

The Evening Herald

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Wednesday, October 23, 1929

A Steady Growth

FIGURES submitted by a national building survey publication show that Klamath Falls has held second place for the month of September in Oregon for the past two years in building permits. Not alone has the record been held for the month of September, but other months have found this city maintaining a healthy building record.

Just at present there is much activity and there are persistent rumors, some of them doubtless well founded, that more big building operations are contemplated.

Some people might call this a boom, but there is nothing to warrant such an opinion, unless it is the rapid growth that is taking place. But a boom usually consists of a big real estate selling program—where new townsites and additions are laid out over night and a big lot selling ballyhoo is staged. Such is not the case in Klamath Falls and it is sincerely hoped that no such program will ever get started here. There is business for the realtor, and there is work for the builder. It is a healthy situation and one that gives promise of a bright future.

New industries are coming, or, it might be said additional mills such as now contribute to the prosperity of the town, and these will add many hundreds of people to the population of the Klamath basin. Working people must have food and every increase in the population of Klamath Falls means a growing market for the products of basin farms.

There is no occasion for looking into the future with other than an optimistic viewpoint.

EDITORIALS

From Over the Nation

EDITORIALS FROM OVER NA

BRAINY WHALES

Des Moines Tribune-Capital: A scientist of Johns Hopkins, A. Brander Howell, expert in study of mammals, raises a question as to whether convulsions in the human brain really signify much as to the degree of the brain's mentality.

The theory that the more convoluted the brain the smarter the man has been held for a good while, and most of today's adults were taught that in their schooling.

But Mammalogist Howell reports that the brain of the whale is more convoluted than that of man.

And since the whale has no use for a high-type brain, the assumption is that he does not possess thinking power of the human sort at all.

Thus one more species of interest attaches to "the greatest beast that ever lived," as Howell calls him.

Bigness alone is one reason for universal interest in him. The adventures of whaling, told in story and more or less bred into the experience of the human race, is another reason, probably. The Biblical whale narrative is a third. And as science studies the whale more and more, it continually is bringing out additional facts that capture the fancy.

For instance, the now widely known theory—or fact, scientists would say—that the whale was once a land creature and saved itself when all other huge land creatures were disappearing by taking to the sea and finally becoming a sea creature entirely.

And also the fact that the whale is a mammal, as truly as man or lion—which is the main part of the proof of the theory about shifting from land to water.

WOMEN AND TRIFLES

Arnold Bennett in Vanity Fair: Women somehow cannot leave out trifles. They will not admit that trifles are trifles. They are reorganizing their existence without having properly grasped the great truth that the basis of good organizing is a sense of proportion.

The first-rate organizer is never in a hurry; he is never late; he always keeps up his sleeve a margin for the unexpected. This is so well known that everyone in need of help goes by instinct to the busy, organized man. It is only the ill-organized, busy person who has no spare time for others. Women on the contrary are too often in a hurry. In addition to expecting too much from human nature, they expect too much from clocks; they have a superstitious notion that when it is convenient to them, the hands of clocks will cease to move.

THE PEOPLE AND THE

MERGERS
Julius H. Barnes, speaking in New York Tuesday evening, ask-

ed the people to suspend judgment on the great mergers of capital now going on, and to weigh them according to the way they work out, not in the scales of prejudice, says the Duluth Herald.

It is a little strange, but no body appears to be much excited about the flood of mergers that is sweeping the country.

Perhaps people are not as much excited by it as they should be. Certainly it contains vast possibilities for good or evil, and certainly ten per cent of this flood, had it happened in the early years of this century, would have set the prairies afire.

The welkin would have been ringing with the impassioned voices of statesmen, with one eye on a seat in congress and the other eye on public welfare, striving to save the liberties of the people by copious streams of oratory.

There is much common sense in what Mr. Barnes said about mergers. They will have to prove themselves by the age-old method of trial and error. If they use sound business methods and rely on efficiency of service, they will prove their value and will last. If they try, by highhanded methods, to squeeze out of the people high profits on swollen capital, they will be swept away in a storm of public revolt.

In a word, if they prove good for the people at large, and not just profitable to a few promoters, they will endure. If they prove bad for society, they will be short-lived. And they will have to pass that test, and they will be approved or condemned by it, even though not a politician in the land gives any evidence that he knows they are going on.

