

The Evening Herald

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MONDAY, OCTOBER 3, 1931

DEATH KNELL SOUNDED

After years of pitiful existence the Marshfield Record, an evening daily has suspended publication. The paper has had a varied experience, the last change of ownership taking place a year ago when about thirty business men of Marshfield undertook to put the plant on a sound financial basis. Their venture in the newspaper arena left an indebtedness of \$16,000 hanging over the Marshfield publication when it suspended. For years there has been two daily papers at Marshfield, the Coos Bay Times and the Record. The former paper survived the close competition bound to exist in communities of less than 15,000 inhabitants who are called upon to support two daily papers and will now have a clear field to operate. Running a daily paper is no plaything and it takes more than an abundance of capital to make it a success, and the fellow who thinks differently soon meets his Waterloo. A strong, well entrenched newspaper does not grow up like a mushroom. It takes years and years of hard, earnest work, coupled with good business management, to maintain a paying daily newspaper plant, and no city under 15,000 people can support two daily papers. In fact, it is close running in those cities of 15,000 inhabitants, where two daily papers are published and many have suspended during the past few years. Commenting on the suspension of the Marshfield paper a leading business man of that city has the following to say:

"There simply isn't room on Coos Bay for two daily papers and the suspension of the Daily News is a natural economic consequence. The local business firms cannot stand the useless expense of doubling up on advertising, as the Coos Bay Times completely covers this section; good business sense does not warrant the economic waste of duplication."

A like condition now exists at Medford where an opposition paper has been established to the Medford Tribune. The promoters are shoving their dollars into a sand hole at the rate of two to one for every dollar of legitimate business received. It is only a matter of time until the owners of the new Medford paper will see the error of their way—but it takes a big sum of the filthy lucre to convince some people that a daily paper cannot be successfully conducted on hot air. It is a mighty fine plaything for the man who has millions to spend, but most disastrous to the fellow who thinks he can establish and run a daily paper on a few thousand dollars. In the language of those with years of experience in the newspaper game, it can't be done.—Roseburg Review.

THE STRAND

A really great picture was shown at the Strand theatre last night, great in that everything that is elevating, refining, interesting and instructive was depicted, while the sordid, vulgar, suggestive is entirely missing. Moving picture producers have come to realize that pictures of a higher, cleaner type must be shown if the industry is to survive, and Kane Grey's "The Man of the Forest" is one of this type. It gives one a sense of pleasant enjoyment from start to finish, especially so when you hear the joyous outbursts of the children as they cry out in glee over the antics of the mountain lion and the black bear. The acting of these animals is certainly wonderful, particularly where the lion at a most critical moment lands on the back of the villain and engages in a very realistic fight. It is a picture that every boy and girl as well as every grown-up, should see. It will be shown for the last time tonight.

**La Salle Quartet
at the Moose Hall
Tomorrow Evening**

The entertainment program of the Moose hall will be given tomorrow evening at the Moose hall, the La Salle Quartet appearing in the opening number.

Several local residents have heard the quartet in other places and speak well of the performance.

The La Salle quartet is one of the first organizations to re-unite after the war, which broke up practically every first-class organization in the country. They made a big hit on the Chautauqua circuit last summer.

Individual excellence combined with a highly developed vocal ensemble and a rare sense of program values have made this record possible. Gilbert Buckley, first tenor, is of English birth, and has a voice of sympathetic appeal. Hugh Marshall, second tenor, was with the old Sterling Male Quartet before his connection with this company and sings Scotch songs in highland costume. Gail Flesher, the manager and pianist and baritone, appeared first with the Monarch singers, then with the Allied Quartet, and is concluding a solid year's engagement with the La Salle Quartet. Wood Keen, basso and entertainer, is one of those rare geniuses to whom life is a permanent source of amusement. He finds a laugh every minute and has the ability to pass the laugh on to you so you see it too. Mr. Keen was with the original Columbia Quartet then with the Woodland Singers, and then joined the Allied Quartet.

Pension Bill for Mrs. Tucker in House

Herald Washington Bureau
WASHINGTON, Oct. 3.—Congressman Sinnott introduced a decisive pension bill for \$50 per month for the widow of Colonel William Francis Tucker of Hood River. The widow, Mary Myrtle Leon Tucker, has made ineffectual efforts to gain a pension through the regular channels, but has apparently been blocked by circumstances connected with the first marriage of Colonel Tucker.

His first wife was the daughter of General John A. Logan, and after a quarrel and subsequent divorce bitterness was engendered which may have blocked the securing of a pension for the widow, although Colonel Tucker was exonerated of all charges by the war department and the technical reason for refusing a pension was that his death was caused by a disease which could not be shown to have been incurred in line of duty.

