The Evening Herald

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INFORMATION FOR ADVERTISERS

Copy for display advertising must be in this office not later than 2 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.

TUESDAY, AUGUST 14, 1923.

LOGICAL START FOR A BIG PROJECT

AS UNEQUIVOCALLY as words can say it, the chairman of the Southern Pacific board of directors, issues an announcement that work on the Natron cut-off will start at once.

Klamath will respond to this announcement in varying degrees of enthusiasm. To some people it means little; to other lines of business it means much. But to the community as a whole it undoubtedly means development and advancement. It will place Klamath Falls on the main line, diminish its isolation. Probably the cultural gain from a closer contact with the outside world will in the long run bring greater profit than the immediate material prosperity that is bound to result from the railway construction.

If the completion of the Natron cut-off were to end the construction program it would count for little more than passing prosperity, but we feel that it is but the beginning.

The Southern Pacific will find, as it must already know, that the Modoc Northern is so inseparably linked with the Natron cut-off, that the building of the one calls for the construction of the other.

It is doubtful if the Natron cut-off will develop enough new tonnage to pay interest on the construction charge. But a direct line east from Klamath Falls to Ogden would be an immensely profitable enterprise.

It would collect at the natural outlet all the tonnage of southeastern Oregon, and an added tonnage from northwestern Oregon, as naturally as a reservoir at the foot of a watershed collects all of the waters from the slopes, and over the shortest route and easiest grade would carry it to distributing points accessible to all the buying power of the middle west and east.

The construction of the Natron cut-off leads inevitably to the construction of the Modoc Northern. So clear was this in the mind of the master builder, the late E. H. Harriman, that he never separated the two links. In his mind, maps and published plans, the entire line from Fernley, Nevada, to Eugene, Oregon, was the Natron cut-off.

There are indications that point to knowledge on the part of the Southern Pacific officials that the entire line will have to be built before any part of it can be profitably operated.

And upon the rapidity with which they act upon that knowledge depends the rapidity of fulfillment of Klamath county's development. The quicker the realization is generally forced home that the Natron cut-off is a desirable convenience, but the Modoc Northern is an absolute essential, the quicker will our fondest hopes become realities.

Speaking not its viewpoint alone, but voicing the majority sentiment of this community, The Herald views the announcement that the Southern Pacific will carry out its Natron cut-off promise as good news and big news. As far as it goes we are that far content, but we will not be satisfied until we receive the natural supplementary announcement—that the line will be completed, as it should be completed, for the benefit of the Klamath country, for the benefit of the railroad company, for the benefit of Oregon, and for the benefit of the nation, straight through to Westwood Junction.

GETS A LAUGH OUT OF IT

THERE'S much food for the fun-makers in politics. If the results of our political mistakes weren't so darn serious in their retardation of state development, doubtless we'd all find a lot of mirth in our general asininity. Anyway, Arthur Perry, who conducts the colyum in the Medford Mail Tribune, is getting a hilarious kick or two out of the jockeying for position in the senatorial race. Here's one of his flings at one honorable aspirant:

Behold the mayor of Portland, being cocked to run for United States senator, and quite ladylike about it. There is no brazen hurling of his headgear and other equipment into the ring. His honor trips shly up to the north edge of the circumference, and then runs home to write a letter to a lodge, informing the organization that he will not be a candidate for inner keeper of the outer door; it might embarass the brothers. His excellency is admirably fitted for the high office he is so bashful about; he has the figure of a Roman tribune, and a voice that rattles the farthest rafter of the municipal auditorium. And, what is more, like all the rest similarly inclined, he will never exercise his larnyx in condemnation of home nuisances, and poor judgment.

BOYHOOD HEROES

TOM SIMS SAYS

Summer is passing. It is just a detour between good seasons.

Aviator who flew from Chicago to New York wasn't any better off.

Keep away from Waukegan, Ill. Haircuts are 75 cents there.

Big Cincinnati soap company is guaranteeing steady work. That's coming clean with the men.

