#### PAGE TWO

#### THE EVENING HERALD, KLAMATH FALLS, OREGON

**TUESDAY, JULY 15, 1926** 

### ADVERTISING HAS EVENING HERALD

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TUESDAY, JULY 15, 1924.

TWO FOREIGN CONFERENCES.

The United States government is roing to participate in two important European conferences. At least, it has agreed to participate in one for inaugurating the Dawes reparation plan; and it will be invited to attend the other, dealing with allied debts the other, dealing with allied debts, soon as the first is over. It is not structed. Advertising can very effect likely that the government will ob-ject to attending the second, any these national and international dismore than the first, because of its tributive systems." great interest in the subject dis- Mr. Mooney characterized the great interest in the subject dis-

vention as a symbol of co-operation an expression of the eagerness of the This is getting back into European peoples of the world to work to gether. affairs on a business rather than a

political basis. The reparation plans "Out of understanding and codirectly involve the billion or so dol-lars that Germany owes the United States and indirectly, several billions between capital and labor, will evolve directly involve the billion or so dolthe program of rehabilitation for which people are hungering," he dethat are owed by the Allies and will probably never be paid unless Gerclared many pays the Ailies first. With that Economic forces must be allowed

business arranged in a way that seems generally satisfactory and likefree play, he said, natural economic laws must be respected and no im-pediments should be placed in the by to produce definite results, all of our foreign debtors will be in posiway of their working out freely. Economic Law Cited. tion to get down to brass tacks re-"The nation prospers best," he added, "that takes advantage of these garding their war debts to the United

States. laws rather than resists them. Pre-judices very often obscure economic There will be efforts in such a conference, no doubt, to persuade this imagination and prevent accurate economic appraisal." country to case the burdens of its debtors, on the ground that they were

Alluding to the development of the war associates in a common cause motor car in the last 20 years as an and have been in great difficulties important factor in economic and culever since the war, and deserve considerate treatment. wealth of a nation was greater than There will probably be no disposi-

its annual cost. tion on the part of the American government or people to deal harshly with them. Uncle Sam is no Shylock. But certainly there can be no special they go to work to get the money to pay for them." favor or remission of debt in the case of any debtor who has never

shown any desire to pay what he borrowed, os who would use for preptrations any part of his principal or interest that might be remitted.

#### FEWER LYNCHINGS.

Another lynching record has been made on the favorable side of the and political affairs as will insure report. During the first six months of this year there have been only five lynchings. The department of records and research of Tuskegee Institute has been keeping a careful John Niblick- "Now do I know record of lynchings for 40 years. This whether or not you are a good end-

half-year's low mark is the best yet. During the first six months of Boy-"I can't count over eighty

## POWER OF RAISING LIVING STANDARD

LONDON, July 15. - James D. Mooney, vice president and directo-of General Motors Corporation in charge of Export Companies, told the convention of Associated Advertis-ing Clubs of the World today that cohuliding of industrial and commersfal structures awaited leaders who would provide for workers sound sconomic programs that would haston the day all had expected with peace.

"The tools are available and the labor is ready to work.' he said. "The need is for leaders, organizers with mental and moral courage who will place the tools in the hands of the taborer, finance the laborer to the extent of providing him with tools and materials and finance the exchange of the laborer's products. This leadership must come out of the ranks of such mon as are represented here at this convention. The present day is the day of the industrial and ommercial leader."

Mr. Mooney asserted advertising must be counted on to play a great part in reconstruction and rehabili-tation, because it could be made so important a factor in distribution. Great Need Told.

"The world today is standing in great need of having its distribution system re-created and re-vivified." hg said. "The production facilities, although somewhat impaired by the great stresses imposed upon them during the war, stand generally ready; men are easer to work. How

mah-johng and back scratchers, at other American institution has hit the long-suffering Grench: clean-up week. But, like Main Street, gossip, it has acquired quite a bit of stretching in transit and a new complexion on arrival; they call it "le concours du village coquet" there, and it will hit each province in turn. The village which at the end of three years has showh itself must

consistently spotless, will be proelaimed the "prettlest village" and get the prize-money.

get the perse-money. Brittany is next in order. Brit-tany, where the country folks still shop in closet-beds with wooden slid-ing panels while their ruddy com-plexions remain the envy and despair or every devate of the calt of open windows: Brittany, where the coh-bled and croaled thoroughfare hardly seem wide enough to keep the galded old houses from meeting evenload. ald houses from meeting overhead;