THE NEWSPAPER FIRST

At a meeting of a Business Men's association in Philadelphia the other night Jack Lutz, vice president of the Poor Richard club, a famous organization in that section of the country, made some pointed remarks about advertising.

"In my judgment," he said, "every merchant owes it to his business, his community, his employees as well as to himself, to advertise."

"The question is, 'Where shall I advertise?' and my answer is, 'In the newspapers.'"

"There is no advertising medium known that will reach as great a number of possible buyers, that will reach them at a lower cost, that will inspire in them greater confidence in what they read, than the newspaper. Not only do figures prove this, but the constant use of the newspaper and its growing use as an advertising medium by those who figure costs and returns prove it."

THE PEOPLE AND THE

MERGERS
Five hundred and seventy-five thousand men and women are enrolled under U. S. federal civil

TIMELY QUOTATIONS FROM PEOPLE IN THE PUBLIC EYE

"You cannot take away the arbitrament of war and put nothing in its place."—Viscount Cecil.

"If you're got to take a licking, it may as well be a good one."—Chick Meehan, New York University football coach.

"Prohibition has got so ridiculous that I've quit feeling with it. There isn't a thing."—Senator Cole Blaise of South Carolina.

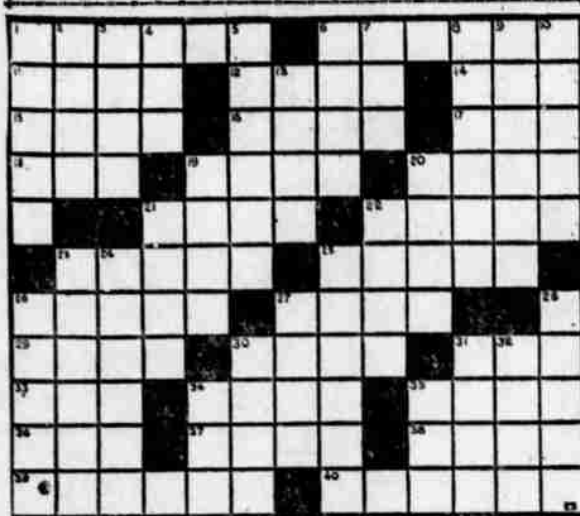
"In spite of the stalwart stand taken by a few preachers here and there it seems obvious that

the average professing Christian of today has not the slightest intention of attempting any actual experiment in living the life suggested by Jesus."—Heywood Brown (The Nation).

"A war is on the way. It will be one between those who believe in 'America first' and those who whoop for 'profits first.'"—Walter B. Pitkin (Forum).

"The best marital bet among men seems to be the lawyer. Members of this profession very rarely seek relief in the divorce courts."—Charles J. McGuirk (Liberty).

A Real Brain Teaser



HORIZONTAL
1 To improve.
6 Home of the pearl.
11 To prove.
12 To leer.
14 Bugle plant.
15 Wee.
16 Gravel.
17 Tatter.
18 Worn out.
19 Courtied.
20 To walk in water.
21 Slew.
22 Neaps.
23 Poison of a disease.
25 Sulked.
26 Proof reader's mark.
27 Dramatic part.
29 Herb.

VERTICAL
30 Calm.
40 Length.
5 Knaves.
6 Fetid.
7 Still.
8 Long speech.
9 Eluded.
10 Furies.
13 Cultivated.
19 To close.
20 To clean.
21 Elm.
22 Tax.
23 Traveling bag.
24 Mangle.
25 Gloomy.
26 Jar.
27 Law.
28 Blood pump.
30 Nook.
31 To wash.
32 Level.
34 Writing implement.
35 Quantity.

YESTERDAY'S ANSWERS
KANSAS REVERE
OSAGE TEA ARTA
RATE MARK TIPS
A PINES E
NEEDED SPIRAL
GRIT OVAL
JORDAN DRAWER
O LIMAT O
NAPE CAN MENU
EVEN EWE ALEE
SENDER DARKEN

MRS. H. INGLE HERE TONIGHT

Mrs. Hallie Ingle, state president of the Rebekah lodge, will arrive in Klamath Falls this evening from her home at Albany to visit the local lodge and to witness the degree work which will be exemplified.

