

The Klamath Evening Herald

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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.

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FRIDAY, JULY 6, 1923

BEWARE THE FALSE PROPHETS

PROPAGANDA, although the thing itself is as old as the world, is modern in wide-spread application and really becomes a new force to reckon with. Telegraph, radio, telephone, the rapidity of modern transportation, spread today's news, gossip and rumors in a few minutes or hours over an area that a century ago would have required the process of weeks, sometimes years, to cover. Coming so rapidly to our attention, it becomes hard to differentiate between the false and the true.

Most of us are beginning to realize how we were duped by propaganda during the great war. Credulous imaginations were fed with the wildest rumors, and the most unpalatable tales were swallowed whole, creating a sort of national indigestion, the effects of which are unhealthily shown in the condition of the body politic today.

Now a new propaganda is afoot, endeavoring to accomplish by an appeal to American fear, American weakness and a false and maudlin sympathy, the end that cannot be accomplished as long as reason and sanity prevail in America—that is, to get America entangled in the European mess, harnessed so that wily-nilly America must draw the European belligerents out of the pitfalls that their own greeds, hatreds, and jealousies are forever digging for them.

Turn a deaf ear to the weird alarmists. They are purveyors of plausible tales, but the arguments will not stand the light of cold analysis.

Listen to the sensible advice of George Wheeler Hinman, the well known Chicago financial writer, and get a little of your free-born American spirit up. Get a grip on your Americanism. The world isn't going to pieces. It has stood a good many stern shocks in the past, and is still right side up. Turn a cold shoulder on those who argue otherwise, and use the time that they would waste to add to your knowledge of history and calm your nerves with a little logical thinking.

In his corner of the Hearst papers recently, Hinman published this summary of the situation:

Why is the public so shy and skeptical? Why are investors so pessimistic? Why do so many Americans show a lack of confidence in their business enterprises and the stocks that represent them? What is our reason for displaying less faith than the British with five times the discouragements, or the French, with twenty-five times the distractions that we have?

In the condition of going business there is no answer.

The condition of going business in the United States is full of hope. What then? After reading many foreign and American newspapers, after studying the interviews and speeches of financial leaders and commencement orators, the writer believes that one cause of distrust and gloom is the despondency, or threatened despondency, of these men as regards the condition of the world in general.

"Civilization is in danger!"

"Civilization is tottering!"

"America must rescue civilization or go down with it!"

"This country can not be prosperous unless civilization is saved!"

"The American people are bound to suffer as long as civilization is in peril!"

In seventeen newspapers, outside of the larger cities, the writer has found this line of argument and appeal. These newspapers are published all the way from Andalusia, Alabama, to Manistique, Michigan.

Premier Stanley Baldwin calls on the United States to "save civilization."

Frank A. Vanderlip calls on the college graduates to "save America."

Most of the college presidents call on everybody in the United States to "save the world."

And these sentimental alarms ring across the country, are echoed in a thousand newspapers, and even men of large affairs are shaken.

They somehow get the idea that things can not,

MOUNTAIN CLIMBING IS GREAT SPORT, IF YOU DON'T WEAKEN



perhaps should not go so well with us while they go so badly elsewhere.

"Save civilization!" "Save civilization for the sake of humanity!" Save civilization, if you will, for the sake of your own prosperity! But save it!

That's the appeal, the warning, the threat that finds its way even into the stock market reports.

Nonsense! Claptrap! Civilization is in no danger. Such hysterical pathos has no place in the mouth of a sane man!

If civilization survived the seven years' war, and the thirty years' war, and the twenty years of Napoleonic war it is in no danger today of collapsing because of a four years' war. And nobody believes it is except the American victims of foreign propaganda.

The very men in Europe who unload such slogans and appeals upon us do not believe it. They merely wish Americans to believe it.

While they talk this stuff and nonsense into American ears, they calmly go about their money-making enterprises and project their business into the distant future. They preach the end of civilization, yet reckon on civilization for business and dividends generations hence.

