

The Klamath Evening Herald

Issued daily except Sunday by The Herald Publishing Company.
Office, 119 North Eighth St., Klamath Falls, Oregon

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Entered at the postoffice at Klamath Falls, Oregon, for transmission through the mails as second class matter.

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The Evening Herald is the official paper of Klamath County and the City of Klamath Falls.

SUBSCRIPTION RATES
Delivered by carrier.

ONE YEAR	\$6.50
SIX MONTHS	3.50
THREE MONTHS	1.75
ONE MONTH	.65

ONE YEAR	\$5.00
SIX MONTHS	2.75
THREE MONTHS	1.35
ONE MONTH	.55

INFORMATION FOR ADVERTISERS

Copy for display advertising must be in this office not later than 3 p. m. on the day preceding publication in order to be inserted in the issue of the paper of the next day.

Want ads and reading notices will be received up to 12 noon on the day of issue.

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

WEDNESDAY, JUNE 27, 1923.

MONEY WISELY SPENT

WE ASK the community clubs and business men of Klamath Falls to read the following quoted dispatch closely:

LONGVIEW, Wash., June 9.—A national advertising campaign for Longview, "the city practical that vision built," has been launched by the Longview company, a \$7,500,000 company recently organized by the Long-Bell Lumber company to handle matters pertaining to the development of the new city of Longview. A page advertisement of Longview, inviting tourists to spend part of their summer vacation in this city, appeared in the Literary Digest of May 19, and the Saturday Evening Post of June 9 will have a full page advertisement as will other national magazines and trade papers, and more than 20 national dailies. In addition to the advertising campaign, the Longview company and Long-Bell Lumber company have printed booklets and beautifully illustrated, rotogravure sections showing scenes in the city, buildings under construction and other items of interest, and these are sent upon request to those desiring information regarding the new city.

Longview is the new Long-Bell Lumber company town. A one-man town, or company town, such communities are called in the west, and it used to be the policy of the individuals or corporations controlling them to close them tight. Those permitted to enter were hand-picked.

The Long-Bell company's publicity campaign marks a new departure, is a triumph of modern methods. They not only throw down the bars to the world, but spend good money to mark the path so the world may not miss their gateway.

If the Long-Bell company thinks the enormous outlay that the scope of their publicity campaign indicates is justified in Longview, how much more is it justified and necessary in Klamath Falls?

Klamath Falls and Klamath county have need of men and money, have places for profitable investment, and opportunities for far-sighted and capable investors, that Longview, without attempt to belittle that community's opportunities for potential wealth, does not and cannot have.

If it is a good thing to advertise Longview it is doubly and trebly a good thing, and will bring double and treble the returns, to spend some money for publicity for Klamath Falls.

While Klamath county has received much publicity during the past year, of a very satisfactory nature, it has been mostly free publicity. The time is at hand, with big enterprises and big development just in the offing when Klamath should be prepared to spend money in support of the faith of its citizens in its future.

Communities all about us are doing it. As in every other line of competition it is the consistent advertiser that wins out, the advertiser who buys space and uses it. While the fellow who hangs out a sign, and depends on friendly puffs from the papers and kind words from friends and neighbors, exists and may prosper for a time, the winner in the race is the chronic advertiser, who knows he has the goods, and backs his certainty that he can offer more in value and service than any one else with plenty of hard cash that forges ahead.

This community will grow, but it will germinate faster if watered liberally from the fount of publicity.

It will take money, but with communities all over the coast staking money, aggregating millions, on their faith in their respective communities, Klamath cannot afford to lag.

Another great western migration is starting, and the laggard community will be the losing community.

After denouncing people of wealth, a lot of folks feel tremendously flattered and pleased on getting invited to take dinner with any of them.

"In God we trust" was the historic motto under which our country was developed, but the present generation seems disposed to change it to "We should worry."

So far as heard from the automobile speeders have not complained because the time of the police

THE DAMP ROAD OR THE DRY ROAD?



WARNS AGAINST STOCK FRAUDS

Nine Reasons Why People Buy Worthless Securities Are Given

CHICAGO, June 27.—Imagination, egotism and carelessness are foremost in the nine main reasons why people buy worthless securities, says a report by Samuel O. Rice, educational director of the investment Bankers' Association of America, who has just finished an investigation of the causes that impel people to throw away millions of dollars for worthless stocks despite constant warnings from the newspapers. Dishonest greed, honest greed, ignorance, a belief that the law is a personal guardian and a notion that all crooks bear visible earmarks of crookedness are five more reasons, says Rice. The ninth reason is fraud, which, he adds, would be practically non-existent if the other eight reasons did not make it possible.

