

The Evening Herald

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THURSDAY, APRIL 20, 1928

WE CONCUR

H. B. R. BRIGGS, Editor of the Denver Express, in a talk before the Optimists Club the other day, while claiming some credit for good for the newspapers and admitting certain defects, told his audience that the public was much to blame if the newspapers were not what the people wanted. He said in part:

"Your newspaper is a complex, hybrid sort of animal—a cross between the ordinary business firm and a public utility. As a business it gathers raw materials (sometimes extra raw) and fabricates them into a product. It markets that product. It must, like every other business, keep out of the 'red ink.' It must be a going concern—or it's a gone concern."

"But added to that is its public utility phase. For its true success—to reader and advertiser alike—is not manufacturing, selling and financing. It is—or should be—service."

"For the reader, it takes the place of the old town crier, village gossip and royal proclamation."

"It is the well-informed acquaintance who tells you what's happened, adds some temperate, well-considered comment, cracks a joke or two, visits with the rest of the family for a few minutes and goes on his way."

"Its relation to the advertiser is again a matter of simple, courteous service. It introduces him to the reader. In effect, it suggests to Mr. Reader that Mr. Advertiser has a business proposition he might like to consider."

"If the newspaper is an honest friend of Mr. Reader, it will not introduce an advertiser it knows or strongly suspects to be crooked. No more than you personally would introduce a crook to a friend."

"This simple introduction is all an advertiser pays for or has a right to expect. The old days of a pair of suspenders with a suit of clothes are gone."

"And the advertiser who seeks to suppress news or have a voice in editorial policy is headed for very definite negative enlightenment—if he tries it with an honest newspaper. Very few do."

"Blame yourselves if you don't like the kind of newspapers you have. A city's newspapers are the composite reflections of its citizenship, past history and present development."

"You can have any kind of papers you want. If you prefer seven buckets of blood and a fragrant spray of scandal—why, help yourself!"

"If you want something better, encourage those who are trying to give it to you."

"You are complacent when a newspaper switches its policy, between editions, on some important political or industrial question, but you damn it roundly if it disagrees with you honestly on some such question."

"One of the worst results of the war was the wave of hysterical, un-American intolerance. Applied to newspapers, it works out this way: 'Depending on your personal bias, a newspaper is either 'owned body and soul by Big Business' or 'catering to the terrible tide of Bolshevism, red flags and pink whiskers.'"

"Bunk, either way! Criticize your newspapers, with constructive criticism. Help them with your suggestions. They are not responsible for the entire moral uplift of the community, you know. Some of it rests on you!"

TOM SIMS SAYS

Fine feathers make sad birds when the bills come in.

No one appreciates the peril of motoring like the pedestrian.

The tax collector can make almost any business pay.

Skirts couldn't get shorter any longer so they may get longer shortly.

A man will stand out in the sun and fish because it is too hot to go in church.

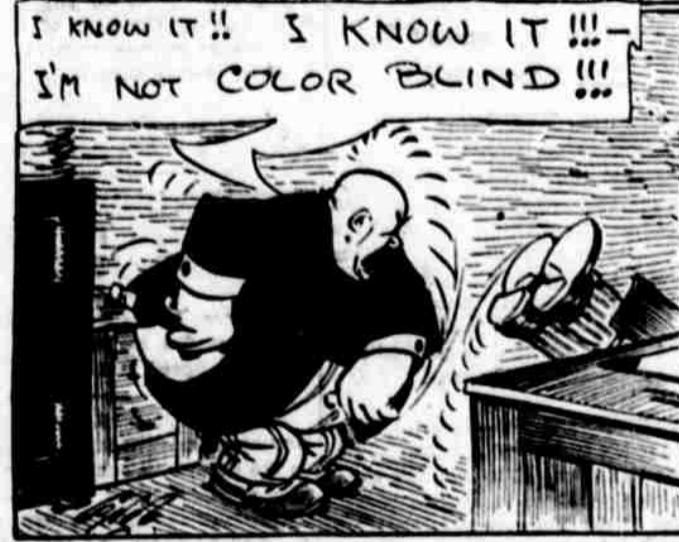
These days, all roads lead to roam.

