

The Klamath Evening Herald

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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	.60
By Mail	
ONE YEAR	\$5.00
SIX MONTHS	2.75
PER MONTH	.46

INFORMATION FOR ADVERTISERS

Copy for display advertising must be in this office not later than 5 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 of 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, JULY 11, 1923.

THE LOCAL NEWSPAPER

THE following article by Rex Grover White, of the Community news service, well outlines a number of important facts about newspapers in their relation to the community. White says:

"The local newspaper, like the local fire department, police department and board of health, is accepted as an institution by the American public which must do its work, serve all interests, ignore danger, know no sleep, accept abuse, be always polite. It is looked upon as an institution that must give its wares, i. e., its columns, upon the slightest pretext to the aid of any sort of movement having the slightest tinge of charity, civic advancement, or social welfare. In the same breath it is called upon to protect and destroy, to blow hot and cold, to uphold the courts and to watch them, to support church and libraries, to befriend the helpless and uphold property rights, to be always right and to be super human in its swift gathering and presentation of news. Like the municipal departments mentioned, it receives few thanks for doing its duty, but bitter attacks for the errors that, being but of human energy, are sure to arise.

"No one that has not been active in the making of a newspaper has even a faint idea of the toil and the energy the sacrifice and the heart interest that goes into every issue of every daily paper in every city of America. Few have any idea of the enormous expense that must be met, of the problems that arise from a clear sky and must be settled without an instant's hesitation, problems, often, whose wrong settlement might mean a fortune if not ruin. The daily paper is as near a living thing, pulsing, warm, keenly alive, as any man made product can ever come, as delicate as a web and as strong as steel cable.

"Expecting all things of his newspaper, the local business man gives, as a rule, only what he must, and the newspaper is yet to be published whose advertising department will fail to hear a grumble over its rates. The fact that there is not an immediate and tangible result from every insertion is the base for ceaseless mutterings, and even advertisers of years whose whole business has risen to success through printer's ink are prone to belittle the part played by the local paper.

"But should a matter arise wherein the business man feels the need of his paper, should his lodge or his club or his church desire to give an entertainment, should his telephone bill be too high, his street car lacking in seats, his treatment by the corner policeman unkind, his milk too thin, his children too little taught in school, his political party too dormant—ah. Then he runs to his local paper for support, for aid and comfort. Then he demands—and receives—its most valued asset, its space.

"The public supports the paper, the paper owes the public space," he cries. But might he not remember it is the public that supports him and he would be aghast should the public come in and ask his goods from his shelf without pay, no matter how great the need or how fine the reason. The church does not ask him to give it pews or carpets, the politician pays for his banners, the lodge for its hall, the gas company for its pipes.

"A business depression settles down. The first to feel it is the newspaper, for the average business man, unless he is a skilled advertiser of long standing, cuts first at his advertising appropriation. In other words, he cuts away the greatest source of supply of life blood for his ailing business. If times are 'hard,' if money is scarce, surely it is obvious that it will take more coaxing to draw it from its hiding places. In every other form of activity and industry, the greater the problem the greater the energy expended to solve it. Why, then, does the average business man in times of depression when his sales are his greatest problem, lower the energy of attack, withdraw his silent salesman from the newspaper columns and sit back grumbling at the present, sobbing for the past and crying but a faint optimism for the future?

THE CALM BEFORE THE STORM



"A sick man takes medicine to make him well, a well man takes exercise to keep him well and to make him even stronger, and a very sick man seeks the doctor, regardless of cost. A well business advertises to make itself greater, a sick business continues to advertise until it gets very sick, and then instead of calling in Dr. Widespread Publicity, it dismisses even his assistants and wonders why it doesn't get well on general principles. Sometimes it does. Sometimes people recover from serious illness without medical aid or advice. But the chances are all on the side of the man who calls for understanding assistance.

"The right sort of a newspaper is the best friend the American public ever had or ever will have; it is the greatest support and aid to America's business men they will ever know. The sympathy between the business man and the local paper should be as near perfect as it can be made, and as long as each side asks for and expects only those things that a common justice allows, the union will be a mutual support whose value is limitless."

On the Isle of Ball, people wear no clothes at all, so let's send our censors there to go crazy.