It was announced last night that the banquet will not be held at the Pelican Grille as formerly announced since Mrs. Ingle will not arrive in the city until 7:30 p. m.

Members of the Merrill, Bonanza and Lakeview lodges plan to be in the city this evening to honor the president.

Thursday a district convention will be held in Lakeview over which Mrs. Ingle will preside. It will be attended by a number of the Klamath Falls members.

Friday Mrs. Ingle will visit in Merrill and Saturday she plans to be in Bonanza.

The largest spiders in the world are found in New Guinea, and their web is so strong that they are used as fishing nets.

MERCHANTS LAY OPENING PLANS

Many details for the formal 1929 Christmas opening which is being sponsored by the Klamath County Merchants' bureau were worked out at a committee meeting held at the chamber of commerce last night.

Windows in all Klamath stores are to be unveiled at 7:30 on the evening of December 6. A method whereby all the windows can be unveiled at the same time will be worked out later.

Following the opening, approximately \$500 in prizes will be given away by Klamath merchants, it is stated. Further details will be announced later.

The Christmas committee of the bureau is composed of George Canning, chairman; J. M. Justin, H. N. Moe, Merlin Stroud, E. L. Cramblett, George Barhart and L. L. Hendricks.

Commercial aviation is catching hold in South China. Flying fields are now being constructed in three of its provinces.

ERRORGRAMS



There are at least four mistakes in the above picture. They may pertain to grammar, history, etiquette, drawing or whatnot. See if you can find them. Then look at the scrambled word below—and unscramble it, by switching the letters around. Grade yourself 20 for each of the mistakes you find, and 20 for the word if you unscramble it. Find corrected list on page 8.

DAILY LETTER ON AFFAIRS AT U. S. CAPITAL

The Coming Five-Power Naval Conference Probably Will Succeed Because No Foreign Powers Will Dare to Oppose England and America.

By RODNEY DUTCHER
NEA Service Writer

WASHINGTON, Oct. 23.—It is true, of course, that Mr. Hoover and Mr. MacDonald did not spend their hours together cooking up an Anglo-American alliance.

It is also presumably true that no selfish nationalistic thoughts ever entered the head of either of them. That is, there was no thought that the United States or Great Britain would profit from this epochal meeting of proportion to the benefits available to all other nations which cared to enter into the spirit of the thing.

It might also be emphasized that the world has seldom seen a man at the head of any government who appeared to be so sincerely concerned with the well-being of all mankind as the laborite prime minister of Great Britain. Or a president of the United States with such a broad vision of the benefits of world-wide co-operation and the stupidity of international hatreds and suspicions.

They Are Idealists
In other words, here were two statesmen who co-ordinated their patriotism with a certain amount of idealistic internationalism and found that these two abstract factors were not incompatible.

Nevertheless, there are other nations which fail to fall in line with the United States and Great Britain. It is going to be just too bad for them. Naturally enough, the naval arms conference at Geneva blew up when these two predominant naval partners failed to approach an agreement. The same thing would have been true had France and Italy been represented, which they were not.

But if the United States and Great Britain are going to lead off an international parade of reductions of armaments and world peace, any lesser nations which stand on the curb and stick out their tongues are likely to be out of luck. There are few places where their attitude would be popular and, most importantly of all, it would be distinctly unpopular with Uncle Sam and John Bull, both of whose people are enthusiastic over this new order of things.

For there is no getting around the fact that America and Britain are far and away the two most powerful nations on the earth. If they did care to form an alliance in the old sense they could easily enough dominate the world without fear of any combination of nations which might be formed against them.

And it can hardly be said that the moral alliance which these two have established and which is not in any way exclusive or in any way ominous, would be any the less effective in its way if the important countries of continental Europe were to refuse to play ball. The fact is that France, Italy or Japan could not well afford to toss a monkey-wrench into the Hoover-MacDonald mechanism.

Since MacDonald arrived in this country some distinctly sour notes have been sounded in France. Also some in Italy and even a few in Japan. There are those in each country who scent an alliance.

These doubts and suspicions are not likely to stand in the way for very long. Both the American and British governments will devote themselves to removing them. One excellent reason for the virtual certainty that the other three nations will fall in line—and from an old-fashioned point of view a most

important one—is that each one stands pretty well alone under the present scheme of things.