"An individual with an unharmed imagination makes it wholly unnecessary," says Rice, "for a fraudulent promoter to use fraud in selling stock in a worthless 'new invention' or other scheme. The promoter simply tells of the fortunes made by well known inventions and industries; the victims' imagination does the rest. He sees the spurious enterprise achieving the same success. He doesn't let memory or reason tell him that the success of one company is absolutely no assurance that some other company will achieve success in the same line, or that the 'new invention' came from a 'laboratory' that specializes in turning out plausible, worthless 'inventions' to be used as a basis for worthless stock flotations.

"Egotism also enables the promoter to dodge risk of going to jail. He uses flattery instead of misrepresentation. Egotism prevents the buyer from heeding the advice of careful friends or of consulting a reliable dealer in securities.

"Carelessness is responsible for the losses by shrewd money makers who are not familiar with investment making principles and who are haphazard in investigation and careless of their sources of information. The careless 'investor' often is termed a 'flier in the market.' It really is nothing more than a nose dive to mud bottom.

"Dishonest greed makes the 'bird dog' type of buyer of worthless securities. There is one in every community. He exacts shady, ground floor concessions from the promoter, and the promoter 'reluctantly' consents. He always asks something for nothing. He lets his acquaintances in on 'good things,' for a consideration from the promoter.

"Honest greed is a delusion that

liable authority possible cannot avert many thoroughly honest people who have this notion. They are the despair of every honest bond salesman and an unending delight and profit to fraudulent promoters.

"Ignorance, to be sure, takes in all the other reasons, but its most harmful feature is the failure of the uninformed investor to realize that he will never find a crook who isn't crooked and that he must go to a reputable dealer in securities who can and will tell him the truth, if he is to find profitable investments and avoid loss. Thousands, probably millions of people, do not know the difference between an investment banker and a broker, or the difference between investing, speculating, gambling and throwing money away.

"Many persons strangely believe that blue sky laws and other laws guarantee against fraud. Crooks have grown rich on this delusion. Blue sky laws undoubtedly keep many swindlers from reaching the public, but they do not keep them all out, and never will.

"Nor does the crook talk, dress, act or look like a crook. He has a near-perfect disguise as a well-dressed honest business man. Or, he may appear as a sturdy, old, diamond in the rough oil man in boots and a two gallon hat, who is too busy making money for his stockholders to put on a necktie. But never does he appear in the guise of Get-Rich-Quick Wallingford, although, strange to say, many sensible men and women expect to see him only in that type.

"Fraud is often present in the sale of worthless securities, but is so adroit, on in what the promoter leaves unsaid, as well as in what he says, that it is difficult or impossible to convict despite the best efforts of prosecutors. What does the average man or woman know as to what constitutes criminal misrepresentation? Only a competent attorney can define it. Rather, the average man should guard against his own imagination, his egotism, and lack of information than against fraud. There is only one way to eliminate the nine reasons for buying worthless securities and that is to consult an honest dealer, just as you consult a reputable physician, lawyer or engineer when in need of expert advice. The reputable investment banker is just as much a highly trained expert and specialist in his line as the physician, lawyer, or engineer is in his calling."

DETECTIVE TURNS TO SCIENCE

LYONS, France, June 27.—France always is interested in developing modern methods to trace down criminals, and M. Locard, head of the Lyons detective bureau, is giving his attention to dust.

Recently he was confronted with three prisoners whose occupations it was necessary to ascertain despite their efforts at concealment. M. Locard placed the clothes of each man in a large paper bag, shook them, got the dust thus dislodged from the bag, analyzed it and determined that one man was a mason, another a carpenter, and the



The Office Cat

BY JIMMY

Gilt-edged investments are better than silver linings for any cloud, thinks J. F. Maguire.

Half dollars have tread on them like auto tires. That's so they can travel fast without skidding.

N. O. Smith says the trouble with public men who want to have their say is that they say a whole bookful.

He (fervently)—I could die for you. She (with sarcasm)—All right, go jump in the lake.

Talk about the eight hour work day, a farmer has a hard time getting an eight hour night, believes R. E. Bradbury.

Never Say Bald
Day by day
In every way
I tried to make my hair grow;
I soaked each pore
With dope galore
But still I was a scarecrow.

Then night by night,
When mind was right,
With neither doubt nor question,
I visioned hair
A-growing there
In answer to suggestions.

Now hour by hour,
With all my power,
I scold at dope and Doc Coue,
"Neath wavy bean
I stand serene—
I bought a wig the other day.

Too many married folk who are nice to each other before company forget that two is company.

Style Note
Bow legged men are hoping that peg-top of the baby type will again appear on the scene at an early date.

Lives there a newlywed with soul so dead who never to himself has said: "My God! What bread!"