So far the tramp and hobo elements have not taken much interest in the bathing pool movement.

Now if the speeding automobilists could only buy a little brains for their trips along with their gasoline, there wouldn't be so many accidents.

Strange with the painstaking effort made to please the individual taste of the fish with appetizing worms, etc., that they so frequently and discourteously refuse to bite.

HERALD OF PROGRESS WONDERLAND'S STORY

Wonders of Klamath country, of all the great inland basin with its vast timber resources, its acres and thousands of acres of rich alluvial soil, its but slightly developed hydro-electric power possibilities, told with pen and picture—that's what the HERALD OF PROGRESS will be.

An elaborately illustrated publication that will be the last word in development literature, replete with color, inserts, a double page map showing the roads, highways, resorts, where the fishing is best, and where the touring party from abroad or from our home towns can find a beauty spot to camp, that, with your liberal cooperation, will be the HERALD OF PROGRESS.

The opportunities of this empire of possibilities will be shown as they are, as the best writers of this section know them to be. Thousands of acres of land, hundreds of factory sites, scores of timber and lumbering projects are here. The people of the country will be told of these in this PROGRESS EDITION.

We are offering our assistance in getting out this book for the betterment of you, interests, and the welfare of this tributary country. The edition will prove an attractive magnet to business investors, farmers, dairymen and pleasure seekers all over our land.

If you as an individual or representative of some organized industry desire to join your energy and ability to make this book the greatest publicity asset any district has ever had, the offer of your help will

be welcomed. Sections and departments are now being assigned. Whether your part be large or small now is the time to join in putting Klamath county on the map.

GREEK ORPHAN BOYS TO BE TRAINED AS FARMERS

LONDON, July 11.—Two thousand orphan boys from Anatolia have been transported as farm colonists to the rich agricultural district behind the Macedonian front, through the efforts of the near east relief and the British Red Cross.

The Greek government has allotted 5,000 acres of land near Philippi to the near east relief, which is establishing three farm villages for the boys. Within a year, the boys will be able by hard work to establish themselves on individual farms.

This is the first farm experiment of its kind in Greece and the government farm experts will pay close attention to the initial stages of the enterprise.

ENDORSE WORLD COURT

PORTLAND, July 11.—Business and professional women today adopted resolutions endorsing the world court, and proposing conferences with the National Women's Trade Union league for betterment of working women's conditions.

BANK CLOSES DOORS

HELENA, Mont., July 11.—The First State bank of Joplin, Montana, affiliated with the Stanton Trust and Savings bank of Great Falls, closed its doors today.



The Office Cat

BY JUNIOR

A woman can hold her own as regards everything but her tongue.

Living has increased 69 per cent in the last ten years, but it is still worth living.

You can always draw the queen; if you have the jack, opines Art Soley.

A bride is a person who thinks his pipe would look perfectly darling with a pink ribbon tied on it.

D. N. Clemens says "do it today" is a good motto but the chap who can say "I did it yesterday" has a still better one.

The boy who once wished his dad had a candy store now has a son who wishes his dad had a filling station.

There was a man in Merrill who went to a revival meeting and was pressed to repent. He wavered for a time and finally arose and said: "Friends, I want to repent and tell how bad I have been, but I can't do it when the grand jury is in session." "The Lord will forgive," the revivalist shouted. "Probably he will," answered the sinner, "but he ain't on that grand jury."

"You cannot change the sum total of efficiency in the world," declares C. A. Patterson. "The man who is worth a lot around a kitchen or a washing machine is worth less other places."

G. A. Halliwell says when a man owns two or three automobiles, he gets wise on automobiles.

As I understand the new book of etiquette," explains P. Lambert. "Vale is now pronounced to rhyme with 'et,' the past tense of 'eat.'"

A brain is no stronger than its weakest think, opines H. N. Moe.

Popular

"Of course, the motor car is popular in your little city, the same as elsewhere?"

"You hetcha! answered the gent from Jimson Junction. "About 40 per cent of our men folks own flivvers now. Twenty per cent more are trying to swap 'em, or get 'em on credit. One per cent is an idiot and don't know what they are for, and most of the rest are suspected of plotting to steam 'em."

"I'm taking dinner out," said the waiter as he cleared the tables.