While London fills American markets with gloomy forebodings, it goes ahead with its absorption of the Bagdad railway and the railroad system of Austria.

While Paris gives us pictures of civilization and business on the brink of ruin, the French take hold of long-time business projects in Poland and Rumania and plan a \$200,000,000 railroad into the heart of Africa for the purpose—note this—of getting oil, cotton and other raw materials from their own territory instead of from the United States.

In other words, England, France and their associates export all their "save civilization" propaganda to us and save all their business propaganda for home use.

This country has shown in the last year that it can be prosperous and decently cheerful without "saving civilization." Why, then, should bank presidents and college presidents and cabinet premiers, in the face of the facts, tell us that it is impossible for us to go steadily ahead unless we first do some preposterous and impossible thing like "saving civilization?" What has such overpitched stuff to do with business anyhow? Nothing—practically nothing; yet for such a reason, among others, we shake confidence and slump off a billion or two in the collapse of the securities market. That surely is bad business, to say nothing of either patriotism or policy.

Klamath Is On Eve Of Progress

HAVE you faith in the future of the Klamath country? Do you believe that this community is just now ripe for a development that will bring factories, mills, prosperous farms—with greatly increased city and country population?

Increased railroad facilities, improved automobile roads, completion of irrigation and drainage projects—all these things are now becoming factors that make for an increased population and a permanent prosperity for all this great inland basin that will make here a business district rivaling or exceeding many of the larger communities of the west.

Are you getting ready to participate in this movement? Are you getting behind the wheel to help put it over? Do you realize that a little action by a number of Klamath people will put the proposition over now, and the present generation will get the benefit.

It is with this in mind that The Herald has planned an edition which will set forth the conditions and possibilities here correctly and attractively. This edition will be in magazine form and on book paper, illustrated with one hundred or more of the best photographs representative of the industries of this great section that we can get.

Every reader of this paper must, necessarily, be interested in putting

this publicity book into the hands of as many people as possible. Many have some particular proposition that should be told of and pictured in the book. If you have something that you believe should be told of get in touch with The Herald, bring in your photographs, your story, but do so now.

In a book of this character much must be left out and, naturally, the first stories and pictures will get the preference. Inquiries are coming in with each mail as well as directly in person to this office and within a few days we will have prepared a small booklet of advance information of the special edition. Send your name and address and one of these will be mailed you, but better still, come to The Herald office and talk the proposition over.



The Office Cat

BY JUNIOR

More pianos are ruined through neglect than through use—Ad DeSota county, Fla. News.

And a heluva lot of dispositions are ruined through too much use of pianos.

It must be annoying to be born rich and never have a chance to brag about your humble start.

We'll never think Burbank a real wizard until he shows us how to cross a street with immunity.

It may be that fruit feels pain as that Frenchman says, but grapefruit is the only one that can hit back.

Don't put things off—put 'em over.

Lou Arens says the sad thing about honesty, is its lack of popularity.

"Bear with us!" cried Silent Slim as a bruin knocked the tent pole over.

There's Many A Slip

Being a synopsis of the ambitions of a few graduates of Klamath Falls high school class of 1912 and how they panned out:

John J. Jellicoe wanted to be a congressman, and help make advanced laws for an advanced race. He now is doing a song and dance skit twice a day on the big time.

Bertha Summers had her heart set on an operative career. Today I saw in the paper that she had her seven-year baby back in the old home town.

Ari Henderson was fairly spoiling to be middleweight champion some day. He recent accepted a call to the pastorate of a prominent



AT THE LIBERTY

If you've seen many motion pictures you've seen swift action on the screen—from Tom Mix, for example, down. But it is safe to assert that never, in a photoplay, has there been witnessed speedier action continuously maintained at high pitch than "Elope If You Must," the picture starring Eileen Percy and now being shown at the Liberty theatre. It's a swirl from start to finish—almost too speedy for the eye to follow. And through it runs an unbroken chain of amusing complications that keep the spectator in a continuous roar of laughter.