The man who sings his own praises doesn't get an encore.

A wife on hand is worth two at the movies.

Mixing drinks doesn't cause as

Outbursts of Everett True By Condo



much trouble as mixing drinks.

It wasn't much of a picnic in the ark, with only two ants.

Some people put a nickel in the collection plate and expect it to buy a golden harp.

There are lots of vacant places in jail that should be filled.

Lots of them have bought bathing suits, but haven't had a chance to have their pictures made yet.

London has one-cent cigars. So have we, but they cost more than that.

Why not spend more on public works and less on public workers?

A bald-headed man with wire whiskers can't see anything so very wonderful about nature.

Every married man knows a stitch in time is a surprise.

PROBE VET BUREAU

WASHINGTON, April 20.—Investigation of the Dallas, Texas, office of the veterans' bureau has been ordered as a result of charges of inefficiency, made by Representative Rayburn, democrat, Texas, Director Forbes announced today.

FRUIT CROP HIT

JUNCTION CITY, Kans., April 20.—The fruit crop in this section of the state is believed to have suffered extensively because of freezing temperatures prevalent last night and early today.

PLAINTIFF AGED 1 1/2

MERCED, Cal., April 20.—An infant, 1 1/2 years old is plaintiff in a suit for \$20,000, filed here today as the result of injuries alleged to have been inflicted by a bulldog.

Sherwood pushing for 200-man shoe factory.

State is paying \$2,042,008 a year as bond interest.

Marshfield—New cedar sawmill to be built at Rocky Point.

"ONE SHOT ROSS" SHOW AT STRAND THEATRE TONIGHT

"One Shot" Ross was a two-gun man whose notched irons bore ample witness to the accuracy of his aim. Hated by his enemies and loved by his friends, this man brought law and order into the frontier town of Painted Gulch. It was his self-appointed task to make it a place where the weak could live in safety.

How Ross tired of his wild, dangerous life, sickened of slaying men

even when the world was better off without them, how he started for God's country, and the adventures he encountered, furnish a plot for "One Shot Ross," that gives the play preeminence as a thrilling picture of life on the western plains.

Ross left his guns with his friend, Shorty, the bartender, but before he had gone far on his stage journey, he reached for them. His fists did a lot of damage to the outlaws who robbed the stage of its gold, but they didn't save him from urgent need of

a doctor to sew up an ugly gash.

It wasn't long before Shorty got a brief, significant message: "Send them guns, 'One Shot.'" He knew that somewhere, for some good reason, there would be a crowd broken in the cemetery before many days, so he saddled his horse and took the forty-five to their owner.

In the nick of time, "One Shot" used them in the interest of law, order, and a pretty woman. His battle with the outlaw chief is only one of many thrilling incidents in one of the fastest action pictures filmed in the west. Roy Stewart as the vigilante of the community furnishes excitement for every foot and makes "One Shot Ross," at Strand tonight.

HEALING CREAM

QUICKEST RELIEF

FOR HEAD COLDS

Colds and catarrh yield like magic to soothing, healing, antiseptic cream that penetrates through every air passage and relieves swollen, inflamed membranes of nose and throat. Your clogged nostrils open right up and you can breathe freely. Hawking and snuffling stop. Don't stay stuffed up and miserable.

Get a small bottle of Ely's Cream Balm from your druggist. Apply a little in the nostrils and get instant relief. Millions endorse this remedy known for more than fifty years.—Adv.

RED PEPPER FOR COLDS IN CHEST

Ease your tight, aching chest. Stop the pain. Break up the congestion. Feel a bad cold loosen up in just a short time.

"Red Pepper Rub" is the cold remedy that brings quickest relief. It cannot hurt you and it certainly seems to end the tightness and drive the congestion and soreness right out.

Nothing has such concentrated, penetrating heat as red pepper, and when heat penetrates right down into colds, congestion, aching muscles and sore, stiff joints relief comes at once.

The moment you apply Red Pepper

Rub you feel the tingling heat. In three minutes the congested spot is warmed through and through. When you are suffering from a cold, rheumatism, backache, stiff neck or sore muscles, just get a jar of Rowley's Red Pepper Rub, made from red peppers, at any drug store. You will have the quickest relief known.—Adv.

