

The Evening Herald

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F. R. SOULE President and Manager
RUTH SOULE Secretary-Treasurer

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F. R. SOULE Editor
M. R. HILL City Editor
F. C. NICKLE Advertising Manager
H. W. REYNOLDS Mechanical Superintendent

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

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PER MONTH	.65

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.

SATURDAY, AUGUST 23, 1923.

PRINTING THE NEWS

(From the Marietta, Ohio, Times)

PEOPLE are continually coming to a newspaper office with articles they want published or to keep something from being published. Usually they know much more than the newspaper man about what should or should not be printed, and their modesty doesn't prevent their telling him about it. Often they take it for granted that all that is necessary to get something in the paper, or to keep something out, is to make known what they want. Because they subscribe for the paper or carry advertising in it they feel free to dictate its policy under threat of "stopping the paper" or discontinuing their advertising.

Such people forget that each of them is only one of thousands who are reading the publication, and that the thousands may wish to read the very story that the one wants suppressed. They forget that a newspaper owes fair treatment to all of its readers and that it betrays its trust if it "plays favorites," printing news about some people and withholding it about others. When they have done something that does not reflect credit on themselves, they ask the paper to protect their families or friends from publicity they have brought on them, although it is as much the newspaper's duty to print the news as it was the duty of the offender to protect those near to him by doing nothing that would cause them pain or sorrow. He tries to shift responsibility to the paper instead of recognizing his own.

One individual's conduct brings him into contact with prohibition officers. He has read scores of like stories, but when his appears he cancels his advertising contract. Another has an unfortunate incident at his home that injures someone else and arouses outside interest. He cancels his advertising contract when the news is printed. A third violates a traffic rule and when the public is told about it he stops taking the paper, "which is a yellow rag, anyhow." None of them considers that no reputable newspaper attempts to sell its circulation or advertising space on anything but their merits, that it believes it is giving money's worth, and that the cancellation is doing more damage to the person who loses the space or the paper than to the publication, if he needed it in the first place.

A newspaper must have and follow rules governing the character of the matter it publishes in its news columns. The best rule we know anything about is to print whatever has news value, no matter who is concerned in it, without fear or favor. We aim to print all the news that is fit to print, just as we aim to make our paper worth the subscription price, and our advertising worth the space rate. If it's news we must print it—and we must decide what is news.

DISADVANTAGES OF TOO MUCH CREDIT

IN addressing the Montana Bankers' association at Great Falls the other day Benjamin M. Anderson, Jr., economist of the Chase National bank of New York, asserted that much of the farmers' trouble at the present time was due to their having had too much credit too easily obtained. Greater difficulty in borrowing money, he said, would have lessened the volume of land speculation and would have induced the farmers to save more of the profits that came to them in the war years.

This is an expression of an important truth that intelligent farmers will understand. The old and sound principle that keeping out of debt is the best policy is coming implacably to the front at this time to plague those politicians who are trying to provide the farmer with still more ways of borrowing money.

The farmer has in his fertile fields the best possible form of security. Easy ways of borrowing money have served to boom farm land prices, but the farmer cannot sell his land and have it; consequently artificial prices for farms do not help the man who intends to

BOYHOOD HEROES



go on farming, whereas they do increase his taxes. And if he has bought land with borrowed money, paying inflated prices, he now finds himself in a serious situation.

Old fashioned thrift, combined with well devised co-operative effort in buying supplies and marketing farm products, will do far more for agriculture than can all the statesmen who are going about seeking votes in the farming districts. It is a hopeful sign that the farmers in most sections of the country are turning deliberately to self-help and community organizations and bidding the politicians talk sense or move on.—Chicago News.



The Office Cat

One of the great mysteries of life is how a dear old lady driving electric on the wrong side of the street expects a 5 ton truck to get out of her way and another is the meek manner in which it does.

Evidently all the queer names left over from the Pullman cars, are used on apartment houses.

Every fellow to his job. Many a budding genius falls down flat when he attempts grafting.

If a man reaps what he sows, lots of people sowed weeds.

Toot! Toot! Toot!
If you toot your little tooter,
And then lay away your horn,
Within a week there's not a soul
Will know that you were born.

The man who tries to advertise
By short and sudden jerks,
Is the man who's always kicking
Because it never works.

The fellow who is on the job
A-bumpin' every day,
And keeps forever at it,
Is the one who makes it pay.

