

The Evening Herald

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FRIDAY, DECEMBER 1, 1922.

NEWS

WHAT IS NEWS?

This question, says the Ashland Tidings, often perplexes the newspaper in seeking to segregate propaganda, legitimate news, publicity and free advertising. The existence of the newspaper man is one continual conflict between two opposing forces—those who are seeking by any means to get their names into the paper, and those who bring pressure to bear in an attempt to keep their names out of the paper.

In his search for news, the reporter meets many strange encounters. Some will bristle and declare it is none of his business what is going to be done; others will say, "of course, I will tell you, but please don't mention my name," and the chances are ten to one this same person will never give the reporter another news item because the informant's name did not appear.

After much inquiry and discussion, the conclusion has finally been reached that news is any human activity or event that is of interest to any other human, and that the best news is that which interests the greatest number of people.

Newspapers are determined by the field in which a newspaper circulates. If the field is large, with thousands and thousands of readers, the chances are that nearly every article, printed will be of interest to some portion of the readers, no matter how many of them scan the headline and pass on to some article that possesses interest for the individual.

Women, children and animals are conceded among newspapermen as being the best news, and as subjects in which the greatest number of readers are interested. A woman doing any unusual thing, especially for a woman, as the taking up of a new activity or line of work, performing a daring act or doing a heroic deed, is news that will interest a great many readers.

New facts about old objects are also excellent material for the man who seeks to interest his readers. A person may be aware of the existence of a landmark in the community and pay no particular attention to it for years. Yet let some new incident pertaining to the landmark be brought to his attention, and his interest in the object is immediately held, and he sees the landmark in a new light.

community has attended a certain function does not detract from the amount of interest that is shown when the event appears in print in the local paper. The more the individual knows about an event, the greater is his interest, in that he is anxious to see if others have seen the event in the same manner that he saw it.

Everything is grist for the newspaperman's mill—goings and comings, births and deaths. All are treated, not as a philosopher might treat them, delving into the past and forecasting the probable future, but simply in a cold and impersonal manner as an event of the hour, and as such, legitimate news.

LABOR TURNOVER SCHOOL PROBLEM

Educational Difficulties are Pointed Out at Rotary Club Meeting

Reduction of labor turnover is the problem of every employer and the city school board is not exempt. One of the biggest problems the city superintendent must face, said J. P. Wells, superintendent of the public schools of Klamath Falls, speaking at the Rotary club meeting this noon, is the retention of teachers.

There is no provision at present for increased compensation based on length of service, said Wells, and to this lack he ascribed the continual change in the teaching personnel.

32 Teachers Here
There are 32 teachers in Klamath Falls schools, he said, and only 44 per cent have been here more than three years. Nine are teaching here for the first year, four the second and five the third.

The salary in all grades from the first to sixth is \$1300 at present. Seventh and eighth grade teachers get \$1400.

Teachers of special subjects, manual training, music, home economics, and the like, get \$1700 a year, while principals receive \$1450 and \$1500. Wells said he thought the principals, on account of the responsibility attached, should get at least as much as special teachers.

"A progressive salary schedule would do much to make teachers contented, cause them to improve the service, and attract the best teachers to our schools," he said.

Compliments Teachers
Wells paid high compliment to the efficiency of the present corps of teachers. Most of the younger teachers are graduates of standard normal schools, he said, and those who have served longer, while some are lacking normal training have gained equivalent qualification by home and summer school study.

Round table discussion of school problems followed the educator's address.

The Central school cannot continue forever in its present location, it was brought out. There is a lack of assembly and auditorium room that is detrimental to modern school development along several lines. One thing stressed by Wells was the availability of educational slides and motion pictures to all school equipped to show them. The local schools cannot use them because there is no place for pupils to gather where the pictures can be shown.

Facilities Adequate
Classroom facilities, however, are adequate and Wells report made a generally good showing.

Fire hazards at Central and Riverside schools are being overcome by the installation of fire escapes at the present time. The cost is \$2000.

A contract has been signed for the installation of a ventilation system in both these schools, overcoming the ventilation problem. Criticism has been made that the air in the building is too dry, and detrimental to the health of the pupils.

Nothing Left

A girl had gone to a dinner in New York with her steady. The young man noticed a speck of what appeared to be lint on her shoulder. When she wasn't looking he attempted to knock it off with his finger. After several attempts he took hold of the fleecy stuff and when he seemed to have all of it they the wad under the table. That night the girl told her mother that she had a perfectly lovely time. "But," she added, "I have been lying here in bed, mother, wondering what has become of my union suit."

Try the Hot Springs Bath House. 24-1

Gertrude's Millinery 527 MAIN ST.
Blouses
Petticoats
Fashions very newest arrivals yesterday. Beautiful models in Brocade and fur also Angora and Felt Sport Hats.

Letters from the People

MALIN PEOPLE DECLARE NEED OF MODOC NORTHERN

Editor, Herald:
We the undersigned, constituting the committee on transportation for the associated farmers of Malin community, have read with much interest and deep appreciation your editorial of the 25th instant relative to the position to be taken by the citizens of Klamath through their organizations since the sworn statement of Mr. Julius Kruttschnitt, president of the board of directors of the Southern Pacific railway company before the interstate commerce commission that the territory between Klamath Falls and Westwood is very poor and would not warrant the building of the Modoc Northern, and commenting on the agricultural possibilities of Klamath county.

