

The Evening Herald

E. H. BOULLE, Editor and Publisher
City Editor
C. NICOLEN Advertising Manager

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MONDAY, AUGUST 28, 1923.

NOW'S THE TIME

WE DO NOT subscribe to the doc-
trine that opportunity knocks
but once. The adage was doubtless
coined in good faith by some one
who had lost countless opportunities
pass by unheeding. Grasping the
hundredth he turned it to good ac-
count because he recognized it for
what it was.

Klamath has had many opportuni-
ties for advancement and let them
slip. Doubtless it will have many
more. But why delay development
when conditions are so propitious?
A golden opportunity for community
upbuilding is now at hand.

Transcontinental roads are offer-
ing the lowest homeseekers' rates in
years. They are bound to start a
flow of colonists westward.

By using proper publicity we can
divert some of the stream into Klamath
county. With our agricultural
possibilities, with the cheapest land
for its quality lying outdoors, we
should have a thousand new families
here by another planting season.

And what will it cost to get one
thousand families? Will the invest-
ment in advertising outweigh the
benefits? There's a way to measure
the probabilities, showing that the
cost will be comparatively trifling.

San Diego tried the publicity plan
for attracting new residents over
a period of two years. San Diego
recently published figures of the re-
sults.

San Diego used 25 mediums of
publicity in two years, including dolly
newspapers, periodicals and farm
magazines.

Taking all the publications together
the advertising cost for the two
years averaged \$59 per family. In
some publications the cost ran as
low as \$33; in others as high as
\$230. The latter proved the least
effective mediums. By weeding out
the least effective the San Diego de-
velopment club that is financing the
publicity hopes to lower the average
cost to \$15 a family.

From the public utility service re-
cords of the city, San Diego figures
a gain of 12,000 population in two
years. The club claims 2500 fam-
ilies have come to San Diego in two
years as the direct result of its pub-
licity campaign.

It estimates, conservatively enough
that each family will spend \$2,000 a
year in San Diego. Is it worth \$59
per family to get the added annual
\$2,000 revenue? A ridiculous ques-
tion, of course.

Outside its equable climate San Die-
go has little to offer the home-seek-
er. Klamath county has far more.

But San Diego saw her opportuni-
ty. Klamath has still to be awaken-
ed to the favorable situation.

Census figures show that between
1900 and 1910, when railway build-
ing was on in Oregon and the rail-
roads were advertising this state far
and wide, the population increased
some 62 per cent.

Between 1910 and 1920, when the
railways quit building and conse-
quently ceased trying to attract set-
tlers, the population increase dropped
to 16 per cent.

The old conditions of railway de-
velopment seem fair to be restored,
but perhaps not the old conditions of
railway publicity.

We do not need free publicity.
What we need is a realization that
publicity pays; that it returns ten
dollars or a hundred for every one
invested.

Then we will buy our own adver-
tising space; raise our own money,
co-ordinate our own energy and get
down to the real business of develop-
ment.

We can't depend, as we have so
often, on our California neighbors
or our Portland cousins, to develop
Klamath county.

We must get in and rustle for our-
selves and the opportunity to get the
most for the least amount of rust-
ling is here—not coming next week
or next year but it is with us today.

Room For One More
Harold ran back from the lion in
the museum. "Don't be afraid,
dear," grandmother said; "that lion
is stuffed."

"Yes," said Harold "but maybe he
ain't stuffed so full that he couldn't
find room for a little boy like me."

PORTLAND PAPERS DIFFER ON BAKER INCIDENT

IN the opposing views editorially taken by two Portland newspapers of
the local dinner incident in which Portland's mayor figured so disad-
vantageously, one observes a struggle for supremacy between the old Port-
land spirit and the new.

The Oregonian with true tory intolerance voices the old assump-
tion that neither Portland nor Portland's mayor can do aught that is
wrong. In a pitiful attempt to palliate the mayor's blundering discourtesy,
the Oregonian heaps fresh insult upon the injury done—or would
do so if the editorial comment were taken seriously and as representative
of the feelings of Portland people.

But Klamath citizens will not believe that there are many folk in
Portland, outside the mayor and editor of the Oregonian—and they would
not do it were their need of an excuse less great—who will subscribe to
the disgraceful and discourteous doctrine advanced by the editorial
writer—"We paid for our dinner and we bought thereby full license to
insult the men and women who prepared and shared the meal."