Chicago gas company will make its girls wear sleeves, and the girls will laugh up them.

In Detroit, two detectives disguise themselves in bathing suits. They may catch a cold.

Many may enjoy learning a dancing school burned in New York.

The mad college graduate tells us the man who wrote "Yes, we have no bananas," made $50,000.

Firpo thinks he can knock Dempsey for a goal. Dempsey knows he can knock Firpo for some gold.

When a young couple bragged about their new machine 20 years ago it was a sewing machine.

Bread is the staff of life. Wheat is so low and bread so high it seems to be a crooked staff.

Every now and then someone you haven't missed comes up and tells you he is back again.

Good news from Seattle. Woman stabbed her husband. Maybe they are rununing out of ammunition.

END MOONSHINE LEAGUE ORDERS

GOLDFIELD, Nev., Aug. 14.—Pioneer days, with their license and freedom from restraint of the law, apparently have passed in this once famous mining boom town. A safety and welfare league has been organized, and one of its first acts was the issuance of preemptory orders that all moonshine making must cease.

Diamond-Studded Chariots to Parade Streets of Antwerp

ANTWERP, Aug. 14—A great jewel pageant is being organized by the Antwrep diamond cutters to parade the streets of this Flemish city in August. Cars 20 feet long will be ornamented with real diamonds representing large fortunes, while the occupants will be sumptuously attired.

¼ off on hats. Sugarman's. 11-14

Knitting

One of the first pictures taken of Mrs. Calvin Coolidge after she became The First Lady of the Land shows her at her favorite pastime.

Kodak finishing at Stinson's. 3tf

MICKIE SAYS—

The Office Cat

"They call my girl Spearmint."
"Why, is she Wrigley?"
"No, she's after meals."

How To Feel Bully

Be cheerful every morning until 10 o'clock and the rest of the day will take care of itself, and then you can go to the chapter meetings and feel sure that you will greet your brothers with a real fraternal smile and hand-shake. Try it, it works fine. It will make you feel bully.

If our carefulness equaled our carelessness, we would all be too rich to be happy.

Meaningless resolution: "One arrest for speeding is enough for me.

Glenn Jester wants to know if feminine feet are increasing in proportions, or if it is only the gaudy shoes that make them look that way.

If you are up against it—go around it.

"This bit of writing has me all keyed up," said the typewriter ribbon, as it stuttered from one roll to the other.

Geo. Wirtz says some men are like trees—they die first at the top.

It's a pretty mean man who inflicts on his wife the grouches that he has been afraid to spill during the day.

Can you look into a mud puddle by the wayside and see something else besides mud?

Don't quit. "Nobody's ever whipped or flat busted or down and out until he says so himself and believes it."

Speaking of white mule, says Lloyd Low, "Two Klamath Falls sports were uncertainly driving their way home the other night when No. 1 said, I want you to be careful. First thing you know, you'll have us in the ditch. 'Me?' said No. 2 in astonishment. 'Why, I thought you was driving'."

Protect the Family

From an ad in the Salina, Kan. Union:

Fire destroyed another beautiful Salina home. Happened while husband was away caused from soot in the chimney. Why take the chance, think of your wife, and babies at home. Have inspected, repaired and cleaned.

Calendar For One Week

The year had gloomingly begun
For Willie Weeks, a poor man's Sun.
He was beset with bill and dun,
And he had very little Mon.
"This cash," he said, "Won't pay dues
I've nothing here but ones and Tues."
A bright thought struck him and he said,
"This rich Miss Gold Rocks I will Wed.
But when he paid his court to her,
She lisped but firmly said, "No Thur."
"Alas, said he, then I must die"
His soul went where they say souls Fri.
They found his gloves and coat and hat
And the coroner then upon him Sat.

Said a Wall Street victim, on being introduced to a Wall Street promoter: "I am fleeced to meet you."

It's no longer: Long live the king! it's: Long last the king!