NTEWS is at hand that on top of

jazz and chewing guns, baseball,

Britting, where old women of seventy the later cars and worden closes sweetly in later cars and worden closes sweetly the streets with a swing and pay that would shame the best of New York's "white wings". Be trans, where any village belle kneeling by a running brook will scrub enough linen in a day to keen in American hundry busy for a week. Brittany, where writherbeaten sollors swap yarns in dark huvettes in an atmoschere thick and purgent enough to clicke a polecat-Britrary is to have

How will they do it? Will some enterprising American first southinst the bring pating of seven innerest years of the granite rangards of hisyears of the annula rannards of his-toric Saint Malo. Or will they ber-row a force of window cleaners from our skycempers to perform with indour skrearmers to perform with ind-due, sources and channels leather on the six-hin-factly-per-old windows all through three feet of wall in such fendal excites into manars as Jo adla and Kerjann? The legenuity of American factories with its ready-make phase to "make that root off your schul" for the next twenty your will it is called on to "renew"

Clean-IIn Week In Brittany

VICTOR PIEDMONT

the sharp-pointed gables of V is, shined and pollsked by seven humous years of Heeton which and rain? In Breton which and rain? In Breton which a sume the chil-dren's garbs follow much the same patterns, the famous ofbonetter of some American dirt chasers would fit well enough needs parts high so-house and all but what figures would any thiopiton but what figures in red bindicits out among the sol-ants and around the same of the arms and around the same of the redress of pointly solard on the arms and around the same of the redress?" The norshid viduous would anyly were a flory units "relivary". The normal of enhancements of an analysis and wave a flery some arrange them and consign them is the disolate margines of Your Elev. They have been the state meriods of Bretan folklore.

of Breton tolklore. The concluse sprace of the see has chineled and sculptured the fantastic const of Britany for so many con-turies that its vivially pelicitromatic cills, its number is have and mitts, and its genuike string of islamic are about as electrons son, wind and genuine an indea them but Kas-14. Orainsue and the read of the sunker

there of a Bredon farmhouse and train the family to use it—a risky job in first unheated dwellings, unless the hathers are willing to dry thomselves to we did in the A.E.Y. by a swift superstant of rights about fars in close proximity to a reach at, not bedlied store. As a compromise, we might superst the Olympian screnity of our Japanese friends, who light a fire un-der a barrelful of water on the front part of a barrelful of water on the front street from that plated vantage point. At any rate, there, will be neither theore in the Breton landscope, not will windblown newspapers be found efficience and Methian. As we

meditate upon the strange rows of prehistoric monoliths on the wild moorland above Carnae and Loe-marinquer, no bedraggied remnants of discarded flowers will mar their per-fect alignment, no wornout rubber tires crown their granite brows. In the soft white mists that float un-consingly landwards from the sea, the lengthening shalows of these mys-terious grey rocks will look like a the lengthening shadows of these mys-terions gray rocks will look like a spectral procession of petrified ghosts of the Stone Are; a slight quickening of the breeze will usher in the long white gurments and slivery heards of Drafile priests leading the glosdly plightings to occult ascrifices on yon-der alter, while the sun, perchance relatant to witness the unboly rites, deave a facety which of dout across its blushing countenance and sinks beyond the western ses. There we shall follow it in a chas-teo drame of mind, and once home to our dreades, we may well bid our vibrant American energy to pause a

VITRE-ENTRANCE TO THE CASTLE.

to our firesides, we may well bid our vibrant American energy to pause a while in its dynamic quest of new fields in the broad domain of hu-man progress, while we listen once again with Anatole Le Bras to that ... unique note of gravity, of charm, of sweetness, of .... en-raptured melanchely ...., " which the Celife soul of Brittany knows so well how to play upon the heart chords of every lover of its undying finme.

HUNT'S WASHINGTON LETTER

A BRETON "CALVARY.

BY HARRY B. HUNT, NEA Service (Writer. NEW YORK, July 15, - Every oud has its silver lining, even in

polities. tural progress, he said it had proved. The darker clouds lowered over that what it added annually to the the Democratic contestants, wrang-

ling to determine who, if anybody, should be nominated to carry for-"Advertising has played a corres-ponding part in raising standards of living," he said. "It makes people want things When they want things er and more burnished became inc silver sheen from the Republican

to increase the comfort and happi-ness of millions of families.

test.

