public by Revenue Collector Rex B. Goodell.

Unmarried women, numbering 35,335 showed personal incomes of \$76,809,180 and the total number of 49,000 had incomes within \$10,000,000 of the combined personal income of all classes turned in by Arizona, Utah and New Mexico.

The report indicated that more single women filed income returns in California than the combined number in 11 other western states, indicating, the revenue collectors say, that California women have "become a remarkable factor in the production of income taxes."

SUBSCRIPTION COUPON TO THE EVENING HERALD

Klamath Falls, Oregon

Please enter my subscription for—

One Year, by carrier, \$6.50

One Year, by mail, \$5.00

Six months by carrier, \$3.50

Six months by mail, \$2.75

The month, mail or carrier, 65c.

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

Name

Address

The Herald is pledged to every upbuilding movement in Klamath county

Ten Years Ago Today

Nov. 17, 1913—

Property Sold—

The property sold Saturday by Robert A. Johnson to Carl Shubert at Ninth and Canal streets is not the Johnson residence in Hot Springs addition. Many people believed it to be the latter, and were under the impression that the Johnsons were to leave, which is not the case.

Nov. 17, 1913—

Cantrall Is Councilman—

Roscoe A. Cantrall was elected councilman by the 5th ward voters Monday to fill the unexpired term of W. O. Huston, who resigned. Cantrall was the only avowed candidate.

Remember everybody likes candy. How long since you bought your wife a box. Carrin for Drugs.

The Office Cat



Circumstantial Evidence.
Bobby—Awfully sorry, baby, but I must put some jam on your face, so as mother'll think you stole it. You see, you won't get licked for it and I would.

A young man writes to us, asking whether we would advise him to get married on \$50 a week. Inasmuch as we have no special grudge against him we would not.

Doctor—Did that medicine enlighten your husband on all right.

Wife—Yes, we buried him yesterday.

The old-fashioned girl, says Charles Martin, who longed to become a missionary to benighted heathen in foreign lands now has a daughter who frequently goes out, and makes a lively competence teaching her sisters how to clean up the neighborhood women at auction bridge and mah-jongg.

Doc Stewart says the only things less interesting than a book to improve your mind are the other fellows' troubles.

Pests.

Now comes the pest who stirs our wrath by bragging 'bout his fee-cold bath.

He also boasts, it will be found, He wears the same The whole year 'round.

He is the bird That oft has told A sleeping porch Would cure a cold.

The Screen

AT THE LIBERTY.

AT THE PINE TREE.

"Ever since I visited Spain, I have been dreaming of doing a Spanish picture, and now my chance has come!"

The new picture, shown at the Liberty theater, Sunday, is "Fascination." In it Mae Murray appears as the child of a Spanish father and American mother. Most of the scenes are laid in Spain.

"It is a country of such unforgettable beauty that I have been haunted by memories of it," she said, "and I think, in the picture, we have captured that beauty and will make it live on the silver screen. Moreover, it is the land of real elemental drama. Although the Spanish is ordinarily the gentlest and most charming of individuals, he is so overwhelmingly sincere that he does not cover up his emotions. It does not come very well how to dissimulate. The consequence is that he loves and hates with a singleness of purpose that leads to terrific dramatic situations."

"Fascination" is by Edmund Goulding. The cast includes Helen Ware, Courtenay Foele, Creighton Hale, Vincent Coleman, Robert W. Frazer, Charles Lane, Emily Fitzroy and Francis Puglia.

Ability, sincerity and truthfulness make us dependable druggists. Carrin for drugs.

The combined talent of Perry Verkoff, popular screen tale writer, and Edward T. Lowe, Jr., one of the most capable scenarists in his profession, went into the making of "What Wives Want," a Universal all-star attraction which will be shown at the Pine Tree theater today only.

Truly the great American photoplay, "Main Street," was built in every detail as described by the author, Florence Vidar, Monte Blue and a host of screen stars portray the famous "Main Street" folks that are so familiar to us all. Whether you have read the book or not "Main Street" will furnish you with the best entertainment you ever had. Sunday and Monday at the Pine Tree.

(The Slaves.)
Carol Milford, educated a bit too much for her intelligence, married and accompanied Dr. Will Kennelott to Gopher Prairie, Minn. She is bored by the monotony of small-town life and the self-satisfaction of its inhabitants.

Her efforts to bring life in Gopher Prairie closer to her ideals—her married life with good-hearted practical Dr. Kennelott, who never could understand her, and her romance with a young man—who apparently does understand, form but a part of this great absorbing drama of real life. Sunday at the Pine Tree.

PINE TREE

TODAY ONLY

WHAT WIVES WANT

A Vivid, Gripping, Thrilling Drama

UNIVERSAL STAR CAST

2 Reel Monty Banks

Western Comedy

TOMORROW and MONDAY

FIRST TIME HERE

MAIN STREET

By SINCLAIR LEWIS

Starring

FLORENCE VIDAR

MONTY BLUE

EMILY FITZROY

Nine Big Reels of Human Interest

No Raise in Prices

COMEDY NEWS

TODAY AT THE LIBERTY

Playing tonight only

"THE DESERT RIDER"

An excellent Western story with Jack Hoxie in the leading role.

SUNDAY SPECIAL

"FASCINATION"

starring, charming Mae Murray.

Miss Murray plays the little Spanish girl, Dolores De Lisa, a girl who dared display her beauty in the most dangerous resort of Madrid. She craved excitement—and she found it. You will find in "FASCINATION" a story that will interest and surprise you.

TUESDAY

"MY FRIEND THE DEVIL"

adapted from the famous novel "Doctor Rameau"

Henry Ford has an income of something like \$9,786 per minute, thus making the counterfeiters look dumber than ever. Nobody else was ever able to figure out a way to make so much money out of tin.

It is possible to take too much care of your health. It isn't putting that makes a healthy.

Our Own Definitions.
Feminist—A guy who thinks the silver lining to each cloud will soon turn to brass.

Many a black head went to school gets a hardword finish.

Thira party is talking politics. May be all right, but third parties are like innocent bystanders.