

The Evening Herald

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FRIDAY, AUGUST 25, 1922.

PUBLICITY

(From the Frankfort (Ind.) Crescent News)

A MAN stops his paper because his name was mentioned in a news story in which he figured. The story was not complimentary to the individuals who were the subject of the story. That's why he didn't like it.

Now that same man has often heard criticizing newspapers for not publishing facts about people. He is a stickler for news. He charges them with submerging facts beneath apologies. But now the shoe is on the other foot and he finds it pinching.

Of course this same individual, when he does something he thinks worth while, expects the newspapers to play it up big. Why, that is what he takes the paper for; just to see his name in print whenever the least excuse will warrant favorable mention.

This is just a general statement of a case. The individual is imaginary. Yet every reader will agree that the town is hardly big enough to accommodate the people who take a selfish view of newspaper publicity.

You will admit that George Washington would have been a failure in the newspaper business. George Washington couldn't tell a lie. How many people would take a newspaper that told the truth about them? Just think of the many things the newspaper might say about you and stay strictly within the truth.

On the other hand, if the whole truth was known, many people now in obscurity would shine like the rays of a noon-day sun. They are modest and retiring; they are poor and friendless; they have suffered because of the mistake of some friend.

These are the uneven verdicts and penalties of society. We are selfish. We are unfair. We want the newspaper to publish the truth only when it is favorable to us.

Be it said to the credit of the newspapers that they do not always heed the requirements of unfair censors of its news and editorial columns. There are times when the publishers recognize the truth that silence is golden.

So, too, there is justification in the newspaper printing human virtues and human accomplishments in glow-

ing colors. The picture may be overdrawn, but if the subject is possessed with even a moderate degree of pride he will seek to measure up to the appraisal made of him.

"Why does the public view the entrance of the church into politics with suspicion?" asks the Pacific Advocate, editorially. Mayhap, the public has the fool idea that the church should function as a soul-saver, instead of a vote-getter; that the pulpit should not be a stump, from which to shout the glories of a candidate with an incurable mania for office; and, that a house of worship was not intended as an incubator for eleventh hour gossip.

CHINA HAS TWO GRAVE PROBLEMS

Nation Confronted by Unification of North and South and Apathy

PEKING, Aug. 25.—China is confronted by two serious problems. One is to effect unification of the north and south. The other is to induce her people to participate actively in public affairs.

General Yu Pei-fu, the recent victor over Chang Tso-lin, has just addressed an appeal to the nation. He asks the public to indicate its wishes as to the country's future.

Influential Chinese merchants in the interior, in a memorial demanding the disbanding of troops, called upon General Wu to do work as great for China as George Washington did for America.

Personally General Wu has disclaimed any political ambitions. In his appeal he asks the public to decide what shall be the parliamentary procedure for reconstruction.

For the past several years, sufferings have fallen upon China; one after the other and there have been continuous civil wars between north and south, says the appeal.

"The republic of China has been established for eleven years, but the country has not been united, the constitution has not been respected, and the troops have not been organized. These defects are apparent and a remedy is needed.

"These are good antidotes for present day China, but if those who respect the will of the people and the principles of the laws do not act concurrently, it will be hard to settle all political questions properly. We are soldiers, and our duty is to protect the nation and the people.

Lungs Every Day Chocolates. Strictly fresh, 16 ounce pounds, 39c. Saturday only. Currin's For Drugs.

MARKET REPORT

PORTLAND, Aug. 25.—Livestock, eggs and butter, steady.

When the money you spend leaves Klamath Falls it seldom gets back. Currin's For Drugs.

Willie Explains

Teacher—"Willie, what does the word reverie mean?"

Willie (excitedly) "A reverie is like a baseball umpire, only he operates at prize fights."

Purolo After Shave Luxury, 50c. Purolo Shaving Cream, 35c, both for 49c Saturday only. Currin's For Drugs.