Don't Worry If Back Is Aching

Stop dragging and get a bottle of St. Jacobs Oil.

What is rheumatism? Pain only. St. Jacobs Oil will stop any pain so quit dragging.

Not one case in fifty requires internal treatment. Rub soothing, penetrating St. Jacobs Oil directly upon the tender spot and relief comes instantly.

St. Jacobs Oil is a harmless rheumatism and sciatica liniment, which never disappoints and can not burn the skin.

Limber up! Quit complaining! Get a small trial bottle from your druggist, and in just a moment you'll be free from rheumatic and sciatic pain, soreness, stiffness and swelling. Don't suffer! Relief awaits you. Old, honest St. Jacobs Oil has benefited millions of rheumatism sufferers in the last half century, and is just as good for sciatica, neuralgia, lumbago, backache, sprains and swellings.—Adv.

QUIT MEAT WHEN KIDNEYS BOTHER

Take a Glass of Salts, If Your Back Hurts or Bladder Troubles You

No man or woman who eats meat regularly can make a mistake by flushing the kidneys occasionally.

says a well-known authority. Meat forms uric acid which excites the kidneys, they become overworked from the strain, get sluggish and fail to filter the waste and poisons from the blood, then we get sick. Nearly all rheumatism, headaches, liver trouble, nervousness, dizziness, sleeplessness and urinary disorders come from sluggish kidneys.

The moment you feel a dull ache in the kidneys or your back hurts or if the urine is cloudy, offensive, full

Shrine Club Dance

Friday Evening

White Pelican

All Masons and Eastern Stars and their companions welcome. The stunts alone are worth the price of admission

Herald classified ads mean the best results, quick!

DR. C. A. RAMBO
Dentist
1. O. O. P. Building
PHONE 61

ARTIFICIAL \$50-LIMBS-\$75
Legs, Arms, Braces, Arch Supports
WM. B. KELLY & CO.
881 22nd St. Oakland, Calif.

SAVOY CAFE

532 Main Street
CHINESE DISHES—NOODLES
SPECIAL MERCHANTS' LUNCH, 11 TO 2

Dance at Chiloquin

Friday Night, April 21

Given by Timberworkers' Local No. 188
Music by Fyling-Bean Orchestra
Admission—Gentlemen \$1.00. Ladies Free

TONIGHT AT THE STRAND

WHERE EVERYBODY GOES
HOME OF THE HODKINSON FEATURES

Tonight "Country Store" Night

Fifteen Prizes and Big Double Feature Bill
The Western Cyclone,
Roy Stewart
in "One Shot Ross"
A Western, full of riding, fighting and action. Also
Norma Talmadge and Eugene O'Brien
in "POPPY"
You'll enjoy this one; and
A Dandy Western Comedy

Some of the Prizes Given Tonight

Twenty-five pound sack of flour, bag of sugar, bag of rice, box of candy, can of salmon, can of fruit, package of cereal, can of crisco and others.
Show starts at 6:30 Prizes given away at 9 o'clock

Admission 10c-20c. Show starts 6:30

JUST because you wear a corset is no reason why other people should know you do. The Type Corsetry that Gosard artistry created is the whole secret; it will comfortably improve every kind of figure there is and prevent every kind of figure there ought not to be.

GOLDEN RULE

THE PEOPLE'S STORE

DOINGS OF THE DUFFS

OLIVIA, WHILE YOU ARE DOWN TOWN I WISH YOU WOULD BUY A PAIR OF TROUSERS FOR DANNY—DARK BLUE, SIZE SIX, AND HAVE THEM CHARGED TO TOM—DON'T PAY TOO MUCH FOR THEM—

ONE PAIR, SIZE SIX—BLUE—ALLRIGHT

SIZE SIX? ALLRIGHT I'LL TAKE THEM—CHARGE THEM PLEASE!

ARE THEY FOR YOURSELF?

DON'T GET SARCASTIC!

YOU MISUNDERSTOOD ME—I MEANT—ARE THEY TO BE CHARGED TO YOURSELF!

Seed for Your GARDEN, LAWN or FIELD

MURPHEY'S SEED STORE

124 South Sixth Street Phone 87