

The 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.
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. 13, 1923.
BUILDING NEWSPAPERS

(From the Ashland Tidings)
NEWSPAPERS, whether in the small town or in the city of many thousand people, are strictly business institutions and constructed on the same business principles as are other lines in the business world. The newspaper that is not soon meets with failure, both in influence and in a financial way. The men conducting newspapers have the same desire and are inspired with the same purpose that imbue men in other lines to progress financially and become independent financially. Many people seem inclined not to grant this condition and are disposed to look upon the business of publishing newspapers as either an object of charity or else they desire to become objects of charity at the hands of the newspaper. The first are obsessed with the opinion that whenever they spend a dollar with the newspaper they are doing it to help the paper. The other class realize that the paper is able to render them valuable service, but they desire to obtain that service at almost nothing. Both are wrong. In the first place the newspaper has a valuable commodity for disposal in its advertising. In the second place it requires no small sum to get out a single issue of a newspaper. The men employed in the various departments of a newspaper are among the best paid craftsmen in the country. There enters into it the original investment, overhead expenses, paper, ink, and many other items of expense. It requires only brief consideration to realize that even the small country daily must meet an annual payroll of \$20,000 in addition to other thousands for expense.
No newspaper can be better than its field. It can set a pace faster than that of its field but within a few months or a year the management suddenly realizes that to continue means bankruptcy.
Whenever the people and business men of a community realize that men are not conducting papers for philanthropic purposes and that no newspaper can attain a class higher than its field justifies, then will the quality of American newspapers greatly improve, and not before.

KLAN REAPS THE WHIRLWIND

HOWEVER vigorously the leaders of the klan may deny it, it is well known that the Ku Klux organization is attractive to its membership as a weapon of prejudice, a threat, occasionally an instrument of lawless and anonymous violence. Whether the participants admit it or not a Ku Klux parade in any community is notice to the inhabitants that the constituted authorities are challenged by an underground society held together by a racial and religious antagonism. The aims of the klan have been made plain. It stands for a brand of Americanism which is pure intolerance—intolerance that sinks from time to time into lynch law.—New York World.
Every boy in Klamath Falls has a possible chance to become president, but if a lot of them don't fooling they will have to give up their chances for the job.
In view of the great and increasing number of automobile accidents, it would seem as if the time would soon come when the pedestrian would have to remain indoors.
Country life said to be desirable because it enables people to read and think, but a lot of folks never had any practice in those lines.
Some people in Klamath Falls are indignant if their summer vacation trips are mentioned in the newspaper, and they feel slighted if they are overlooked.
Don't envy other people. If you had half their wealth you might be just as bad.



SAN FRANCISCO WILL WARMLY WELCOME LEGION

INDIANAPOLIS, Ind., Sept. 13.—San Francisco is preparing to give the American Legion a genuine western welcome when thousands of legionnaires gather at the Golden Gate October 15 to 19 for the fifth annual convention, according to information reaching National Commander Alvin Owsley here.
With a big squadron of the American battle fleet promised by Assistant Secretary of the Navy Theodore Roosevelt, himself one of the soldiers of the A. E. F., who officially organized the legion at the Quay d'Orsay, in Paris, in the spring of 1919, and with convention arrangements in charge of General Hunter Liggett, U. S. A., retired, who during the Meuse-Argonne offensive commanded the greatest American army that ever took the field, Commander Owsley is confident the 1923 convention will be a tremendous triumph.
More than 150,000 visitors are expected to be present, word from General Liggett indicated. Through arrangements with hotel men of San Francisco the convention committee finds it will be able to house all delegates and guests in hotels and that it will not be necessary to send convention visitors to private homes, as has been the custom at previous legion gatherings.
General Liggett, who, after retirement from the army, won the hearts of San Francisco legionnaires by donning overalls and taking up hammer and saw to help remodel a veterans clubroom, is assisted in preparing for the convention by some of the most successful business and professional men of San Francisco. National Legion headquarters, said the committee, with wide previous experience in handling big conventions, notably the Mystic Shrine gathering of 1922, is assured of success in its undertaking.
Elaborate arrangements are being made from the Atlantic to the Pacific and from the Gulf to the Great Lakes by legion posts looking to large representation at the gathering, according to word reaching national headquarters.
Savings clubs have been organized in many posts by which members are accumulating the necessary funds for the long journey to the Pacific coast.
Commander Owsley announced that a railroad rate of one fare for the round trip from all points in the United States is to be available to members of the legion, of the American Legion auxiliary, composed of mothers, wives, sisters and daughters of legionnaires, and to widows of legion members.
The special rate is the opinion of national officials, will increase the convention attendance considerably.
Another factor to contribute to higher attendance is the number of entertainments arranged for con-