Gertrude's Millinery. 522 MAIN ST. Blouses, Petticoats. Just Arrived. New Felt Hats. Popular Prices.

Ups-a-Daisy!



She tried to sit on top of a mammoth ball in the water, but it rolled right out from under her. This happened at the Luther Gulick Camp at Lake Sebago, Me., in a water carnival in which 100 girls from 13 states participated.

IMMORALITY IN SOCIETY TARGET

Plea Made for Better Standard of Morals By Conference Head

LONDON, Aug. 25.—The Rev. John E. Wakerley, the new president of the Westman conference, denounced the immorality existing today in English society both high and low, in his presidential address.

On the same day that his utterances were published here, there appeared a dispatch from New York in which the prevalence of vice and immorality in America was denounced by the national council of the Protestant Episcopal church.

American readers may be interested in learning that according to Dr. Wakerley, English morals are apparently quite as bad as American morals.

"Human life by many is held very cheaply," was his indictment. "There is scarce a day when you do not open your paper upon some sordid story of the slaughter of some innocent."

"The standard of morals between the sexes in many places is very low. The sacredness of the marriage relationship is openly scoffed; lust tramples truth, integrity, and domestic happiness beneath its feet.

"You have increased the number of your judges in the courts which deal with domestic tragedy because of the number of people who have sought relief in that direction. When you have done that, you have only touched the fringe of the evil."

"Your cities have no monopoly of vice. Get rid of the impression that because your villages are picturesque places they are therefore homes of deep spirituality. Alas! it is not so.

"You have frequently in what you think your fair village life a low moral sense, which is indicated by an unworthy estimate of womanhood.

"We have been reminded in the last few weeks that materialism is trebly bankrupt in philosophy, in the natural sciences, and in practical life, and that the only alternatives are a continuance of the present chaos till it ends in a crash, or a return to a spiritual view of the universe."

BIRTH RECORD

McDONALD—At San Francisco, Aug. 23, to Mr. and Mrs. C. W. McDonald, a girl; weight 8 pounds, named Barbara Jane. Mrs. McDonald (Harriet Lawrence) graduated from Merrill high school in 1921.

THREE YOUNGSTERS PEDDLE WAY ACROSS COUNTRY ON BIKES

SPOKANE, Wash., Aug. 24.—A set of handle bars, two pedals and a bicycle seat held greater charm for H. K. Quackenbush, C. D. Coddington and M. R. Cockey, all of Hackensack, N. J., than the soft cushions and easy running motor of an automobile.

The three young easterners left Spokane recently after a brief stay here, having pumped their bicycles

TODAY AT THE LIBERTY. Another delightful flapper story is "HER NIGHT OF NIGHTS" Starring Popular Marie Prevost. Today we show Chapter 17 of "STANLEY IN AFRICA" TOMORROW—SATURDAY William Russell in "THE ROOF TREE" An absorbing Kentucky mountain story

STAR THEATRE TONIGHT. The Theatrical Event of the Season The HILDEBRAND DRAMATIC COMPANY in "SIS HOPKINS" HIGH CLASS VAUDEVILLE BETWEEN ACTS. TONIGHT AND SATURDAY Special Children's Matinee Saturday. PRICES Adults 55c. Children 25c. Including Tax

Russian Immigrants Take Kindly to Most American Institutions

SAN FRANCISCO, Aug. 25.—Russian immigrants who have made their homes in California take kindly to most American institutions, according to officials of the state immigration and housing commission, but the statute of limitations seems to mystify them.

"You fixed it up for Ivan, why can't you do it for me?" they want to know, according to the commission, apparently not realizing that Ivan's troubles only happened week before last.

However, the officials of the commission find the Russians here good boosters for the United States, as the following letter addressed to the commission by a Russian shows:

"I address the following petition to you. Many times I have asked you for advice; always did you assist me. Here, indeed, we have the best government in the world. Have been in America for fifteen years. Wherever possible, I recommend the commission of immigration. Every letter forwarded to Russia contains praise and commendation of the United States government. I will ask my relatives to come over to this country; I will tell them that the United States are unique, without a like or equal."

