

The Klamath Evening Herald

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City of Klamath Falls.

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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 in-
stitution 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.

TUESDAY, JULY 3, 1923

A NEWSPAPER'S FUNCTION

NO NEWSPAPER of general circulation can survive
and prosper for any considerable length of time
unless it serves the general public interest.

This is the basic law of newspaper existence.

The bulk of criticism of the great dailies is di-
rected at them because they are obeying this law. In
every community, in the whole country, there are many
minorities. They range in number from a handful to
minorities of formidable size. Some represent very
powerful interests and classes. Some are very highly
organized, having expert representatives whose liveli-
hoods depend upon the cultivation of discontent in
group or class they are employed to represent to stim-
ulate its suspicions, to intensify its belief in its own
wrongs and magnify its sense of its own special in-
terests.

This is a statement of fact, an outstanding fact
in American affairs. It is indeed a necessary pro-
ceeding. It represents probably the only practical
means by which a democratic people express and de-
fend and further their various interests. It accom-
plishes a great deal of good, but, like all things human,
it has its defects as well as its merits.

The chief of these is that in proportion as the de-
mands of a minority are organized and inflamed, the
minority becomes heedless of the general good, resent-
ful of criticism or dissent, and determined to enforce
its interests without consideration of others' rights or
of the general welfare.

It consequently comes into conflict with any news-
paper which obeys the basic law of the newspaper's
existence. Never do these impassioned minorities give
credit to a newspaper which does not accept their views
for fulfilling its duty. If in a controversy between
farmers and railroads the interests of transportation or
of the general public in transportation are considered
and asserted, the farmers attack the newspaper as
agent of the railroads, conspiring for pay against the
farmer. If the newspaper urges the farmers' measures
there is the charge that it is playing the demagogue
for the sake of circulation and resultant profits. Every
group, whether its interests be financial, political, re-
ligious, or social, wishes the newspaper to express and
further that interest and interprets any presentation
of opposing consideration as evidence of the news-
paper's venality.

Especially in a period such as that through which
we are passing, partisanship is rampant. The war has
created or rather revived in a highly inflamed state
all sorts of loyalties drawn from the traditions and
sentiments of minorities having nothing whatever to
do with American interests. These minorities are im-
passioned and highly organized, and they represent
a considerable disturbance of our political affairs and
if they did not counteract one another would have an
influence upon American policy in no degree directed
by American interests.

Toward the newspaper which grounds its thought
upon an American basis and tries conscientiously to
see things from the viewpoint of American interest,
these minorities turn a resentful and uncomprehending
hostility. As in the case of the other groups referred
to, each demands partisanship of its own variety and
it is not forthcoming charges bias, conspiracy, and
venality.

If all these minorities combined represented public
opinion and their partisanship were as influential as
it is intense, no newspaper conscientiously represent-
ing general American interests and trying honestly to
take the general view, could survive. But the contrary
is true. The newspaper of general appeal must pre-
sent all sides in its news report and its editorial policy
must be faithful to what it believes to be the common
good. In proportion as it is true to this duty, it is
attacked by all partisans, at one moment or another,
is charged with disloyalty when it is most faithful, with
venality while it is most incorruptible.

Obedience to this law it serves its purpose in the com-
munity and prospers. Disobeying it it eventually dies.

TIME FOR THE EXTERMINATOR



WHEN PATRIOTISM COSTS

ORINARY people who are considered to be
patriotic, do not commonly make any great
sacrifices for this ideal, save in times of emergency
like a war. They show respect to the flag, support
the institutions of their country and are good Amer-
icans, but such acts and sentiments do not usually
involve great sacrifices.

There are times though when this sentiment
costs tremendously high. The forefathers on July
4, 1776 set an example of this spirit that is a model
for all time. These men who met to declare the in-
dependence of this country, risked everything they
cherished, including life itself, but they thought
nothing of such fears. Their only idea was how
they might serve the land which had become dear
to them.

The are duties today, calling for loyalty and
devotion to America and American ideals, for sac-
rifice of ease and money in pursuit of duty.

