

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
H. R. HILL City Editor
P. C. NICKLE Advertising Manager
H. M. REMNOLD Mechanical Superintendent

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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.

THURSDAY, SEPT. 6, 1923.

LET'S DO IT RIGHT

IF KLAMATH is to have a celebration of the beginning of the Natron cut-off construction worthy of the occasion, everyone must put a shoulder to the wheel and lift to the limit.

The exact date for the celebration is not set, but it is tentatively fixed for the middle of October, something like five weeks off.

Five weeks is not much time in which to arrange the details for the entertainment of a crowd of the size that is going to be attracted by a celebration of the right kind.

But, on the other hand, if everyone will take their coats off and work for a common successful end, it is time enough. There will be no long drawn out waiting, no chance for the workers to go stale. Just time enough to arrange all the essentials and put the project through with a snap and a bang.

It goes without saying that it is going to take money—how much money is a matter that the finance or budget committee, which is still to be appointed, will have to work out.

But suppose it takes ten thousand dollars, which seems a likely figure. Much can be done with that amount of money, but there is much to be done, and if the community cannot tackle the proposition on the broad scale that its importance deserves it had better not be tackled at all. No chances should be taken on its "flivvering."

Suppose then it takes ten thousand dollars. There are certainly one thousand persons in Klamath county, who are vitally interested in having the celebration succeed. That means a contribution of ten dollars each.

This is a community affair—the biggest opportunity for outside advertising of the resources of Klamath that we have had in years; and The Herald does not believe that the carrying out of the plans, or the financing of the project, should be left to any one group.

Merchants or citizens of Klamath Falls are no more interested in the success of the enterprise, than merchants or citizens of Chiloquin, Bonanza, Malin or Merrill, or the farmers of the Sprague River valley, the Wood River valley, Langell valley, Klamath valley, Tule Lake or any other section of the county.

The attraction to Klamath of several thousand visitors from other parts of Oregon, from California and elsewhere is bound to be worth money to Klamath county. They will see things here that will start them talking and writing and thinking about Klamath. This will loose a vast volume of publicity, the value of which it would be impossible to calculate.

Some will see opportunities for immediate investment here, others will become immediate settlers.

There is no spot in the west that has more reason for advertising its resources, nor more resources to advertise, than Klamath county. The celebration should be put over on a scale commensurate with its importance, as the first step in a needed publicity campaign.

Klamath has had a great deal of publicity in the past year or two; and no one knows how widespread the results have been. Every once in a while there is an instance that furnishes basis for calculation, however.

Here is one. A member of the Medford Mail Tribune staff is traveling through the east. He is sending back reports of his impressions and accounts of matters of local interest. Here's a paragraph from his letter from Chicago:

Klamath Falls is to get a new resident. Your correspondent ran into a young cattleman from Gillette, Wyoming yesterday who has sold out and intends to settle in Klamath or Lake county, Oregon. He said he was attracted to southern Oregon by the report of mild winters, plenty of water and trees. There never was a time when advertising of southern Oregon could be used to better advantage in the east and middle west. This young man was from Wyoming, but there are undoubtedly thousands of young men in this part of the country who are looking for a western location, and only need an opportunity to sell here and go "out there." Of

WHAT LITTLE BOY CAN NAME THE SEASON JUST CLOSED?



course California is a magic magnet, but there is no earthly reason why Oregon and particularly southern Oregon could not get her share and a big one, if the facts about the state simply be broadcasted.

Get the idea? With no effort and no expenditure on the part of the majority of Klamath's people, the fame of Klamath has been spread throughout the country. The young and active residents of more thickly populated sections, where chances for advancement are scarcer, are learning that there is a land of opportunity in the west. They are coming here. They are coming gradually now, but by putting the proper energy into a publicity campaign they can be attracted faster.

The railroad celebration is a good start for a campaign of publicity. Let everyone get back of it and boost to the limit, for everyone will benefit from it.

MEDIATORS



Governor Gifford Pinchot of Pennsylvania (left) mediator in the anthracite coal dispute, and John Hays Hammond, chairman of the coal commission, snapped as they called at the white house.

ICE SHEET MESSED UP THE INLAND EMPIRE BUT THAT WAS ABOUT 100,000 YEARS AGO

SPOKANE, Wash., Sept. 6.—Ending a month's investigation "trying to straighten out how this part of the world was made," Dr. J. H. Bretz, professor of geology at the University of Chicago, with three advanced students of geology, left here last week impressed with the mischief wrought by the "Spokane ice sheet" which messed up the Inland Empire landscape about 100,000 years ago.

Dr. Bretz said that the most striking feature of this study was in connection with the origin of 2000 square miles of scrub lands, which dot the seven counties in the Columbia plateau area. The present wheat lands of the famous Big Bend and Palouse sections are just a remnant, because the seven counties had 2000 square miles of wheat lands, which are now scrub, but there was nobody around to raise wheat, he said.

Something like fifteen million years ago came a series of lava flows



The Office Cat

Laundrymen say the soft collar must go. Well, they all go now—and the hard ones, too, snaps E. T. Boardman.

The honeymoon is what ends when he learns she can cuss, thinks Jack Krenshaw.

There is one thing a lot of people will have to learn and that is to run an automobile safe and sane.

Prominent financial editor says the thing for everybody to do is to go to work and, he should add, they should work after they get there.

"Are you on a diet?" asked one traveling man of another, who was eating nothing but crackers and milk.