"Elope If You Must," as a tonic for tired nerves or grouch, surpasses anything to be found on the drug store shelves.

"Elope If You Must" will be shown today only.

See Winters and see better. 6-7

Katze finishing at Stinson's 3-4

AT THE PINE TREE

Another Marshall Neilan production, his first made since his recent affiliation with Goldwyn Pictures corporation, is coming to the Pine Tree theatre. It is a screen version of Donn Byrne's novel, "The Strangers' Banquet," and is said by Neilan himself and by many famous directors, stars and writers who have seen it at private screenings to be the finest production he has yet made.

The cast is one of the longest and most brilliant seen in any motion picture in years. Claire Windsor, Robert Bosworth, Rockliffe Fellowes, Nigel Barrie, Stuart Holmes, Claude Gillingwater, Eleanor Boardman, Lucille Ricksen, Lillian Langdon, Virginia Ruggles, Margaret Loomis, Dagmar Godowsky, Jean Hersholt, Cyril Chadwick, Arthur Hoyt, Brinsley Shaw, Jack Curtis, Edward McWade and many others.

"The Strangers' Banquet" is to be at the Pine Tree theatre Friday and Saturday.

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

PLAYING TODAY

A comedy with a smile—

Dainty Eileen Percy in

ELOPE IF YOU MUST

And added attraction is Chapter Six of the thrilling "SPEED," without a doubt the best Chapter Play we have.

SATURDAY

JACK HOXIE in

"FORBIDDEN TRAILS"

And Round 8 of "FIGHTING BLOOD"

SUNDAY

"ALL THE BROTHERS WERE VALIANT"

And it's a "whale" or a sea story, too.

Boston church.

Thomas Thingle, on the other hand, was sure he wanted to be a missionary. Now he operates a large chain of poolrooms in a middle-western city.

Helen Holden, the clinging vine, blushing admitted that she thought matrimony the ideal career for a woman. She is now the very prim Miss Holden, teaching mathematics in a Chicago high school.

Fred Sterling, the prominent athlete of high school days, wanted to be a golf professional. I saw him today on his way to his plumbing shop.

Nellie Coyne could hardly wait to become a Red Cross nurse. Last week she took a position as assistant manager of the local dry goods house.

Walter Jones was all set to become a partner in his father's butcher shop. He now holds down the chair of social science at the state university.

Harry Alford, the class president, felt the call to higher things, and was going to purify politics. He just bought a new Packard from his bootlegging profits.

Little lazy Benny Butts, the incorrigible kid, said upon graduation that he didn't care much what he did. He was elected to the state senate last November.

Bravery

He braced right up and asked the proud

Young millionaire for her hand. You see, he owned a beach resort.

And so, of course, he had the sand.

A traveler says you can scrape an acquaintance in ten minutes at any fashionable resort. You can, perhaps, if you are a barber.

Many of our troubles may begin with the stomach lining, as that doctor says; but more of them begin with the brake linings.

One way to put the skids under the sugar kongers is to grow our fruit a little sweeter.

Great minds runs in the same channel and so do little pigs run in the same path.

PINE TREE

TONIGHT

MARSHALL NEILAN

Presents

THE STRANGER'S BANQUET

Riots and brawls threatened the existence of the vast shipyards. But a lone girl rose up above the turmoil and then things happened! The supreme dramatic work of a master director.

MONTY BANKS

—in—

BRILLIANTINO THE BULLFIGHTER

The Ice Cooled Theatre

PINE TREE

VALENCIA ORANGE SEASON RANKS BEST

PORTERVILLE, Calif., July 6.—The 1923 Valencia orange season for Tulare county, which closed with recent shipments, ranks as the best season in the history of the industry, according to W. E. Sprout of this city, secretary of the Tulare County Citrus Fruit exchange. A total of 658 cars of Valencias were shipped this season, about three times as many as last year. A mild winter with no temperature damage to fruit and the increasing acreage coming into bearing are responsible for the heavy shipments of the season, Sprout said.