Tomorrow is a wonderful anniversary in the
history of America and of the world. In the midst
of tomorrow's noise and celebration, set aside a few
minutes for serious thought on the meaning of the
day.

NAME BOOST EDITION PLANNED BY HERALD

The boost edition of The Herald
which will be issued late in
the year, being an illustrated magazine
of Saturday Evening Post size, pro-
fusely illustrated, has not yet been
named.

Suggestions for a name are in or-
der.

At this time when we are on the
verge of a great development period,
when new railroads are going to
start other dormant industries, the
time for this edition is ripe. It will
correctly portray the existing condi-
tions of the Klamath basin, and will
lay open to view the immense pos-
sibilities that are here.

Such a book needs a name that is
in keeping with the vastness of the
proposition, one that will convey at
a glance some idea of its purpose
and contents.

Can you suggest a name?

To the person who sends or brings
in a name that is approved and
adopted we will present ten copies
of the completed book free and will
print in the book a paragraph credit-
ing the title of the book to this per-
son.

Send your name to "Boost Edition
Editor," Care Herald.



Chinese invented kites. Their gov-
ernment has gone up like one.

Postmaster of Philmont, Va., is
99 years old, and works instead of
chasing around to dances.

Tunnel may be dug under the
English Channel, which may keep
people from trying to swim it.

Spokane men have an anti-rouge
club. Motto should be "Cheeks that
touch rouge shall never touch ours."

Every day you see more people
sitting up playing the piano without

moving their hands.

Cane crop promises to be short
this year, so sugar buyers may have
to raise a little cane.

Man says he prefers jail in Kansas
to freedom in California. This prob-
ably suits California.

Trade with Turkey is about to be
cut off. Then we can't ship them
their Turkish cigarettes.

Difference between art exhibitions
and dances is paintings don't dance
at art exhibitions.

Summer resort folders indicate
they have to sweep the snow off the
lawn to cut the grass.

Music is getting so you can't tell
if the neighbors are playing the
phonograph or washing dishes.

Tourists report many girls walk-
ing to Hollywood. Many, also will
have to walk back.

Americans are rushing to Europe.
Immigrants are rushing here. Why
not swap countries?

PORTUGAL QUESTIONS COST OF PRESIDENTIAL JUNKET

LISBON, July 3.—Portland is
still trying to decide whether the
depleted national coffers will per-
mit the president of the republic to
enjoy a little luxury.

He has been invited to visit the
South African union during his trip
to the Portuguese African colonies,
and as the relations between Portu-
gal and the English possessions in
Africa are somewhat troubled, it is
felt here that a large outlay for cer-
emony to create a good impression
would be necessary if the invitation
is accepted. Where the large out-
lay is to come from is the biggest
problem.

ICE DELIVERY

There will be no residence deliv-
ery of ice July 4.



The Office Cat

BY JUDITH

Doesn't Need A Car That Badly
The fact that a Kansas City man
gave his motor car to the man he ran
down, says he "was through" has
no effect on P. E. Burke. He says
he's going to keep on dodging.

The pessimist is disappointed when
he isn't disappointed.

Son is now home from college and
will remain long enough to change
clothes and make a touch.

Happy Marriages
"They say people with opposite
characteristics make the happiest
marriages."
"Yes, that's why I'm looking for a
girl with money."

Now is the time to begin resting
up for that vacation that is coming
to you.

She used to be sweetly appealing,
but now, oh now, she is frankly re-
vealing.

Another Pest?
Mr. and Mrs. Ed. Pest are the
proud parents of a baby boy which
arrived May 28th.—Exchange.

The Kid And Me
I had a silver rod and reel.
A willow basket by my side,
And flies, plus casts and silver
spoons.

The kid, a freckled little chap,
Had none of these of which I sing.
But just a little banded pin
That dangled from a cotton string.
We fished, the little kid and me—
"F" kid was just an ladder pole,
And cork that sent the ripples 'cross
The sheet of his old fishing hole.
We fished. I know what you opine!
You think, my friend, that I was
done

You're wrong? The comic papers lie!
For I caught ten and he caught
none!

If some of us could see ourselves
as others see us we would not give
ourselves a second glance.

Troubles, like babies, grow larger
by nursing.