"Let us dramatize the worker." he goded. "Let us create an atmos phere about him and about the leader-worker that will insure them so cial advantage. Let us take such in-terest and such part in governmental

economic stability and progress." TOM SIMS SAYS

# home.

side of the thunder cloud. So bright, in fact, has the G. O. P. Mr. Mooney urged the delegates to yiew of the political future become go furth with the idea of helping that about half the cabinet at Wash-

heads, for purposes of the campaign. aren't supposed to be interested in things European, or to recognize any angles of interest in foreign affairs, except such as may be seen from a distance, the first two members of

the cabinot are actually shutting up their desks, turning the keys over cintion weekly reports on production, to subordinates, and setting sall for orders and slipmonts, for the first that misguided continent where the twenty-seven weeks of the past five terrible League of Nations has its years, are as follows:

ome. Ho onchanting, indeed, does the feet; orders 2,467,195,613 feet; ship. political prospect appear to them, ments 2,678,964,332 that even that international dragon 1. Production for twenty-seven inspires in them not the slightest weeks in 1924 was 4.06 per cent less than for the same period in 1923; 18.40 per cent greater than in 1922: Charles Evans Hughes, secretary of state, will follow the example of the Prince of Wales on his latest trip 99.13 per cont greater than in 1931 and 16.59 perfect greater than in to America, and travel incognito, as 1920,

OFFICE CAT News of the Klamath Country I wanted the gold, and I got it, his -----Correct this sentence: That's all

ight, dear, she comforted. Mother knows you can't have a good without solling your clothes.

Toll a man there are 267,548,261 stars and he will believe you. But if a sign says "fresh paint" he will make a personal investigation.

THE SUGAR PILL met the maiden I adore -Topon the avenue; he wore a stanning tailor-goan, A dream of gold and blue, chap i hate was at her side, Shie And both of them, alas! Were so absorbed in merry chat, That neither saw me pass

Where oft we used to dine; y fance say them vis-a-vis Across the fruit and wine. But one, reflection gave a coat Of sugar to the pill. This time it was the other man Who had to pay the bill!

CHILOQUIN

George Issas, wife and son Mur-phy, left for Klamath Falls to be gone for several days.

Wade Crawford and wife return-

John Lee Ball, Edwin Wilson and E. S. Hines are stopping in Klamath

The Chiloquin Tomahawka lost to Beatly where he is building a house the Malin baseball team at Wiul-Kse for C. Faithfuil.

auto camp baseball grounds Sunday, the score being 16 to 10 in favor of · Malin. The Tomahawks showed lack Harry Wright and wife left for of practice and expect to come back Klamath Falls on a business trap. to their former standard by Sunday when they will meet the Fort Klamaths:

Wlui-Kae alto camp grounds was ed from San Francisco where they the scene of a large body of campers motored and visited several of the and bathers, also swimming races large cities and report the roads in which were a great success.

Walter J. Kerrigan, well known Coell Jackson, son of Albert Jack- publicity ninn left for Klamath Falls left for Klamath Falls on offi-business. of locating new capitol in Klamath County.

Ed. Belt local contractor was in town for a few hours and returned to

for

the Home



country in his announcement. last week that the greatest surplus in it history, Andy believes he can get . away for a few months without the nation becoming hankrupt. Anyway, should the orator-as the dentiat

he's leaving it with a frice role of fastened the gold crown on spending money to carry it over his tooth. absence.

So he's going to visit a fina or wo, relax for a while in a villa far removed from any senatorial com-mitted room, and make the most of his present impression that the

mocratic donkey can kick its head off witho't disturbing his seat at the cabinet table,

In addition to "cabinet, officials,

diplomatic representatives are bld-ding adlen to the U. S. A. for the heetic period of the campaign haps the most significant of these ington isn't even pretending to ap- departures is that of Ambassador pear busy and important. And al- Hanihara, who returns to Japan to though Republican administration talk over the recent Japanese excludepartures is that of Ambassador Hanihara, who returns to Japan to sion act

## OUTPUT OF LUMBER

IS LESS THIS YEAR I watched them enter a cafe, West Coast Lumbormen's Asso-

Falls.

very good condition.

cial business.