Both France and Italy are putting up a terrific holler about the proposal to abolish submarines. Everyone knew they would if it were made. Hoover and MacDonald knew it, too. The immediate assumption in Washington was that the two men had decided that submarines would make a good trading point with France and Italy, though many may question the wisdom of such a step.

The Conference Will Succeed
Submarines will not be allowed to wreck the five-power conference three months hence and Hoover and MacDonald did not decide to ram the measure down anyone's throat.

Nothing in this dispatch or from any other source should lead anyone to believe that the Kingdom of Heaven has arrived on earth. Time may undo the work that Hoover and MacDonald are doing. There are bound to be some bitter rows over naval strength before the five powers are through. The freedom of the seas issue will have to be threshed out sooner or later. The debt issue is far from dead. Hoover's hope of naval reduction probably will not be realized immediately.

The main point is, however, that there is going to be a five-power naval conference which America and Britain will enter with a constructive program and it will not be allowed to fail.

TO STOP RUNNERS.

BUFFALO.—Customs officers have devised a method which eliminates a lot of work and helps them check on cars crossing the bridge from Canada to the U. S. for smuggled liquor. In a hollow depression in the bridge they have set up a mirror. This mirror flashes a view of the undercarriage of every car, telling whether liquor is concealed there.

Three hundred and fifty thousand men and women are employed in the post offices throughout the country.

For results use Herald Class Ads

Watch Tongue For Signs of Illness

Your tongue is nothing more than the upper end of your stomach and intestines. It is the first thing your doctor looks at. It tells at a glance the condition of your digestive system—and physicians say that 90 per cent of all sicknesses start with stomach and bowel trouble.

A white or yellowish coating on your tongue is a danger signal of those digestive disorders. It tells you why the least exertion tires you out; why you have pains in the bowels, gas, sour stomach, dizzy spells. And it's a sign you need Tanlac. This good old reliable medicine has helped thousands who were physical wrecks. See how the first bottle helps you.

Tanlac contains no mineral drugs; it is made of barks, herbs and roots—nature's own medicines for the sick. Get a bottle from your druggist today. Your money back if it doesn't help you.

DRIVE THE 1930 NASH 400

WORTHY SUCCESSOR TO A GREAT SUCCESS

TWIN-IGNITION EIGHT

PRICED FROM \$1625 TO \$2260
L. A. B. factory

TWIN-IGNITION SIX

PRICED FROM \$1295 TO \$1695
L. A. B. factory

SINGLE SIX

PRICED FROM \$915 TO \$1075
L. A. B. factory

YOU always have wanted a car that could do what a 1930 Nash "400" can do—everyone has! A new generation of motor cars has now arrived—bringing new standards of performance to the highways of the world. Q You will particularly notice and enjoy the ease of 1930 "400" steering—the snap of 1930 "400" acceleration—the silence of 1930 "400" operation—the fluent rhythm of 1930 "400" motors—the luxurious road comfort provided for both driver and passengers by these newest motor cars. Q The car you have always wanted to drive is ready to be driven. Come in, or call for an appointment.

TEMPLAR MOTOR CO.

Eleventh and Klamath Ave. Phone 1010

SHRINERS NOTICE

Ceremonial—Marshfield

Hillah Temple — October 26.

Special Southern Pacific Stage leaves Klamath Falls 5:30 a. m. Saturday morning. Returns Sunday. Fare, \$15.00 round trip. Arrange transportation at once with W. C. Van Emon, 202-4-5 Underwood Building.

GUARANTEED PLATES THAT FIT

\$20.00

This is the best set of teeth money can buy, none better. Double suction impressions, natural pink gums and guaranteed Trubyte Teeth. With the motto of this office with all dental work, "Perfect Fit" and "Satisfaction Guaranteed."

DR. W. C. THOMPSON
Phone 1637 712 Main St.

PACIFIC INTERNATIONAL LIVESTOCK EXPOSITION

\$8

To Portland and Return

October 25

Tickets Will Be Good On SPECIAL TRAIN
Leaving Klamath Falls 8:00 a. m. and Chiloquin 8:55 a. m.

Return Limit—Return portion of tickets will be honored for transportation on any train leaving Portland prior to Midnight, October 30.
Ask your local agent for other details.

SOUTHERN PACIFIC

City Ticket Office—515 Main St.
Passenger Station—Phone 2000