Not in actual words is this statement made but the intimation is so
plain that if the writer had had the courage of his convictions the quota-
tion would be exact.

Irrelevant it may be, but Mayor Baker was the honored guest of the
chamber of commerce. He at least paid for nothing.

We pass quickly from the ridiculous effort to condone by fair rhet-
oric a shameful disregard for the elementary principles of common cour-
tesy, to contemplate the sane view taken of the incident by the Portland
Telegram.

The Telegram is frankly sorry that Mayor Baker got off on the
wrong foot, and shares the general wonderment as to what in the world
got him started. But it sees in his tirade no cause for a lasting grudge,
for the situation is really too ridiculous to quarrel over. Its viewpoint
is that mistakes will happen, and such silly incidents are easily forgotten,
and better forgotten, by those who with a common purpose are striving
to build together the foundation for a great commonwealth.

Perusal of the Telegram editorial restores the feeling that there are
still in the metropolis plenty of people with a sense of humor and not
obsessed with the idea that the outlying territory is utterly hostile and
consistently jealous of Portland.

The Herald presents below the two editorials, leaving it to Klamath
readers to judge for themselves which represents best the attitude
of the people of Portland, who after all are our brethren by all political
and geographical ties and fellow workers and joint investors in the en-
terprise of state building.

Our own view is unchanged. The humorous skit that caused the
teapot tempest was innocently conceived and among the family circle
would have gotten over nicely. The mistake was in the attempt to treat
the caravan as part of the family and not as guests. It would be well to
cultivate a tactful reserve and polish up our company manners for future
dealings with serious-minded visitors.

Here are the Portland papers' views:

(From Portland Telegram)

We smiled a quiet smile at "our
mayor's" apparent failure to rise to
the occasion at Klamath Falls last
week. We have seen him in numer-
ous situations when there was a de-
mand for something beside the dead-
ly serious when he acquitted himself
creditably, in fact when he emerged
in a blaze of "effulgent glory."

Evidently this time he was not in
good form. Evidently the gentleman
from Klamath who delivered what we
considered a clever, nonsensical
speech in some way tangled with
Mayor Baker, who immediately lost his
sense of humor and, considering him-
self insulted, proceeded to insult his
hosts. Just what should have given
rise to such a strained interpretation
of Mr. Fleet's talk we have not been
able to determine. Crater Lake,
Portland, Medford, the Fair—surely
the things which Mr. Fleet discussed
have been handled seriously often
enough, and if we can squeeze an
occasional joke out of them (even at
the expense of our own overzealous
hearts), it will help save the galls on
our weary backs and promote the
cause of good fellowship to that
extent at least. Laughter will carry
double the load that seriousness and
ill humor will carry and, what's
more, the mayor knows it.

It is to be hoped that Klamath
Falls did not take the mayor's talk
too seriously. It is to be hoped that
Klamath citizens enjoyed many a
quiet laugh among themselves over
the ludicrous spectacle of a zealous
visitor temporarily beside himself on
account of a little good natured non-
sense.

A great deal has been said about
the hypothetical breach which is sup-
posed to exist between Klamath and
Portland. We believe that if there
is such a breach it exists only between
certain Portland and certain Klamath
people.

There are thousands of those in
Portland who are deeply interested
in what means progress for Klamath.
We assume that there is a reciprocal
feeling in Klamath among thinking
people. In Portland one often hears
the statement that Klamath is the
coming lumber manufacturing center
of the state, which fact alone apart
from great agricultural and livestock
possibilities, means distinction and
success. It is folly to say that Port-
land is not concerned in bringing
about this development. There is no
railroad development more favorably
discussed and more strenuously
worked for in Portland than the Nat-
ion Cut-off, which will help make
Klamath the Saginaw of the West.

But Mr. Fleet's method of bring-
ing back a feeling of confidence be-
tween communities is the right one.
Nothing will iron out imaginary in-
sults and make relationships easy as
an old shoe between self conscious
communities more quickly than a
good laugh together. Even Mayor
Baker will appreciate a joke occa-
sionally when it is not on him. Let's
have more of Mr. Fleet's type.

Might Import Some of
These Into Klamath Co.

HONOLULU, T. H., Aug. 26.—The
centipede, shunned, feared and ab-
horred enemy of the residents of Ha-
waii, who can cause a small panic by
merely appearing in sight, really is a
friend, according to University of
Hawaii investigations, because he
subsists mainly on other pestiferous
insects, mainly mosquitoes and cock-
roaches, thus decreasing the hordes
of those bugs.