We have recently been securing data along this line and in a petition which we recently prepared for submission to the interstate commerce commission, including the affidavits of the two gentlemen in the county probably best qualified to testify in the premises that within five years with proper railway facilities, the probable potential agricultural production of the county will be \$11,000,000 per annum.

Whether the agricultural production reaches this figure or stays at the present \$2,000,000 depends very largely indeed on whether the Modoc Northern is built soon or not. Indeed, it is highly probable that without proper railway facilities the present production will soon be decreased. There is plenty of evidence to support this view.

The people of our community have always been doubtful of the intentions of the officials of the Southern Pacific railway company as to railway extension if they succeeded in securing a lease on the Central Pacific lines until 1934, and have favored the policy of the open door for railroads in Klamath county. This belief is confirmed by the statement of Mr. Kruttschnitt heretofore referred to.

In view of his statement and in view of the fact that it has been stated that another railway company has promised to build fifty miles of the Modoc Northern immediately if it acquired the Central Pacific lines we believe that it is now apparent that it is to the best interest of every resident of the county that the merger order of the U. S. supreme court as to the association of the Southern Pacific and Central Pacific should stand and that the Central Pacific be merged with some other than the S. P. system.

Therefore, we would ask your chamber of commerce if it still believes it should adhere to the position it took in favoring the exclusive control of the Central Pacific by the Southern Pacific? If the sworn statement of Mr. Kruttschnitt has changed the minds of any of the members of the chamber, we would suggest that the proper attitude for those gentlemen to take would be to forthwith rescind their previous action in the matter.

Sincerely yours,
E. D. SMITH,
A. M. THOMAS,
JOE ZUMPFER

IN THE COURTS

Kalmes vs. Kalmes
A suit for divorce was filed in the circuit court Wednesday by Olive Kalmes against John Kalmes, alleging cruelty.

BIRTH RECORD

COLLIER—At Klamath Falls, 325 Canby street, to Mr. and Mrs. Alfred D. Collier, November 29, a boy. Weight, eight pounds; named Richard McCornack.

HOSLEY—Merrill road, to Mr. and Mrs. E. L. Hosley, November 30, a boy. Weight seven pounds; named Charles Thomas.

Advertising pays. Try it and see.

Personal Mention

Mr. and Mrs. Mark Hanna spent yesterday with friends in Malin.

W. H. Dena left on the morning train for San Diego where he expects to make his future home.

W. H. Pankey was in town yesterday from Lorella. He was accompanied by William Devaul.

Alfred E. Payne, a former resident of this city, is here transacting business. He expects to remain in Klamath Falls 10 days or two weeks.

Horace G. Bolton, who has been here from Portland transacting business for the past ten days, left this morning for the south.

W. F. Harris is here for a few days business visit from Roseburg, where he conducts the Douglas County Abstract office.

Mrs. Allen Jones left this morning for San Francisco where she expects to spend the next few months with relatives and friends.

A marriage license was issued Wednesday afternoon to Waldon J. Terrion and Miss Dorothy May Lux, both of this city.

Mrs. Ross Finley was a passenger on the morning train bound for Portland where she will visit for several weeks before going on south for the winter.

Wednesday night the Warren construction company closed down its local plant for the winter and a large group of employees left that night by car for headquarters in Portland.

J. M. Bruce and W. C. Brophy, both of Seattle, arrived here last night and are stopping at the White Pelican hotel. They are railroad men.

Miss Bernadine Hannon left this morning for Sacramento, California, to make her home. Miss Hannon, who is employed by the Standard Oil company, has been transferred to the Sacramento office of that concern.

Mr. and Mrs. M. A. Callaghan arrived here Wednesday and will make their home in Klamath Falls for the next month. Callaghan, who was Southern Pacific agent here at one time will act as telegrapher at the station during his stay.

Mr. and Mrs. M. L. Weddel are planning to leave soon in their car for Danasmuir, Oakland and San Francisco on an extended vacation. Weddel is an employe of the Southern Pacific.

Howard Bearrs spent Thanksgiving in town with friends, returning to Copco this morning where he is employed by the California Oregon Power company. Bearrs was employed during the building of the Link river dam last summer.

W. L. Rodney was a passenger on the morning train bound for Sacramento and Los Angeles after several days spent in Klamath Falls on business. Rodney was in the city over a year ago and during his visit this week was pleasantly surprised at the improvement in business conditions.

COMING EVENTS

- December 4.—Circuit court opens for December term.
December 5.—St. Paul's Episcopal Guild bazaar.
December 8.—Presbyterian church chicken dinner and bazaar.
December 3.—Annual Elks Memorial program, Elks temple.
December 6.—Entertainment Mt. Laki church.
December 6.—Chamber of commerce forum.
December 8.—Illustrated lecture on Art Institute of Chicago—Woman's Library club.
December 8.—The Methodist church bazaar.