Words By Len Arons
But why should you worry over
A little thing like money. You know
The only difference between a million
And myself is that he's making
his second million, and I'm making
my first.

R. E. Crego says he often wonders
how anything so tasteless as
rice ever got to be known as a food
product.

Receipt for success by Gordon
Quimby. First get acquainted with
a successful man.

"I've got the dope this time,"
said the narcotic peddler to his
customer.

It is a wise guy that marries her

on her birthday, so he will have to remember but one important date each year.

Life is full of golden opportunities for doing those things we do not want to do.

A girl friend of ours says she can tell all the jealous women by the way they answer the telephone calls for their husbands. The jealous ones ask, "Who is it calling please," while the others simply say, "Just a minute—I'll call him."

Call a fellow "level-headed" and he'll flattered. Call him a "flat head" and he gets riled. Inconstancy.

And by the way there are men who even go to church so they will not have to stay at home.

For the next newspaper contest, we suggest that a prize be offered for the most perfectly formed feet, the prize to be a pair of hand-forged arch supporters.

Another good way to cure the sleeping disease, is to monkey with the stock market.

"I've had too much of you," said the Algoma sick man as he gazed on the home brew.

WOMAN SCIENTIST HEADS BERLIN WORK

BERLIN, Aug. 25.—Doctor Rhoda Erdmann, who was formerly connected with the laboratories of the Rockefeller Institute and Yale university, and was expelled by the war to give up her work there in the investigation of the creation of primitive life by artificial means, is in charge of an institute for cell research which has lately been opened in the institute for cancer research in connection with the Berlin university infirmary.

In 1919 Doctor Erdmann returned to Berlin and became a lecturer in the university. She also began investigations in the cultivation of flames in continuation of the work done by Leo Loeb and others in the development of parts of the embryo removed from it under the microscope.

The bricks for the first brick house in Philadelphia, built by William Penn, were brought from England at a cost of \$25,000.

RUSSIA TO HOLD EXHIBITION FOR AID OF FARMERS

MOSCOW, Aug. 25.—Russia's most ambitious educational and exhibitional undertaking since the revolution is scheduled to open soon at Moscow. It will be an exhibition of agriculture and machinery, with the participation of a number of foreign firms, principally German. Some American harvester machinery is also to be shown.

All of the buildings for the exposition have been newly constructed, their erection constituting the largest building operation in Russia since the war. Including livestock barns there are nearly one hundred structures, mostly of wood, though some are of steel and concrete. Each of the various nations making up the United States of Russia will have its separate building. Some of them, particularly the Turkmen building, a model mosque in stucco, are architecturally beautiful. That of the far east republic starts as an Eskimo's igloo, ties itself into futuristic architectural knots, and ends up by looking like a ship, it being symbolic of various types of structures encountered from the polar regions of Siberia to Vladivostok.

Ten thousand workmen have been engaged in the operation since spring, and the site, a splendid bit of rolling ground on the Moscow river, will be green and colorful with growing grain, grass and flowers when the fair opens.

Twenty-five thousand peasants are to be brought to Moscow each five days from the provinces, at the government's expense, to attend the exposition. What amounts to a short course in scientific agriculture will be given these visitors. They will be shown also a new "model village," as contrasted with the old Russian village. In the old village there will be theme and other religious symbols in the houses. In the new, no icons, but electric lights.

For foreign visitors and exhibitors some of the downtown hotels are being taken over and remodelled. The foreign exhibits will be entirely separate from the Russian, a special section having been arranged for them.

There will be no "streets of Cairo" or other amusement features for the visitors at the exposition grounds proper, but adjoining them there is already a large amusement park with the quaint Russian name of "Lot Lonesome Gardens."

ANTI-NARCOTICS WEEK

PORTLAND, Aug. 25.—Mayor Baker today proclaimed the week beginning September 1 as "anti-narcotics week" in Portland.

Washington, D. C., now has two banks owned and operated exclusively by negroes.

The ancient Romans wore shoes differing in shape, color and material according to their rank.

THEATRES MOVIES

AT THE LIBERTY

Rex Ingram's claim to film immortality is justified again in his remarkable new production, "Trifling Women," which comes on Sunday to the Liberty theatre. It is the latest achievement of the skillful director, whose name has become synonymous with the best in film-atom, and a guarantee of exceptional screen merit. It equals and, in some particulars, surpasses his earlier efforts, and should win a high place among the best of the season's photoplays.