"No, on commission," was the reply.

Take care that the face which looks out from your mirror in the morning is a pleasant face. You may not see it again all day, but others will.

The Right Road

They had lost their way in their new and expensive car.

"There's a sign dear. Are we on the right road?"

With his flashlight he read, "To the Poorhouse."

"Yes," he answered, "We're on the right road and didn't know it."

Bulgaria demands a stable government but what's the use, when horses have all been replaced by automobiles?

Is This Diplomatic?

The flapper raved and tore her hair.

"It now has come," quoth she, "We can do all that men can do."

At last our sex is free.

The meek and modest little guy

Now arose and said,

"I'd love to see you do this."

And stood upon his head.

To catch fish you have to change the bait often, human suckers will bite the same old bait season after season.

Just about two years ago employees were turning off girl employees who had bobbed their hair.

The girls probably went and found other jobs right away, but a lot of employers haven't been doing so well.

Health hint from R. C. Harris: Don't go home at night and tell the wife that you have been working

The Screen

AT THE LIBERTY

"Lahoma," the feature at the Liberty theatre today, is a colorful, vivid, adventurous drama of the early days in Oklahoma, the last state to be admitted to the union. Oklahoma placed its star in the American flag on November 16, 1907, and as short a time as 1889 it was thrown open to homeseekers. That was a wonderful day. Thousands of prospective settlers collected along the border of the new land, and at 12 o'clock, at a given signal, the race began for land claims.

John Brockenridge Ellis, in writing "Lahoma," chooses these early history-making days for his locale. It is a story of "boomers," homeseekers, Indians, outlaws and cowboys. It is crammed to the brim with daring adventure and dangerous deeds, a pretty little romance weaving the whole together.



Bandit talked politics as he robbed a train in Oklahoma. Probably a reformed politician.

A shoplifter entered a St. Louis store and got a nice fur coat and four months.

Cuba can pay her war loan. A few bootleggers could pay ours.

New Jersey couple know what one wedding gift was, anyway. It was a live elephant.

Big boarding house burned in Washington, which is that many less bed bugs in the world.

Two men, ages 63 and 65, fell out of a Brooklyn tree, so perhaps an old maid was after them.

Times change rapidly. Somebody horsewhipped a Ludington (Mich.) man who was not an editor.

Captured a barrel of real hard cider at Montgomery, Ala. Carried away a barrel of fun.

Fruit juices are so contrary. They had rather ferment than feli.

Portland, Ore., reports improvement. Judge sentenced two sheiks to get their hair cut.

Pigeon flew from Grand Canyon to New York. Will find New Yorkers yawn greater than Grand Canyon.

Bootleg booze costs \$20 a quart in Savannah, Ga., the crooks.

Makers say less cigars are being smoked. Wait until election.

Two Kansas City girls are suing their father for \$31,800. He is getting off light.

The amateur who practices daily on a cornet in a thickly populated neighborhood has ample nerve for any undertaking.

Kodak finishing at Stinson's 31f

AT THE PINE TREE

Thrilling rescues at sea, terrific storms, said to equal in realism nature in her angriest mood, an unusually appealing love theme—these are the principal features of "Homeward Bound," a new Paramount picture starring Thomas Meighan, which will be on view at the Pine Tree theatre for 2 days beginning tonight. Lila Lee, who played opposite Meighan in "The Ne'er-Do-Well," is his leading woman in this new screen offering.

Meighan is a seaman in this delightfully crisp story, while Miss Lee is the daughter of a ship owner who unaccountably detests the sailor in his employ. He is unaware that Jim Bedford, the sailor in question, loves his daughter, and that she returns his love. She goes to sea in a palatial yacht, the command of which had been wrangled by Bedford from Svenson, a cowardly skipper. This sets in motion a series of thrilling events which goes far to make this perhaps the best sea picture screened in many months. Of course, the finish, although surprising, is pleasing to the spectator.

PINE TREE

Tonight and Friday



THOMAS MEIGHAN
in a PETER B. KYNE story
"Homeward Bound"

Better be at the pier when the "Nancy B" sets sail for the Port of Adventure. With Tommy as the skipper who fights sea storms and love storms—and wins in both, Lila Lee and great cast.

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

A vivid play of pioneer days

"LAHOMA"

A story of the early days of Oklahoma

FRIDAY SPECIAL

"THE BUSTER"

A thrilling melodrama starring JUSTIN FARNUM

The last chapter of

"SPEED"

will also be shown.

like a dog, especially on the day that she spent several hours trying to get all this dirt out of the golf shirt you finally brought in from the club after two or three months' steady wear.

If you are a tramp in this republic, the policeman tells you to move on; if you're a millionaire, he doesn't even tell you to slow down.

Detroit washwoman who inherited \$100,000 says she will stick to her tubs. Now that she is able she might buy one of those electric kind of washers.

The wise motor buyer has the right idea about this Ku Klux Klan business. You've got to look under the hood.

BUSINESS STUMPS IN JAPAN

AS STRIKES HALT INDUSTRY

TOKIO, Sept. 6.—Each month since January has shown an increasing business depression in Japan, although early in the year it seemed business was improving. As a result there has been a marked increase in unemployment and labor troubles.

During June approximately 25,000 men were involved in strikes. These strikes were due in a large measure to the discharge of workmen by the larger factories, the men retained striking as a protest against the discharge allowances given their fellow workmen whose services had been dispensed with.

Many a man fails to make good because he loves his ease too much.