THEATRES MOVIES

AT THE LIBERTY

"Clothed in nudity"—hitherto a paradoxical and whimsical figure of speech—has become an actuality.

Nazimova has achieved it in her photoplay production of "Salome," in the performance of the erstwhile taboo dance of the Seven Veils.

As every censor knows, this exhibition before the throne of Herod, Tetrarch of Judea, has always provided work for the blue pencil. The trouble has come with the removal of the seventh veil, the last and least.

When Nazimova first began sketching out her portrayal of the vivid and grisly story of the daughter of Herodias, and John the Baptist found herself confronted with the dilemma of adhering at once to the facts of the story and yet providing no cause for perturbation among the more sensitive members of a motion picture audience. She must not shock, and yet she must give a genuine and truthful impersonation of Salome.

How Nazimova solved this apparently inexplicable riddle is indication of her genius and art.

"Salome," the Nazimova production, an Allied Producers and Distributors corporation release, has been booked as the feature attraction for today at the Liberty theatre. It was directed by Charles Bryant. The settings, by Netach

Ramova, follow closely the fantastic drawings by Audrey Beardsley. The story in that of Oscar Wilde's poetic drama. Peter M. Winter wrote the scenario; and the photography is the work of Charles Van Meter.

AT THE PINE TREE

A zeppelin raid isn't the only thing that can throw a panic into a small town. A chorus girl can do it—just as easily.

In Murphysburg there was a slingshot of citizens that assumed the responsibility of beating the devil in that particular locality, to wit: a Party League. Not subtle were the methods of progress of the league. No, sir! They tried heavily on everything from Sunday baseball to ice cream "sodas" drinking.

In the chorus of at Broadway musical comedy show was a pretty little girl from Murphysburg. On the stage she was a riot. In Murphysburg she was a panic. In New York the husbands of the women who voted the Party League in Murphysburg showed attentions upon the little chorus girl. In the home town they saw her not. The crown of rolling pins is always to be dreaded.

Gladys Walton, Universal star, in "The Town Scandal," Universal version of Frederick Arnold Sumner's "The Chicken That Came Home to Roost," Jan. at the Pine Tree.

PINE TREE

TONIGHT

A Real Picture
GLADYS WALTON

—in—

Town Scandal

—and—

4 Acts of

Vaudeville

"Jazz, Pep, Comedy,"
"The Lone Fisherman"

"Football a la Carte"

—and—
"An Unusual Novelty"

DON'T MISS IT



AT THE LIBERTY

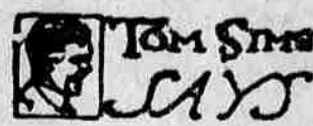
Orchestra Every Evening—Mr. Harry Rorel, Director

Playing Today

The screen's supreme achievement
Oscar Wilde's
"SALOME"

With a superb cast with the great
NAZIMOVA

in the leading role. Without a doubt this is the supreme production of this gifted Russian actress, Nazimova.



Fireworks were scarce this July Fourth, but bootleg customers saw more than usual.

Henry Ford can't play golf well enough to be president.

Several ball teams have quit claiming this year's pennant and are claiming next year's pennant.

It is estimated some good looking girls have been taught to swim 40 times this summer.

Only thing harder to carry than two watermelons is three.

Backsliding gives others a chance to step in your face.

Bowlegged girls swim best because they stay in the water most.

Trying to stop something usually starts something.

Potatoes cry their eyes out watching radishes try to live up to the seed package picture.

Turn about is fair play. Sit down on a bee and the bee will turn about and sit down on you.

We never had a Mexican jumping bean, but in Dallas, Tex., they got a Mexican jumping bean.

Chicago girl is best pinch hitter outside baseball. Cop pinched her, so she broke his nose.

Magazine offers prizes for plans to beautify homes. Our plan would be to lower the rents.

With so many presidential candidates about it looks like a great year for cigar stores.

The wildest dancing lately was in Beloit, Wis., when athletic dancers saw a mouse.

Dollar gasoline might have a tendency to stop some people in the race for the crossing.

Clothes don't make the man. If they did, many food paps would buy clothing stores for their sons.

PIANO TUNING—Cay Morgan at the Earl Shepherd Co. 11-14

Advertising pays. Try it and see.

Rent a book at Southwells. 9-11