During the first eix months of slr." 1923 there were 15 lynchings; there

were 30 in the same period in 1922, "Bobber Shop" Is The Correct Term and 36 in 1921. I can't get shaved; I'm in despair

There are various causes for this There's a girl in every barber's chair. improvement. Stiffer backbones Dou Marquis in New York Heraid among the representatives of the Tribune.

law have helped to queil mob spirit. Education against lynching must have helped a little, too.

Lynchings have been among the darkest blots on American life. Far from helping in the solution of our national race problem, they have aggravated ill feeling and have fostered all the ovils represented by mob spirit and mob action. The slowly diminishing number of annual lynch-Ings seems to indicate a change for the better. That should mean a calmer facing of the situation, with reliance on sanity, tolerance and edu-

cation, rather than intolerance and brutal violence, for eventual solution. Broadcasting has stopped in the

best Hertslan wave circles. It's radiocasting now. But the result is very much the same.

"New York Financier and Com-poser Dica," one reads. It takes a song-writer to get into the financier class nowadays.

Something new in Mexico. president elected by ballot,

Lightning bugs are not so different from some men. A lightning bug can and where he has been but not where he is going.

The federal government is taking steps to promote outdoor recreation Every man has the right to be chased by picnic ants. THE WOMAN OF IT She was in a telephone booth and had just put in a toll call. She wept

bitterly as she pulled down on the hook to attract Central's attention. "Hello," came Central's clear voice "H-hello," she sobbed, " I w-want trip. my money back. Harold wouldn't Just why the American Bar Assospeak to me." iation should meet abroad is not

generally understood. It has been All men have their peculiarities. suggested that the reason lles in the but the single ones are allowed to fact that the bar is no longer a legal forget about them now and then.

institution in the U. S. A., and the association, being strictly legal in character, is meeting where there Water tank of a Chleago laundry collapsed. How strange! We thought they washed the clothes with sand. is no har to bars.

Two men were arrested for sleeping in a Los Angeles theater and we think we have seen that show.

A gardener who started out with the slogan "Watch us grow," tells us the weeds must have heard it.

A Washington man who went in swimming just after eating a big picnic lunch was revived in only 45 minutes.

Golfers and woodpeckers about the only birds who use their heads to get into the hole. treasury. Having

2. Orders, thus far this year, have The prince, you wan remonsuer, been 9.97 per cellt less than in 1923; came among us last as plain Paron Renfrew. Hughes will attempt to shed his official identity as secretary of state and will travel simply as a the first twenty-seven weeks in 1920. came among us last as plain Baron Renfrew. Hughes will attempt to ciation. For <sup>54</sup> is to attend the an-mual meeting or <sup>54</sup>ult organization, which will be held in London, that Hughes is, ostensibly, making the per cent greater (han in 1921; and 37.94 per cent greater than in the

first twenty-seven weeks of 1920.

#### White Pelican Offering New Mae Marsh Picture

There is not a dull moment in Mas Marsh's new photoplay "Paddy-the-Next-Best-Thing" which she made in England and Ireland and which

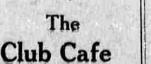
That, of course, is a pleasantry comes to the White Pelican theater but even at that may conceal a scalp. teday, Wed. and Thursday, as the fea-ture attraction. There is romance and there is advanture; there is acof truth. So far as Hughes is concerned, however, his participation is purely that of a vacationist. Any-thing he may pick up that will be tion aplenty that is swift and daring; there are comedy scones that make you shuckle and others that bring ringing laughter. There is pathon heipful in guiding him as secretary of state, after he resumes that role. will be considered as clear profit.

The second cabinateer anling for foreign parts, with his mind wiped free from worry as a result of the domestic differences of the Demise reats is Andy Mellon avariant of the Demise rest. Is Andy Mellon avariant of the Demise the Chain of the Demise rest. Is Andy Mellon avariant of the Demise the Chain of the Chain of the Chain of the Chain of the Demise the Chain of crats, is Andy Mellon, secretary of as her speatest characterization; as being the highest attainment of her "out a meion" for the | artistry.

Kid-Say, Ma, this milk's bettern was yesterday. Ma-Sonny, don'to say this milk's bettern - say there's more milk in the water today than there was yesterday. UVF



GOOD FOOD patrons are always as-of properly prepared -We employ compe-tent help. sured of meals-We



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LOOK FOR THE G-E FAN GIRL AND THE CHECK" SEAL IN THE DEALER'S WINDOW