2,500 miles toward the Pacific coast. They left New Jersey May 1 and took the northern route across the United States and Canada. The bicycle party has travelled a total of 3,500 miles, 1,000 of which were covered by boat and rail.

They say their daily riding average has between 40 and 60 miles. One day they made 82 miles. Each bicycle with camping equipment weighs about 80 pounds. From Spokane the party expects to travel to Portland, Ore., up the Pacific high way to Canada, back to Portland and then to San Francisco. They plan to return east by steamer through the Panama canal.

Closing out Pathé Phonograph at one half regular price. Terms too on the larger models. Currin's For Drugs.

FOR AUGUST. Every month you are given the opportunity to obtain reasonable drug store goods at special prices, that means considerable saving to you. Every item is merchandise regularly carried in our stock, but specially priced to give you the advantage of economy in buying these goods at the time you most need them.

MONEY SAVING OPPORTUNITY

Mineral Oil Russian Type. The great intestinal lubricant. It has the exact consistency claimed by medical authorities as giving the exactly right activity. It is positively tasteless, odorless and colorless. It is frequently prescribed by physicians for bowel troubles and constipation. This 14 ounce bottle usually sells for \$1.00. August Special Price 79c

Firstaid Emergency Kit. Some day you will need this and need it badly. It is a little drug store in your own home. Now is the time to get it at a bargain. This convenient, compact kit contains Cotton, Iodine, Gauze bandage and plain gauze. It is an everready friend in need for an emergency in treating slight wounds, cuts, and bruises. This handy kit usually sells for 60c. August Special Price 49c

Milk of Magnesia. An especially high grade product of full official strength. Its valuable anti-acid and laxative properties commend it in a wide range of disorders. It is used extensively for the relief of heartburn, constipation and sour stomach. Also used in the treatment of rheumatism, gout and excessive uric acid. The usual price is 65c for this full pint bottle. August Special Price 43c

Theatrical Cold Cream. Put up in one pound cans for economical use by people who use cold cream often, for clearing the skin of grains and dirt, instead of using much water. There is no purer or finer cold cream made. You usually pay \$2.00 for the same amount in small jars. The regular price is 85c per can. August Special Price 59c

For Men Only. Gentlemen's Tale and Harmony Lotion. Gentlemen's Tale is a fine, smooth talc darkened only enough to match the average man's skin, and with only a very faint but pleasing perfume. A man needs talc after shaving and Gentlemen's Tale is ideal for this purpose. Harmony Lotion is a delightful and soothing lotion for the face after shaving and a refreshing rub after the bath. The regular price for both the Tale and the Lotion is \$1.45. August Special Price for both \$1.00

Week End Food Specials. Opoka Tea, an unusually fine hand picked selection. 66c. Green or Black in half lb. packages. Week End Price 2 for 61c. Opoka Coffee, Full pound. Week End Price 2 for 31c. Symond's Inn Cocoa, Half pound tins. Week End Price 2 for 31c. Baking Chocolate, Bitter, Half pound cakes. Week End Price 2 for 41c. Lemon or Vanilla Extract, Extra strong. Week End Price 2 for 26c. Ground Spices in Sifter top cans. Allspice, Ginger, Nutmeg, Black Pepper, Cinnamon. Week End Price 2 for 26c

STAR DRUG CO. The Reliable Store. Fifth and Main Streets.

Cupid Joins East and West



Miss Nora Riley, of Bridgeport, Conn., and six car loads of her relatives and Henry Carroll, of Los Angeles and six car loads of his relatives motored across the continent till they met at St. Paul. They were married in a tent city they pitched at Cherokee Heights. A bride and groom are in the center of the group.