There is only one thing the aver-
age man dislikes worse than being
flattered, says Mrs. A. G. Melanzer.



AT THE LIBERTY

The clang of the gong! The
shriek of the siren! The blast of
the whistle! The dash of the plung-
ing horses tearing down the street!
The surge of the roaring engines,
belching smoke and flames! The
rush of excited throngs in the wake
of the apparatus, shouting, scream-
ing, wild-eyed.

All of which gives but a hint of
the smashing action and vivid drama
of "The Third Alarm," Emory John-
son's stupendous master-melodrama
of the lives of firemen and the per-
ils they undergo in the routine of
their daily duties.

A companion-picture to the mem-
orable "In the Name of the Law,"
which paid a glowing tribute to the
policemen of America, "The Third
Alarm," bestows a similar compli-
ment upon the fire-fighters. It shows,
by means of a tremendously dramatic
narrative, how one veteran fireman
gave his utmost to his job—how he
poured his soul into his work. When
his eyes grew dim from the passing
years, he was discarded along with
his favorite old horse "Bullet," now
so longer useful with the advent of
motorized apparatus. It's at the
Liberty Wednesday.

Where are you going to eat? With
Picketts at 9th and Klamath Ave.
28-4*

AT THE PINE TREE

Oriental magic, illusions, comedy
songs and leg mania dancing will be
the features of the bill at the Pine
Tree theatre Tuesday and Wednes-
day. This bill is headed by the in-
comparable and original Sing Ling
Foo & Co., the Chinese wonder work-
ers in mysteries of the orient. This
exceptionally clever company offer a
spectacular series of oriental and
European mysteries entirely new to
this country, presented in a most ar-
tistic and satisfying manner. An
extravagantly gorgeous setting and
beautiful costumes which add great-
ly to the presentation of their var-
ious illusions and feats of legde-
main and performed with artistic
finish that seemingly is inborn in the
Chinese artist. Grimm & Satchell,
two blackface characters from the
school of minstrelsy in a laughable
singing, talking and dancing offer-
ing with plenty of snappy patter
and a novelty wench finish with gor-
geous gowns. Murdock & Sevel, in
a deluge of melodies with harmony
songs, character bits, e.s.s.s., stor-
ies, are always at their best and will-
ing to please an audience. Bill &
May Reno furnish their quota of
comedy in a rural skit, "The Folks
Back Home," rube songs, dancing
and leg mania and high kicking
which can be relied upon to fill the
bill most satisfactorily.

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

PLAYING TODAY

"When The Devil Arrives"

Starring LEAH BAIRD

PLAYING WEDNESDAY, JULY 4TH

The Third Alarm

The great fire picture dedicated to the fire
fighters of the world.

THURSDAY

HAROLD LLOYD in "NEVER WEAKEN"



THE COOLEST PLACE IN TOWN
Iced cooled air continually changing

TONIGHT

4 Excellent Acts of

VAUDEVILLE

BILL & MAY RENO "The Folks Back Home"
MURDOCK & SEVEL "Singing & Dancing"
GRIM & SACHEL "Think It Over Brother"
SING LING FOO "Chinese Magicians"

—Also—

JACK HOXIE in

"Don Quickshot of Rio Grande"

Don't Forget!

SECOND ROUND—LEATHER PUSHERS

WEDNESDAY

"KICK IN"—The Big Crook Story

With VAUDEVILLE

and that is not being flattered.

One thing is certain. It does not
require brains to drive an automo-
bile rapidly. Any boob can step
on the accelerator.

A girl is a frail craft on the sea
of life. The older she gets the
crazier she becomes.

A woman can move anything with
her tears. She can even make her
husband move into a swell apart-
ment.

ITALIANS GOING TO MEXICO

MEXICO CITY, July 3.—Italian
emigrants are expected in large
numbers in Mexico, and probably
will settle in the state of Tamauli-
pas, Jalisco, Tabasco and Nuevo
Leon. Arrangements for their col-
onization have been made by agents
of the Italian emigration service at
Washington. The first batch of ar-
rivals probably will number 600.

Light lunches, ice cream and soft
drinks. The Sweet Shop. 2-5