

PRESS HISTORY DATA REVIEWED

Development of American Journalism Is Topic at Convention

LONDON, July 17.—Reviewing the development of the American newspaper before the convention of the Associated Advertising Clubs of the World today, Louis Wiley, business manager of the New York Times, emphasized the importance of the part the Associated Press has played in that development.

"One agency in the United States which has contributed in large measure to the development of our strong newspaper press," he said, "and whose value in every way can scarcely be estimated, is the Associated Press, the great mutual news gathering and distributing organization. Its reports of daily happenings are impartial and cannot be influenced. The Associated Press takes issue with no side in any controversy—its purpose is merely to present the news."

After telling briefly of the diversity of its membership Mr. Wiley added: "The Associated Press is a part of the development of American newspapers. Its efficiency is wonderful."

Debt Owed England.

America, said Mr. Wiley, owes to England a great debt of the beginnings of journalism. "We believe, however," he continued, "that we have not been entirely remiss in our contribution to both the business and profession of newspaper making. For some time there has been a reciprocity of ideas between newspaper publishers on both sides of the Atlantic. We are both borrowers and lenders of ideas, testifying to the international cordiality existing between newspapers on all sides."

Mr. Wiley traced the development of American newspapers from the period prior to the American Revolution.

When weekly gazettes were considered sufficient to carry the scattered and badly reported news, down to the present time, when, he said, there are in the United States 2,028 daily newspapers, including 428 morning and 1,610 evening editions. The American newspapers, he declared, now sell an average of 21,450,000 copies a day, which means one copy of a newspaper for every home in the United States.

News Exchange Cited.

Relative to the exchange of news between American and English newspapers, Mr. Wiley said: "Our newspapers publish quotations from your press to a greater extent than you do from our columns. A cabled report of British editorial opinion on important events is a regular part of The Associated Press news service."

Touching upon world affairs and the relation of newspapers to them Mr. Wiley said: "We all recognize that the world stands faced today with international, political, social and economic problems of a graver nature than it has ever faced before. The conduct of every nation, of every group in every nation, is being examined in the light of its bearing upon the settlement of our world problems. I make an earnest plea at this time that newspapers of all lands understand clearly their obligation toward the promotion of international good will and friendship; that they exercise sober judgment in the publication only of news that stands the test of truth; that they temper discussion of international affairs with wise judgment and forbearance."

Indicating how advertising had fostered the growth of Canada, E. W. Beatty, head of the Canadian Pacific Railway company, told the convention that since 1881 his god had spent \$27,000,000 on colonization in contrast to \$35,000,000 expended by the Canadian government.

These figures, he explained, included more than what might strictly be termed advertising, the colonization efforts having been directed at rather different types of settlers. The Canadian Pacific was particularly interested in getting settlers for the lands it had to sell, he said, while the Canadian government directed its efforts more to securing settlers for its free homesteads of 160 acres each.

Leah Baird Featured Is White Pelican Film

"The Destroying Angel," Booked For Run of Two Days Here

Admirers of Leah Baird, may see her in her latest success, "The Destroying Angel" which comes to the White Pelican theater Friday and Saturday.

All the excitement and thrills and laughter any motion picture lover could desire are to be found in "The Destroying Angel."

Miss Baird has always yearned for a role in which she was not asked to smoke cigarettes or steal some other woman's husband and she has found it in this clever adaptation of Louis Joseph Vance's exciting novel. She is gorgeous in her dance costume of gold and feathers and a pleasing armful in her Deauville bathing costume when being carried off by the kidnapers.

Tom Mix in Thrill Picture at the Liberty

Every Tom Mix picture provides at least one new and distinct thrill for the entertainment and amusement of movie fans. The resourceful and ever original "stunt-artist" of

the screen never fails his admirers who can always expect a breezy thrilling screen film narrative. Without any exceptions the stunts performed by Tom Mix in his latest feature, "3 Jumps Ahead," which is now at the Liberty Theatre, are the most daring ever attempted before the camera.

In his latest story of the Western plains, Mix mounted, leaps a canyon twenty feet wide and ninety feet deep, undoubtedly the longest and most daring leap ever performed by a screen star.

YALE CREW VICTOR IN OLYMPIC RACES

ARGENTEUIL, France, July 17.—The Yale varsity eight won the Olympic eight-oared race today. The United States won the double sculls race. Great Britain won the single sculls. Switzerland won the four-oared with coxswain.

TALES OF APE MEN ARE INVESTIGATED

KELSO, Wash., July 17.—Two United States forest rangers, J. H. Huffman and William Welch, after a personal investigation at the scene of the reported activities of "Ape Men" on Mount St. Helens reported they found nothing whatever to substitute the prospectors' tale.