American girl has married a Turk prince. Bet she's boss.

MASONS ATTENTION

Special communication Tuesday evening, August 14, at Masonic hall at 8 o'clock, to conduct services in respect for memory of late Warren G. Harding, president of the United States. Please be present.

J. H. CARTER, W. M.
13-14

THEATRES MOVIES

AT THE PINE TREE

The lovers of vaudeville will have cause to release their laughter after witnessing the coming bill that will be presented at the Pine Tree theatre Tuesday and Wednesday.

Edwards and Edwards, novelty entertainers, are the feature attraction in "A Morning in the Woods." This act surpasses all acts of its nature. They are expert rifle and pistol shots and would be pleased to meet any local experts in their line. Keating and Ross, in a comedy travesty entitled "The Younger Generation" present a bit of entertainment which is full of good comedy situations, singing and dancing. It is an act that will please all and fill the bill admirably. Sterling Trio in "Songs of Yesterday and Today," have exceptionally good voices and sing the songs you all love to hear and their voices blend harmoniously. Harry Smirl, "The Talky Tumbler" offers a conglomeration of comedy talk, acrobatic dancing, pitch ground and lofty tumbling which is sensationally fast and daring. His act is a gloom chaser and a laugh producing hit on any bill.

The Earle Williams production, "Bring Him In," which will be shown at Pine Tree theatre on Tuesday and Wednesday is a red-blooded story of the Royal Canadian northwestern police, by H. H. Van Loan. Williams is best known for his work in society dramas, but in Eugene Walter's "The Wolf" and his picture, "The Silver Car," he demonstrated that he is equally at home in the stalwart and rugged type of role.

Fritzi Ridgeway is his new leading woman.

AT THE LIBERTY

Scenes of stupendous grandeur and luxury provide a strikingly magnificent background for Daniel Carson Goodman's stunningly dramatic photoplay, "Has the World Gone Mad?" announced for exhibition at the Liberty theatre today.

The ballroom scene, in which a slice of the tinseled life of New York's great white way is shown, is one of the most fascinating episodes of this character ever flung upon the screen.

The feature of this exceptional scene is the "Ascending Staircase"—the "Staircase that goes to Heaven," as it is called by the blase round-the-towners and the spendrifts who keep the wine flowing, the jazz bands booming their raucous melody.

Sleek men and sleeker women occupy the tables. High up on the gilded balcony is a violinist, sending forth cery notes to which an equisite young dancer sways her supple body.

Here, indeed, is a vivid picture of New York life.

One of the most stunningly emotional episodes of the entire production takes place within the gaudy confines of this palace of pleasure. The scene mounts swiftly to a stupendous climax, splendidly developed by Daniel Carson Goodman the producer.

In the superb cast assembled for the production are such noted stars as Mary Alden, Charles Richman, Robert Edeson, Vincent Coleman, Elinor Fair, Hedda Hopper and others. J. Searle Dawley directed with distinction. The production is distributed by Equity pictures.

Trunks, bags, ¼ off. Sugarman's. 11-14

PINE TREE

Tuesday and Wednesday

VAUDEVILLE

NIGHTS

Harry Smire
The Talky Tumbler

The Sterling Trio
Clever Singers

Keating & Ross
The Younger Generation

Edwards & Edwards
Crack Shots

The picture is

Bring Him In

With Earle Williams

A thrilling story of the Canadian northwest.

Round No. 6
LEATHER PUSHERS

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

Today we present

"HAS THE WORLD GONE MAD?"

With the following cast which is exceptional. Robert Edeson, Hedda Hopper, Mary Alden, Elinor Fair, are all headliners in this play that is typical of modern times.

Wednesday Only—It is our plesaure to present again

"The Four Horsemen of the Apocalypse"

If you have never seen this production we urge you not to miss it as this is doubtless your last chance.

SPECIAL NOTE—On account of the great length of the picture there will be one showing only in the afternoon and one in the evening, commencing at 2:00 and 8.00 p. m.