

ADVERTISING HAS POWER OF RAISING LIVING STANDARD

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LONDON, July 15. — James D. Mooney, vice-president and director of General Motors Corporation in charge of Export Companies, told the convention of Associated Advertising Clubs of the World today that rebuilding of industrial and commercial structures awaited leaders who would provide for workers sound economic programs that would hasten the day all had expected with peace.

LUTHER W. ROOD, Pres. & Editor

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TUESDAY, JULY 15, 1926.

TWO FOREIGN CONFERENCES.

The United States government is going to participate in two important European conferences. At least, it has agreed to participate in one for inaugurating the Dawes reparations plan; and it will be invited to attend the other, dealing with allied debts, as soon as the first is over.

This is getting back into European affairs on a business rather than a political basis. The reparations plan directly involve the billion or so dollars that Germany owes the United States and indirectly, several billions that are owed by the Allies and Germany probably never be paid unless Germany pays the Allies first.

There will be efforts in such a conference, no doubt, to persuade this country to ease the burdens of its debtors, on the ground that they were war associates in a common cause and have been in great difficulties ever since the war, and deserve consideration.

There will probably be no disposition 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 favor or remission of debt in the case of any debtor who has never shown any desire to pay what he borrowed, or who would use for preparations any part of his principal interest that might be remitted.

FEWER LYNCHINGS.

Another lynching record has been made on the favorable side of the 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 record of lynchings for 40 years.

There are various causes for this improvement. Stiffer backbones among the representatives of the law have helped to quell mob spirit. Education against lynching must have helped a little, too.

Lynchings have been among the darkest blot on American life. Far from helping in the solution of our national race problem, they have aggravated all feelings and have fostered all the evils represented by mob spirit and mob action.

"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 laborer, 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 men as are represented here at this convention. The present day is the day of the industrial and commercial leader."

Mr. Mooney asserted advertising must be counted on to play a great part in reconstruction and rehabilitation, 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," he said. "The production facilities, although somewhat impaired by the great stresses imposed upon them during the war, stand generally ready; men are eager to work. However, markets are needed for the products; means of facilitating their exchange are needed. The old channels of distribution through which goods flowed prior to the war are gradually being re-established and new channels, made necessary by new political conditions, are being constructed. Advertising can very effectively increase the rate of growth of these national and international distributive systems."

Mr. Mooney characterized the convention as a symbol of co-operation, an expression of the eagerness of the peoples of the world to work together.

"Out of understanding and co-operation between nations, between political and commercial leaders and between capital and labor, will evolve the program of rehabilitation for which people are hungering," he declared.

Economic forces must be allowed free play, he said, natural economic laws must be respected and no impediments should be placed in the way of their working out freely.

"The nation prospers best," he added, "that takes advantage of these laws rather than reals them. Prejudices very often obscure economic imagination and prevent accurate economic appraisal."

Alluding to the development of the motor car in the last 20 years as an important factor in economic and cultural progress, he said it had proved that what it added annually to the wealth of a nation was greater than its annual cost.

"Advertising has played a corresponding part in raising standards of living," he said. "It makes people want things. When they want things they go to work to get the money to pay for them."

Mr. Mooney urged the delegates to go forth with the idea of helping to increase the comfort and happiness of millions of families.

"Let us create an atmosphere about him and about the leader-worker that will inspire them socially and such part in governmental and political affairs as will insure economic stability and progress."

TOM SIMS SAYS

John Niblek—"Now do I know whether or not you are a good eaddy?"

"Bobber Shop" Is The Correct Term I can't get shaved; I'm in despair. There's a girl in every barber's chair. Don Marquis in New York Herald Tribune.

The federal government is taking steps to promote outdoor recreation. Every man has the right to be chased by picnic ants.

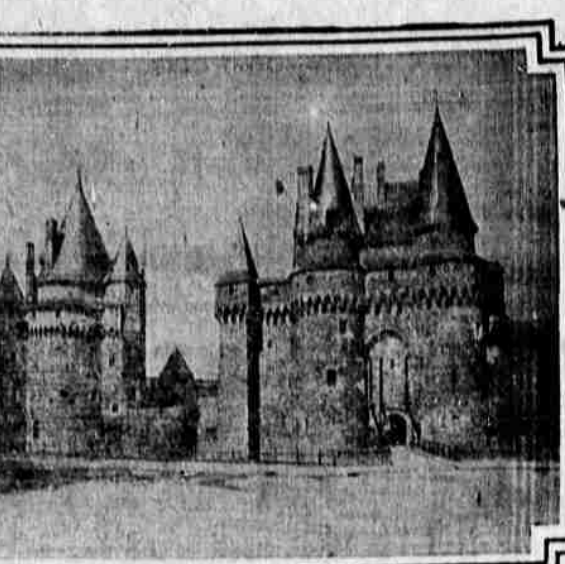
Clean-Up Week In Brittany



A BRITON "CALVARY."



By VICTOR PIEDMON



VITRE—ENTRANCE TO THE CASTLE.

NEWS is at hand that on top of jazz and chewing gum, baseball, mah-jong and back scratchers, another American institution has hit the long-suffering French: 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 propre" over there, and it will hit each province in turn. The village which at the end of three years has shown itself most consistently "spotless" will be proclaimed the "hottest village" and get the prize money.