Wild West Etiquette
Excited Tenderfoot—"Did you see that?"
Alkali Ike—"See what?"
Tenderfoot—"That swindler dealt himself four aces."
Ike—"Waal, wasn't it his deal?"

CHRISTIAN CHURCH HOLDS THANKSGIVING SERVICES SUNDAY

Thanksgiving services were held at the Christian church Sunday, with a special program including readings and music. Readings were by Miss Eda Jones, Mrs. Floyd Allen and P. E. Pellett. The choir furnished appropriate music, which was highly appreciated. The text for the Rev. Bristow's sermon was, "Things for which we are Thankful."

Following is the original verse by Pellett, who writes under the pen name of David Elsworth.

THANKSGIVING
Our hearts are now filled with the joys of thanksgiving,
Our praises to Heaven we'll sing;
Let's get all the good from the life we are living
By joyfully thanking our King.
The bounty of God may be had for the taking,
His blessings we meet on the way,
We should be more grateful, the dark way forsaking,
Give thanks that we're living to-day.
We thank thee in accents of joy and of singing,
We'll voice no complaint all the year,
But he like the tendril, that winds upward clinging,
With faith that its master is near.
Let's grow in the spirit this thanksgiving season,
And cease to remember the past;
And praise God the Father, whose wisdom and reason,
Has given of his boundless repast.
Thanksgiving is mighty, its strength is like leaves,
It helps keep our hearts pure and clean,
Remember the loaf! And give thanks unto Heaven,
Where joy and not sadness is seen.
When Jesus the hungry five thousand was feeding,
Not once did he voice a complaint;
But, rather looked up, and with words interceding,
He shared, lest the multitude faint.
The spirit of praise is the talent least spoken,
Yet, swings on the gates of God's love.
'Twas praise that o'ercame, and gave Judah the token,
And blessings that rained from above.
Thanksgiving is really thanks for our living,
Believe said the Master of all.
The Psalmist too, learned that the voice of thanksgiving,
E'en whispered, would govern the fall.
Then enter the spirit of this, our thanksgiving,
Removing the beam from our eyes
Thanksgiving is really but thanks for living,
And such, will God's blessings prize.

SPECIAL PRICES SATURDAY ONLY

- There are rare bargains offered here and it is to your advantage to read them all.
25c Rexall Baby Talcum 15c
25c Puretest Zinc Stearate 19c
60c Violet Dulce Cold Cream 39c
60c Violet Dulce Liquid Powder 39c
50c Lord Baltimore Linen 33c
50c Riker's Syrup White Pine, Tar and Eucalyptus for Coughs 39c
50c Alkaeptic Mouth Wash 33c
30c Firstaid Absorbent Cotton 19c
75c Puretest Witch Hazel, pint 49c
50c Castile Soap 33c
50c Klenzo Liquid Antiseptic 39c
50c Rexall Liver Salts 39c
25c Rexall Skin Soap, Medicated 15c
\$1.00 Septon Hair Tonic 59c
\$1.00 Harmony Toilet Water 59c
\$1.00 Bouquet Ramee Face Powder 59c
\$1.00 Bouquet Ramee Face Powder 79c
\$2.00 Maximum Hot Water Bottle \$1.39

FOOD SPECIALS
FRIDAY SATURDAY ONLY
Illustration of a woman and child at a table.

- Opeka Coffee 2 pounds 61c
Opeka Tea, Green or Black 2 for 66c
Cooking Chocolate 2 for 26c
Symonds Inn Cocoa 2 for 26c
Lemon Extract 2 for 41c
Vanilla Extract 2 for 41c
Ground Spices, Pepper, Ginger 2 for 26c
Allspice, Nutmeg 2 for \$1.01
Imported Olive Oil, 12 oz. bottle 2 for \$1.01

STAR DRUG CO
The Retail Store
Fifth and Main Streets

A LAUGH
The Other Things
A laugh is just like sunshine; it freshens all the day.
It tips the peak of life with light, and drives the clouds away.
The soul grows glad and bears it, and feels its courage strong;
A laugh is just like sunshine for cheering folks along.
"I am delighted to hear of your success on the school baseball team, Harold," said his aunt, "but you must remember that there are other things in life besides baseball."
"Yea, I know there is," replied the youngster, "but you see, aunt, I'm too light for football or rowing."

SANTFORD & CO.
426 Main Phone 34 Klamath Falls, Ore.
CASCADE BRAND
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They Will Please You
Hams, lb. 22c
Fancy Bacon, lb 45c
Fancy Bacon Squares, lb. 25c
Picnic Hams, lb. 22c
Top Notch Rubbers are balanced—they won't break or split through at the heel before the rest of the rubber is worn. The patented Clincher Cushion heel is strengthened and reinforced to resist constant wear and tear. This lengthens the life of the entire rubber.
Every Top Notch Rubber has the Top Notch cross stamped on the sole. It is placed there for your protection and guidance when buying rubbers.
We have all styles and sizes for men, women and children. Come in and we will prove to you what rubber footwear satisfaction is.
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5 lb. Pail \$1.00
10 lb. Pail \$1.90