Do You Know Him?
Why is it that a man with plenty of money will spend fifty cents each for his cigars without a complaint and jump at the chance to pick up a little Scotch at a hundred and fifty dollars a case and then go in to a spasm over the extravagance of his wife because she has paid twenty-five cents a cake to provide the family and guests with really good-tasting wafers?

THEATRES MOVIES

AT THE LIBERTY

The location is twelve stories above the street. Clinging to the side of the building, two-thirds of the way up, with a dozen pigeons roosting on his head is Harold Lloyd. The crowd below, amused but frightened, watch breathlessly while the spectacled comedian continues his upward climb.

This is just one of the impressions your correspondent got after viewing Harold Lloyd's seven-reel Pathé-comedy, "Safety Last," at the Liberty theatre yesterday. And what a comedy. Never has an audience shrieked with such uncontrollable laughter.

How Harold Lloyd performs his thrill stunts is a mystery. It is certain that he did them himself, for his face is seen plainly in every hazardous predicament he encounters. When a young man attempts to climb the side of a twelve story building in the place of a "human fly," and meets hilarious trouble every foot of the way up the result is a continuous run of uproarious laughter.

But the comedy is not all thrills. There is a real story—a delightful story with pretty little Mildred Davis—now Mrs. Harold Lloyd—the young lady in the case. We don't like to tell too much of it, but Mildred is the cause of everything—as has been with women through the ages.

You really cannot afford to miss "Safety Last." It's Harold's most hair-raising comedy that will make you weak from laughing. "Safety Last" will be shown for the last time at 9 p. m.

bottleggers were lousy with money said they had nothing on him, for he was lousy without money.

Why do girls kiss each other and men do not? asks Margaret Huntton. Because girls have nothing better to kiss and men have.

You can't beat the weather prophets. They are already predicting a hot summer. We can't remember any cool ones.

According to the recent reports from the House of David trial in Michigan the bewhiskered boss of that saintly place was a regular cut-up.

COMING EVENTS

- June 27—Rodeo queen contest ends.
- June 27.—Band concert at Central school.
- June 28.—American Legion dance. Open air pavilion.
- June 29.—Rotarians, dinner at Eagle Lodge Tavern.
- July 2, 3, 4.—Southern Oregon Rodeo.

AT THE PINE TREE

An all-star picture adapted from Maxine Elliott's great Broadway success and presenting an unusual cast comes to the screen of the Pine Tree theatre Thursday. It is "Trimmed in Scarlet."

When William Hurlbut wrote "Trimmed in Scarlet" and it was presented on the New York stage, audiences marvelled at the audacity of a playwright who could take the divine figure of a mother and analyze clearly the sublime faith of children in a mother who was just as much "common clay" as themselves.

The story is of a mother who left home. The world called her "bad." Her only child, believing her good, refused to credit the rumors which came to her ears.

Dramatic and punchful, the story requires good actors. The cast finally chosen, after long preparation, includes Kathlyn Williams, Lucille Ricksen, Robert Agnew, Gerard Alexander, David Torrance, Phillips Smalley, Roy Stewart, and Eve Southern.

PINE TREE

TONIGHT

Don't Miss This Good Show
REGINALD DENNY
—in—

"Leather Pushers"
—and—
WILL DUNCAN
—in—

PLAYING IT WILD
—Also—
VAUDEVILLE

PINE TREE

Thursday Only

Kathlyn Williams

—in—

"TRIMMED IN SCARLET"

Also a Special Picture Showing
THE EX-KAISER IN EXILE

AT THE LIBERTY

Full Orchestra Every Evening

Again tonight at seven and nine P. M. we will show

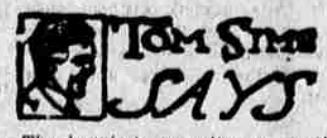
SAFETY LAST

Starring HAROLD LLOYD

There is nothing we can say that will add or detract from this picture—we will only say "See it."

The prices for "SAFETY LAST" are:

Evenings	25 & 50 cents
Matinees	15 & 35 cents



The happiest mosquitos on earth live in the Belgian Congo, where people wear no clothes at all.

Eggs cost only a nickel a dozen now, but this is in China.

Oregon caterpillars attacked a college to get a taste of culture.

Chicago woman of 73 whipped a burglar, probably by just imagining he was her husband.

Kansas City plumber was sent to the pen for 12 years. Must have a pipe that needs fixing.

winner whip the weather man.

Philadelphia station may have caught fire from the remarks of a man getting into an upper.

Sunburn may be removed from face and arms by 30 days in jail.

What this country needs most is less needs.

They are urging us to buy our winter coal now, presumably meaning our coal for last winter.

About the only way to keep the ants out of your picnic lunch is to let the cow get it.

St. Louis painter told four stories