Brittany is next in order. Brittany, where the country folks still sleep in closet-beds with wooden sliding panels while their ruddy complexions remain the envy and despair of every devotee of the cult of open windows; Brittany, where the cobble and cracked thoroughfare hardly seem wide enough to keep the gabled old houses from meeting overhead;

the sharp-pointed gables of Vitre shined and polished by seven hundred years of Breton winds and rain? In Breton villages where the children's garbs follow much the same patterns, the famous alibonnet of some American dirt chasers would fit well enough, wool-gar, big stick, wooden shoes and all; but what figure would our ubiquitous tar-bushed twins in red luneloths cut among the solemn virgins and grave-faced saints in long robes so poignantly poised on the arms and around the base of the crucifix of a sixteenth-century Breton "calvary"? The horrified villagers would surely wave a very solemn around them and consign them to the absolute banishes of Yeu-Els, where lies the entrance to the northern regions of Breton folklore.

The ceaseless surge of the sea has chiseled and sculptured the fantastic coast of Brittany for so many centuries that its craggy, picturesque cliffs, its numerous bays and inlets, and its gemlike string of islands are about as clean as sun, wind and weather can make them; but Kari-Lis, Oostuuno and the rest of the sunken

cities, where on quiet nights one may hear the church bells tolling for the repose of the drowned—will some practical soul finance a crew of divers to scrape the barnacles off the streets and mow the seaweed on the lavens? Or hadn't we better wait as the fisherfolk have done these many centuries, until this sinful world shall have cleansed itself of profanity and impiety, when these submarine cities of the dead will rise again in all their beauteous and universal "Huananas"? Perhaps we had, if spiritual candor and purity of thought be preferable to a merely spotless exterior.

HUNT'S WASHINGTON LETTER

BY HARRY B. HUNT, NHA Service Writer.

NEW YORK, July 15. — Every cloud has its silver lining, even in politics. The darker clouds lowered over the Democratic contestants, wrangling to determine who, if anybody, should be nominated to carry forward the fight for freedom (from Republican rule) this fall, the brighter and more burnished became the silver sheen from the Republican side of the thunder cloud.

country in his announcement last week that the greatest surplus in its history, Andy believes he can get away for a few months without the nation becoming bankrupt. Anyway, he's leaving it with a nice role of spending money to carry it over his absence.

So he's going to visit a Sp. or two, relax for a while in a villa far removed from any senatorial committee room, and make the most of his present impression that the Democratic donkey can kick its head off without disturbing his seat at the cabinet table.

In addition to cabinet officials, diplomatic representatives are bidding adieu to the U. S. A. for the hectic period of the campaign. Perhaps the most significant of these departures is that of Ambassador Hanabara, who returns to Japan to talk over the recent Japanese excision act.

OUTPUT OF LUMBER IS LESS THIS YEAR

West Coast Lumbermen's Association weekly reports on production, orders and shipments, for the first twenty-seven weeks of the past five years, are as follows: Production in 1924, 2,565,603,357 feet; orders, 2,467,195,613 feet; shipments, 2,678,964,332.

White Pelican Offering New Mae Marsh Picture

There is not a dull moment in Mae Marsh's new photoplay "Paddy the Next-Best-Thing" which she made in England and Ireland and which comes to the White Pelican theater today, Wed. and Thursday, as the feature attraction. There is romance and there is adventure; there is action aplenty that is swift and gripping; there are comedy scenes that make you shuckle and others that bring ringing laughter. There is pathos that brings clean tears, which quickly are dashed away by lightly amusing entertainment. And with all this Mae Marsh presents a portrayal of Paddy Adair that has been classed as her greatest characterization; as being the highest attainment of her artistry.

OFFICE CAT

I wanted the gold, and I got it, shouted the orator—as the dentist fastened the gold crown on his tooth.

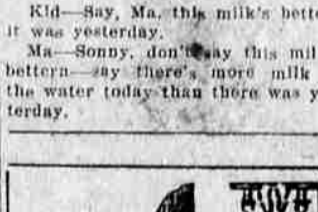
Correct this sentence: That's all right, dear, she comforted. Mother knows you can't have a good time without soiling your clothes.

Tell a man there are 267,518,261 stars and he will believe you. But if a sign says "fresh paint" he will make a personal investigation.

THE SUGAR PILL I met the maiden I adore Upon the avenue; She wore a stunning tailor-coat, A dream of gold and blue, A chap I hate was at her side, And both of them, alas! Were so absorbed in merry chat, That neither saw me pass.

I watched them enter a cafe, Where oft we used to dine; My fancy saw 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!

Kid—Say, Ma, this milk's bettern it was yesterday. Ma—Sonny, don't say this milk's bettern—say there's more milk in the water today than there was yesterday.



GOOD FOOD Our patrons are always assured of properly prepared meals—We employ competent help.

The Club Cafe "Serves You Right!" 125 South 6th St.

News of the Klamath Country

CHILOQUIN

Harry Wright and wife left for Klamath Falls on a business trip. George Isaac, wife, and son Murphy, left for Klamath Falls to be gone for several days. Wade Crawford and wife returned from San Francisco where they motored and visited several of the large cities and report the roads in very good condition. Cecil Jackson, son of Albert Jackson, left for Klamath Falls on official business. John Lee Ball, Edwin Wilson and E. S. Hines are stopping in Klamath Falls. The Chilcoquin Tomahawks lost to the Malin baseball team at Wint-Kee

auto camp baseball grounds Sunday, the score being 16 to 10 in favor of Malin. The Tomahawks showed lack of practice and expect to come back to their former standard by Sunday when they will meet the Fort Klamath.

Wint-Kee auto camp grounds was the scene of a large body of campers and bathers, also swimming races which were a great success.

Walter J. Kerrikan, well known publicity man left for Klamath Falls on a business trip in the interests of locating new capital in Klamath County.

Ed. Belt local contractor was in town for a few hours and returned to Beatty where he is building a house for C. Faithful.

Advertisement for GE Fans, featuring a large illustration of a woman and a child, and text describing the benefits of electric fans.