A private pension bill was also introduced by Congressman Sinnott for Samuel J. Herron of Burns.

Advertising pays 75¢ and see

NEW TODAY

WANTED—Work by the day or hour. Inquire at Hamel Apt. 8. 3-5*

FOR RENT—5 room house, with range, real close in. 4 room unfurnished apartment. Wishard-Wood-Bentley 121 No. 8th St. 4

A good bed and a good bath at Colonial rooms, 11th near Main St. and 741 Walnut Ave. 3

LOST—36 x 6 Goodyear all weather tread tire. Finder please leave at Charley's Place or Merrill Garage. Vochatzler Bros. 3-5*

150 tons mixed red top and wild hay for sale cheap—Apply W. H. Gaddes, Eagle Ridge Tavern. 3-10*

FOR SALE—4 foot no. 3 lath. Just the thing for light fences, protection around young trees and numerous other uses. Only \$3.00 per thousand and pieces. Also have a few 32 in. lath at \$2.00 per thousand pieces. Come and get them. Pelican Bay Lumber Co. 3-5

FOR RENT—Steam heated room, in private family. Close in. Phone 73R. 3

Apples for sale afternoons. 640 Conger, Phone 487. 3

Colonial one room cabins for housekeeping, 11th near Main St. and 741 Walnut Ave. One cabin vacant. 3*

FOR SALE—Cheap, or will trade for light car. Household furniture, new including all steel range and heating stove. L. D. Stephenson—142 South Riverside. 3-8*

FOR RENT—Nice housekeeping rooms—also bed rooms. Breakfast if desired. Phone 337J. 3

Klamath Falls Lodge 1106, L. O. O. M., initiation and feed, October 6. 2-4*

BAPTISTS' SHIP BOX OF RUSSIAN CLOTHING.

The ladies' missionary society of the Emmanuel Baptist Church has shipped to New York a large box of clothing, blankets, underwear and similar useful articles, to be forwarded to Russia where it will be distributed among the unfortunate people of that country. The distribution will be under the supervision of the American relief committee.

TAFT TAKES OATH

WASHINGTON, Oct. 3.—Administration of the judicial oath to William Howard Taft, now chief justice of the United States, marked the reconvention of the supreme court today. The oath was administered by Justice McKenna.

WRIGLEY'S

"After Every Meal"
Everywhere

All over the world people use this goodly for its benefits, as well as its pleasure.

Keeps teeth clean, breath sweet, throat soothed.

Aids appetite and digestion.

STILL 5c



Sealed Tight — Kept Right

Suits and Overcoats

15%

Discount

AT

Central Outfitting Co.

"THE HOUSE OF SERVICE"

Ninth and Main

ALL THIS WEEK

Sale Price ...	\$25.00	Discount 15%	\$3.75
Sale Price ...	\$30.00	Discount 15%	\$4.50
Sale Price ...	\$35.00	Discount 15%	\$5.25
Sale Price ...	\$40.00	Discount 15%	\$6.00
Sale Price ...	\$45.00	Discount 15%	\$6.75
Sale Price ...	\$50.00	Discount 15%	\$7.50

Don't Forget—These Reductions are for Buyers' and Fair Week Only

Smile Awhile

I have been held up, held down, sandbagged, walked on, flattened out and squeezed, first by the government for federal war tax and excess profits tax, Liberty bonds, thrift stamps, capital and stock tax, merchants' license, merchants' bond, and automobile tax, and by every society and organization that the mind can invent—to extract what I may or may not possess—from the Society of John the Baptist to the Navy league, the Red Cross, the Double Cross, the Children's Home, the Dorcas society, the Y. M. C. A., the Y. W. C. A., the Boy Scouts, the Jewish Relief and every hospital and church in town. In the meantime the government has so governed my business that I don't know who owns it. I am inspected, examined, re-examined, informed and misinformed, required and commanded, so I don't know who I am, where I am, or why I am. All I know is that I am supposed to be an inexhaustible supply of money for every known need, desire and hope of the human race; and because I will not sell all I have, and beg, borrow or steal money to give away, I have been cursed, discussed, boycotted, talked to, talked about, lied to, lied about, held up, robbed and nearly ruined, and the only reason I am clinging to life at all is because of an insane desire to see what is coming next."



Notwithstanding all this, I have no grouch. My business is serving the inner man with the best the market affords at the most reasonable prices, and to give service with a smile.

SO IF YOU WOULD EAT AND BE HAPPY EAT AT

Jewel Cafe