The results of the investigation,
made public in an extension letter,

showed that the centipede, whose
bite is feared because of many tales
of its death-bringing qualities, is not
vicious and is retiring in disposition
except when he is attacked or thinks
he is. Then he has fairly potent
means of defense in the feelers in
his fore-foot with which he inflicts
his "bite." But his bite is no more
serious usually than that of a bee or
wasp, the university letter said.

In all Spain there are fewer than
5,000 children in the Sunday schools.

Owing to the dry cold atmosphere
not a single infectious disease is
known in Greenland.

Personal Mention

Sol Dewey was a business visitor
here this morning from his ranch
home near Merrill.

E. C. Hodkins of Oakland is here
for an outing and expects to try
his hand at deer hunting before go-
ing home.

Albert F. Duhme, a lumberman
with headquarters at Macdoel, is in
town this week attending to business
affairs.

Miss Evangeline Foster came in
from Swan lake yesterday to attend
the wedding of Miss Myler Calkins
and George Stevenson.

Clarence Montgomery is here for
a visit with his family from the
woods above Kirkford, where he is
interested in the logging business.

Mrs. E. D. Johnson and small
daughter, left this morning for
Portland where they will visit in-
definitely with friends and relatives.

A. E. Burghdoff, state game warden,
is here from Portland looking
after game matters in Klamath
county. He is staying at the White
Pelican hotel.

Mr. and Mrs. Fred Houston and
Mr. and Mrs. C. M. Ramsby returned
yesterday from Diamond lake
where they have been camped for
two weeks past.

George C. Ulrich, sons, Armond
and Roland, and daughter, Kath-
erine, accompanied by Miss Lillian
and Clara Knapp, motored to Crater
lake yesterday.

Mr. and Mrs. Marion Hanks and
Miss Fern Hanks, Mr. and Mrs.
Clemens, Lawrence Goebel, Blair
Malloy and F. C. Nickle spent yester-
day at Crater lake on a most
enjoyable outing.

Mrs. H. Guest and daughter, Mrs.
Grant Nelson, returned Saturday
evening from Minneapolis and North
Dakota, where they have been visit-
ing for the greater part of the
summer.

Wilmot Sandham expects to leave
Wednesday morning for Troy, New
York, where he will attend the
Rensselaer Polytechnic Institute. He
was graduated this spring from the
Klamath county high school.

Rev. and Mrs. E. P. Lawrence
and family will leave here tomorrow
on their return to Medford after a
two-weeks' vacation. They will be
accompanied by Miss Margaret John-
son, who will visit Miss Alma for
the next few days.

C. B. Coon and son, Harley, ar-
rived Saturday night from Boulder,
Colorado, to join Mrs. Coon who has
been visiting here for several weeks.
After a few more days here with
friends the family will return to Colo-
rado.

Word has been received here of
the serious illness of Jean Perry,
daughter of Mr. and Mrs. James
Perry, who until a short time ago
made their home in Klamath Falls.
At present they are living in Weed,
California.

Carroll Poe was a passenger on
this morning's train for Medford
where he will visit for a few days
before going on to his home in
Portland. While here he was the
house guest of Mr. and Mrs. Leslie
Rogers.

Mr. and Mrs. W. A. Delzell spent
the week-end at Lake o' the Woods.
Upon their return they were ac-
companied by Miss Marjorie and
Dorothy Delzell and by Miss Marion
Wortley, who had been at the lake
for a week.

William Griffith, a pioneer ranch-
er in the Poe valley section, was
in town early this morning attend-
ing to matters of business. For
some time past Griffith has been
suffering from poor health, but
says he is beginning to feel fine
again.

Mrs. Clara Banta and Mrs. Walter
Bower have returned from Rocky
Point where they spent the week-
end with Mrs. G. G. Johnson. Pre-
vious to their visit there they were
at Four Mile lake for several days
and report that there are no huc-
kleberries there to speak of.

Although deer hunters are not
generally as successful this season
as they were last year, now and
then a lucky shot is fired. Yester-
day George Mangue, of the Califor-
nia Power company, brought a fine
buck into town. He was accompan-
ied on his hunt by Maurice Leslie
and E. Wenzel.

Mrs. Frank O'Connor left this
morning for her home in San Fran-



If winter comes, will the flapper
galoshes be far behind?

Some towns have all the luck.
Youngstown crooks overlooked \$800.