vention tourists as they pass through various cities enroute.
Special receptions will be held in Denver, Minneapolis, St. Paul, El Paso, Portland, Los Angeles and several other cities. Visitors will be conducted to points of interest.
Although the entertainment program has not yet been completed a number of features have been announced. Among the most interesting events will be a naval show in the harbor, in which ships from all parts of the world will participate.

I AM AN AMERICAN
By F. E. Schortmeier
I am an American.
I am protected in my rights and encouraged in my possibilities.
I live under the first stable government known to man, which neither the passions of the many nor the whims of the few may destroy.
I may worship God as my conscience impels.
I may say or write whatever I think, so long as I do not plot to overthrow by force the very power which gives me this last opportunity.
I am protected against bodily harm.
I am secure in my worldly goods and no power can take them from me without fair compensation and the due process of just laws.
If I am accused of wrong doing, twelve of my peers, reasonable and without interest, will judge of my guilt or innocence. I pay the penalty only for my own acts and not for those of my blood. I am held blameless until I am proved responsible.
If I make a just contract, no power can oversteer it.
I may secure an education free, merely for the seeking and my self improvement depends entirely upon my own diligence. The treasures of the ages await me at free libraries, if I will but seek them.
I can live with my loved ones, in peace if I choose, and in sufficiency, if I will.
I have the unrestricted opportunity to work. I shall merit as I am worthy. My achievements are limited only by my own personal limitations, and except for myself, I am unlimited.
Opportunity awaits for me with the rising sun, anew, each morn. What I shall do with the day is for me, alone, to say.
Wherever I may go on the face of the globe, I am safely guarded by the folds of the American flag.
For all of this—I pay nothing, except a mere tax pittance. All this is free to me, an American.
Good and true men and women before I came had prepared the way for me through hardship and sacrifice and death.
Even if I would, I can not pay. "My cup runneth over." I can only safeguard, conserve, foster and honor that which was given to me.
I am free to think and to do. I am an American!
There are twice as many motor cars and trucks in Hawaii than there are in all China.



The Office Cat

Careless habits have killed more men than lack of ability.
These Hot Summer Days
"I wish I were a quart of Milk; I long for nothing greater than standing quiet all day long, on the refrigerator."
The "p" in psychology always reminds us of a hen-pecked husband. It is so silent.
J. J. McLaughlin says "The man worthwhile is one screaming out a different tune at the same time."
The certainty of death is no more certain than the uncertainty of life.
The neighbor's daughter isn't like a mosquito. A mosquito never never sings and tortures you at the same time.
Time is not money for the man who regards a week as merely the period between pay envelopes.
Don't get mad at the groceryman, gargles C. H. Barnstable. He has only dun unto you as others dun unto him.
Surveying Mary
Mary, Mary, slightly airy, How do the fashions go? Short bobbed hair, shoulders bare. And vertebrae all in a row.
The wife of a Klamath Falls motorist recently returned from a long trip remarked to her neighbor that when a man says a certain town is a good one he means it has good streets.
25 Years Ago Today
We heard, "No! he doesn't drink. He uses a funnel."
The hand that drives the binder is the hand that feeds the world.
He Knew
"What this country needs," said the young Klamath Falls lawyer who had been having a bad day with witnesses, "is a machine that will tell whether or not a man is lying."
"There is one," said the old lawyer.
"Have you seen one?" asked the younger lawyer curiously.
"Seen one?" replied the old lawyer, "I married one."
Success is usually due to holding on, and failure to letting go.
The woman is seldom the silent partner.