"The Empty Cradle" or "Cheating Wives" Coming

With Mary Alden and Harry T. Morey at the Liberty Tomorrow

"The Empty Cradle," starring the emotional actress, Mary Alden, and Harry T. Morey, will play the Liberty Theatre tomorrow.

This picture is described as a powerful domestic drama dealing with men and women.

This photoplay was made by Burton King, as an answer to the many people who are asking that the movies are both imaginative and artistic. "The Empty Cradle" is a faithful dramatic study of true human thought and action.

MOVES TO ABOLISH STATE BOARD MADE

SALEM, July 17.—W. E. Richardson, Portland attorney, filed mandamus proceedings against Secretary of State Koser to force him to place on the ballot an initiative bill providing for abolition of the public service commission. The secretary recently rejected the measure because it lacked about 2000 signatures of the necessary number certified by the county clerks.

if
you've never made the
Folger Coffee Test
how do you know
you wouldn't prefer
Folger's

Sensational Sale of Toys

THREE DAYS ONLY

Thursday, Friday and Saturday

Toys of every description. Every dollars worth sacrificed. Make the kiddies happy for a small investment. Purchase now for Santa and save money as never before. It is impossible to describe each article, as the stock is too large and varied. Suffice it to say, each and every article bears the same ratio of reduction.

Do Not Miss It!

\$16.50 COLUMBIA BICYCLE 3 Day Price \$8.25	\$14.00 TRICYCLE 3 Day Price \$7.00	\$8.85 KIDDIE SKOOTER 3 Day Price \$4.45	\$6.25 VELOCPEDE 3 Day Price \$3.15	\$18.00 ROCK-A-TWO 3 Day Price \$9.00	\$24.50 DOLL BUGGY (Large Size) 3 Day Price \$12.25
\$9.25 DOLL BUGGY 3 Day Price \$4.65	\$45.00 AUTOMOBILE ROAMER 3 Day Price \$25.00	\$5.25 KIDDIE KART 3 Day Price \$2.80	\$5.00 WAGON 9-inch Body 3 Day Price \$2.50	\$12.50 LIBERTY COASTER 3 Day Price \$6.25	\$12.00 LIBERTY COASTER 3 Day Price \$6.00
\$2.20 WAGON 9-inch Body 3 Day Price \$1.35	\$8.00 TRICYCLE 3 Day Price \$4.00	\$4.00 DOLL SULKY 3 Day Price \$2.00	\$10.25 DOLL BUGGIES 3 Day Price \$5.15	\$5.50 TOOL CHEST AND TOOLS 3 Day Price \$2.75	\$5.50 DOLL TRUNKS 3 Day Price \$2.75
\$8.00 VELOCPEDE 3 Day Price \$4.00	\$10.00 SEE SAW 3 Day Price \$5.00	\$2.25 KIDDIE KAR 3 Day Price \$1.15	\$6.50 KIDDIE KAR 3 Day Price \$3.25	\$3.25 KIDDIE KAR 3 Day Price \$1.65	\$30.00 DRESSED DOLLS 3 Day Price \$15.00
\$12.00 TRAINS AND TRACKS 3 Day Price \$6.00	\$3.00 FELIX CATS 3 Day Price \$1.50	PERKIN'S FURNITURE HOUSE 127 So. Sixth Street Klamath Falls, Oregon		\$3.50 GARAGE 3 Day Price \$1.75	\$5.50 MONKEYS 3 Day Price \$2.75

YOSEMITE ECONOMY RUN RECORDS prove ZEROLENE increases gasoline mileage

For years this Company has claimed that Zerolene, because it lubricates better, enables the average car to go about five per cent farther on a gallon of gasoline than when other oils are used.

A few weeks ago this claim received the most remarkable confirmation in the results of the annual Los Angeles-Camp Curry (Yosemite) Economy Run. Six out of the seven trophies offered, including the sweepstakes, were won by Zerolene-lubricated cars. The sweepstakes winner, an Overland Model 92, driven by Joe Bozzani, traveling the 400 miles of desert and mountain roads, averaged 29.36 miles to the gallon of Red Crown gasoline—an achievement which the 1924 contest rules made all the more remarkable as they forbade coasting or stopping the engine.

Right here, in the official records of this economy run classic, is your answer to the oil question. Why pay tribute to the superstition that eastern oil, merely because it costs more and is made in the East, is in some mysterious way "better?" Experienced drivers, out to make records, don't share that superstition—why should you?

STANDARD OIL COMPANY
(California)

Insist on

even if it does cost less