The brilliant director of "The Four Horsemen of the Apocalypse," "The Prisoner of Zenda" and other big Metro pictures, is himself both author and adaptor of his latest success. This fact makes his triumph all the more complete, for the story and continuity are on a par with the production itself. In all, it is a distinctly worthwhile photodrama, and it is recommended to those who want the best in their motion picture fare.

The story is concerned with the fascination of Zareda, a crystal gazer, whose siren-like fascination attracts men into her net. How she attains wealth and power through a marriage with a wealthy Marquis; how she arranges his death to marry her young lover, Ivan; how she meets a terrible end with her lover when her husband finds them together, makes a graphic and dramatic story.

AT THE PINE TREE

All African romance does not necessarily occur under the tent of the sheik or out on the burning sands. Romance is also found in the south of that continent with its dense jungles, savage tribes and wild beasts.

The latest Paramount production "Drums of Fate," starring Mary Miles Minter, gives you the opportunity of seeing a new romance. New not in character but rather in setting. This picture will open at the Pine Tree theatre today only.

The jungles hold more romance and interest than any of the deserts. The everyday life of the natives of the jungles, their feasts and hunting expeditions, all are shown in this great production. The favorite sport of the natives, according to the production, seems to be attacking the safaris of white men coming into their territory in search of gold, and they are some fighters to be sure.

In the cast supporting Miss Minter are the well known character actors, George Fawcett, Robert Cain, Bertram Grassby, Lefty Flynn and Cason Ferguson.

matic story.

In the cast are brilliant players, Lewis Stone is seen as the Marquis Ferroni; Barbara La Marr as Zareda; Ramon Novarro as Ivan, and Edward Connelly as Ivan's father, Baron de Maupin.

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

The scenes are laid in Arizona of

"THE SECRET OF THE PUEBLO"

A fine story of the Southwest with NEAL HART in the leading role. Another good number is

"GIANTS vs. YANKS"

A comedy featuring "our gang" that comical bunch of kids.

Sunday—REX INGRAM'S

"TRIFLING WOMEN"

A dramatic masterpiece featuring Ramon Novarro, Barbara La Marr, Edward Connelly and Lewis Stone. "Trifling Women" is the finest thing Rex Ingram has made since "The Four Horsemen."

Tuesday and Wednesday

MRS. WALLACE REID in

"HUMAN WRECKAGE"

The price will be 15c and 35c at the matinees and 25c and 50c in the evenings for this production, which is only one of the results from the death by drugs of Wallace Reid. Authorities throughout the land proclaim it the most important motion picture ever made.

Today Only

MARY MILES MINTER

Drums of Fate

A story of woman's passions, woman's sacrifice. Starting in a gilded society ball room, sweeping with intense dramatic force into the jungles of Africa to a breathless climax.

Comedy "SIX A. M."

Movie Chats

Coming Sunday and Monday

You Can't Fool your Wife

NEWS PINE TREE COMEDY

SAYS LIBRARIES

GAIN FAVOR AS TRAINING SCHOOLS

CHICAGO, Aug. 25.—American people are using their libraries as home universities for self-education instead of for amusement, according to Carl H. Milan, secretary of the American Library association, who points to the employment of education advisers in the largest cities as proof of his assertion.

"People are intent these days on gathering useful information," said Milan. "At Detroit, Milwaukee and Cleveland the demand for instructive and informational books has become so great that superintendents of adult education have been appointed to care for the ambitious."

"What makes adult Americans so eager for technical information? The same thing that fills our universities and colleges to overflow—

ing. The libraries are meeting the increased demand by drawing up reading courses in various fields for the use of beginners—business, science, politics and journalism.

"One woman in Cleveland, nearly 70 years old, uses the library to learn how to do needlework which she sells for a living. A man in the same city lost his job and studied in the library until he knew enough to apply for another. He got it, and held it. A laboring man became chief in his department of a factory by study at night."

"Some people, too, read just for general information. But naturally the greatest interest of library patrons is to equip themselves for technical work."

Considering that the population of the United States is made up of virtually all nationalities, it is a surprising fact that only two presidents have borne other than British surnames. These are both Dutch, Van Buren and Roosevelt.