The Screen
AT THE LIBERTY
With divorcees increasing three and one-half times as much as the population of the country, no topic can be of greater interest to a greater number of people than that which is imbedded in the most important photoplay to reach the screen in years, "Divorce."
This play, which mirrors the most startling condition of affairs ever to confront modern society, is to be flung upon the screen of the Liberty theatre today, and it is promised that it packs a real punch as well as pointing a real moral.
Jane Novak is seen in the principal role, with John Bowers as leading man.
Kodak finishing at Stinson's. 31f

AT THE PINE TREE
Fannie Hurst, author of "Humoresque," showing at the Pine Tree theatre tonight, learned much of the intensely human side from acting as "soph sister" on a newspaper. Just out of college Miss Hurst secured a job on the paper at a time when women reporters were practically unknown. She made good from the start.
"Humoresque" ran serially in a popular magazine and was later published as a novel. The spirit of the book was transferred to the screen with remarkable fidelity under the direction of Frank Borzage. The work of Alma Rubens, Vera Gordon and Gaston Glass, and Dore Davidson in the chief roles is said to be particularly pleasing.

PINE TREE
Tonight
Humoresque
A Fanny Hurst story featuring ALMA RUBENS.
The greatest mother picture ever made a screen Masterpiece.
Do you remember E. O. Beardsley and W. F. Piper who used to run the foundry on Sixth street? These local boys invented a moulding machine that is meeting with great success.
SEE THE PICTURE OF IT TONIGHT
Tomorrow—KINDRED OF THE DUST

AT THE LIBERTY
Playing Today Only
LOVE—MARRIAGE—DIVORCE
The three greatest things in life, flung upon the screen in an upheaval of stirring drama that will away the emotions of every human being who sees it. Such is the great picture.
"DIVORCE"
Starring beautiful JANE NOVAK
This is considered Miss Novak's greatest screen triumph.
Friday Only
SHIRLEY MASON in
"PAWN TICKET 210"
Saturday Only
VIOLA DANA in
"THEY LIKE 'EM ROUGH"

A Merrill company opens a circular letter with this momentous question: "If Henry Ford is elected president, will he be a flivver or a Lincoln?"
All men are born free and equal but some of them get married.
Q. Where is the capital of Montana?
Ans. Dempsey has it.
Zero In Fixtures
"Those bathroom fixtures I got from you last week are the absolute limit."
"What's wrong?"
"Well, for instance, there's the hand basin. It won't hold water with the plug in and won't drain with it out."
A neighbor is a person friend wife borrows coffee from and forgets to pay it back.
President Coolidge is the only poor man we've heard of who has never owned an automobile.
Dollars are supposed to be well made. But they won't last. You must keep making new ones.
What some merchants give you for a dollar indicates they think the dollar is silver-plated.
A dime looks like a dollar to a small boy. And a dollar looks like a dime to a bootlegger.
Some people are so generous they throw pennies around as if they were five-dollar bills.
About 23 is the proper age for a girl to marry. If she lets him reach 24 he becomes unruly.
Reading a man's palm to determine his future isn't as sure a way as asking his neighbors.
Pottery making is the oldest art, unless you count making a living.
If you have the right kind of political bunk you may be able to swap it for an easy berth.
In spite of the fight by many dancing masters against jumpy dances the jig is not up.
Seals are being skinned for this winter, seals and people.
A serious shortage of people with nothing to say is reported.
Peace of mind is often destroyed by a piece of mind.
These air mail pilots make good time because they have fine roads.
Poor brakes cause auto crashes. Bad brakes cause business crashes.
Many a father who wanted to be president has a son that he wants to become a bricklayer.
The average husband has more sense than his wife thinks and not as much as he thinks.
NOTICE TO SUBSCRIBERS
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