Coming out parties don't worry
mother like staying out parties.

Besides being a school month
September has five bath nights.

The straight path is just bound to
lead somewhere.

Weapons of 10,000 years ago
have been dug up in Spain. The
rolling pin was not among them.

One might say resuming mining
operation was a major operation.

Stick your nose in other people's
business and you lose by a nose.

Men who long for the good old
days would hate to ride bicycles.

When two countries decide to
bury their differences, each wants
them buried in the other.

We saw a poor fish having a
whale of a time.

Nothing makes time fly like hav-
ing a note coming due.

The police don't scare the boot-
leggers half as bad as this beer
and light wine talk.

The reason so many women think
their place is not in the home is so
many men think it is in the kitchen.

One man blames this 20 home
run game on the lively ball. What
we need is some lively ball players.

Boy, Page Diogenes!
Here's Honest Person

MARSHFIELD, Ore., Aug. 25.—
Stories of attempts to right some
wrong done in the past are constantly
coming to light, and now Marshfield
wants to advance a rather unusual
instance of an attempt of this kind. A
local man and his wife recently
received a strange letter. On
opening it, they discovered that it
had been written from another part
of the state by a young lady who
formerly lived in the same apartment
house with them.

The writer of the letter stated that
the Marshfield man and his wife had
frequently received her as a visitor
in their apartment. At the time, they
kept a quantity of small change in a
receptacle near the kitchen door,
where it would be handy for paying
small bills. The girl said that she
was in the habit of taking money
from this receptacle, always a small
amount at a time.

She wrote that she thought that
the total amount she had taken was
not more than \$2.50, and enclosed
a money order for that amount. In
explanation for her action, she said
that she had "been converted" and
wanted to clear her mind of the
guilt of the thefts. And the strang-
est part of it all was that the man
and his wife from whom she had
taken the money had never missed
the small amounts and had the young
lady not sent the \$2.50; they would
never have known that she had stolen
it.

Still—

The excited citizen rushed into
the little bank and slapped a \$50
bill down upon the cashier's win-
dow ledge.

"Gimme two cases!" he cried.

"What?" asked the astonished
cashier. "What? Two cases of
what?"

"Two cases—this ought to cover
it."

"What sort of a place do you
think this is? And what do you
want with two cases?"

"Anything—I'll drink it what ever
it is. I saw a sign outside that
said '4 per cent!'"

After an extended visit here
with her sister, Mrs. T. E. McDon-
ald, Mrs. M. Tormey, mother of
Mrs. McDonald, who arrived here
Saturday from San Francisco, will
remain for a few weeks longer be-
fore returning to her California
home.

A sad incident interrupted the
pleasure trip of Dr. and Mrs. War-
ren Allen, and Dr. and Mrs. A. A.
Alexander, all of Oakland, Califor-
nia, when they received word a few
hours after reaching Klamath Falls
that the young daughter of Dr. and
Mrs. Allen had been run over by
an automobile and killed. The party
immediately changed their plans of
going on to Crater lake and started
for the south.

TODAY AT THE LIBERTY

Pretty Shirley Mason in

"QUEENIE"

A story of a little "slavery" who transforms the char-
acter of her miserly guardian

TOMORROW—TUESDAY

"THE POLISH DANCER"

Starring the great emotional Pola Negri
A picture you'll never forget

Extra added attraction:

Mary Pickford

As she appeared as "Little Mary" twelve years ago

"GOING STRAIGHT"

STAR THEATRE
TONIGHT

The Theatrical Event of the Season

The HILDEBRAND DRAMATIC COMPANY

—in—

"MERELY MARY ANN"

HIGH CLASS VAUDEVILLE BETWEEN ACTS

TUESDAY AND WEDNESDAY

THE TRAIL OF THE LONESOME PINE

PRICES

Adults 55c. Children 25c.
Including Tax

Indianara Does the Grand Salaam



Syed Ali traveled from India to London to take care of Indianara,
grand elephant at the London Zoo. The beast suffered with nervousness,
but Syed Ali has cured him and here you see him making Indianara give
the animal salute.



The
Hotel
Oregon

BROADWAY AT STARK
PORTLAND, ORE.

Its convenient location in the heart of
the city's activities—and its proximity
to the Shopping and Amusement cen-
ter during the Holiday Season, is
merely another of this famous hotel's
attractions.

THE
Oregon
Grille

ARTHUR H. MEYERS, MANAGER