

The Evening Herald

T. H. MALARKEY Editor
W. H. PERKINS Advertising Manager
F. B. ENGLISH Business Manager

Entered as second class matter at the postoffice at Klamath Falls, Oregon, on August 20, 1906, under act of Congress March 3, 1879.

Delivered by Carrier	By Mail
One Year \$4.50	One Month .65
Six Months 3.50	Three Months 1.75
Three Months 1.25	Six Months 2.75
One Month .65	One Year 5.00

Associated Press Leased Wire
Member of Audit Bureau of Circulation

Member of the Associated Press
The Associated Press is exclusively entitled to the use of republication of all news dispatches credited to it or not otherwise credited in this paper and also the local news published therein. All rights of republication of special dispatches herein are also reserved.

Wednesday, July 20, 1927.

Service of the Press

By those who care to study the history of the American press the approach to conscious public service is seen to be a steady march. Indulging the popular penchant for card-indexing phases, it may be said that the history of newspaper-making is divided roughly into three distinct, if overlapping, periods. In the formation years of the nation, the newspaper was a party organ, established and conducted to promote a party's interests. In the middle decades of the last century it was dominantly a personal organ, reflecting the opinions and purposes of brilliant editor-owners. In the twentieth century it is becoming more and more a public organ, devoted to the broadest interests of its immediate community and of the nation.

This developing public spirit on the part of the press is not a matter of accident. Undoubtedly it reflects the spiritual, mental and social growth of the people. But to even greater degree it is the complement of those mighty advances in machinery, in communication and in transportation that have revolutionized life on this continent. Whereas a newspaper of a century ago numbered its readers in hundreds, it now numbers them in thousands. The materialist may explain that to attract and hold these large circulations the modern newspaper finds it increasingly necessary to discard personal and group aims for the larger interests of the public. But, more correctly, the psychological diagnostician will assert that the increased responsibility that comes with larger and ever larger circulation, the increased power to help or harm, sobers the judgment as it broadens the vision of the men who make the newspapers of today.

Of course, it is clear enough that not all newspapers have caught the spirit of the times. In the insistent and sometimes justified criticisms of a discriminating public, as well as in the pernicious, indiscriminating attacks of demagogues, lies prima facie evidence that here and there the old motives still remain. But that the newspaper work is keeping pace with modern thought in the business world generally, is clear to all who give even casual study to current trends. Convincing of the new spirit and the new vision are those towering monuments of newspaper success, founded upon secure foundations of public service, amid the very ruins of the yellow journalism of recent decades, that dot the map of newspaperdom from coast to coast as signal towers of hope and confidence for public opinion.

Much has been written in recent years upon the feasibility of exercising greater public supervision over the press, by regulatory or suppressive legislation. But such projects are contradictory of the American spirit and fantastic. The ultimate influence of check and control that must regulate the press is the power of public opinion, of which the press itself is the threshing floor.

The Old Swimmin' Hole

For the man who was born in the country but who migrated to the city there are recollections which are undying always associated with the springtime.

Strongest of these for many is that of the old swimmin' hole. No matter how long since its delights have been experienced, its appeal is insistent. The desire to revisit boyhood haunts makes him a member of that band of boys—some of them six and others 60 and a bit, but all members of the same lodge whose dues are payable in ineffable recollections of the deep hole under the edge of a bank shaded by willow, sycamore or maple trees.

The love of the old swimmin' hole will always endure in the heart of the American boy, young or old, and hundreds of them will turn their faces toward the old places and yearn for the companions of their youth, and deep down in their hearts will be the memories of the mother who more than once convicted them of playing hooky by running her fingers through their damp hair.

Young men were once considered angels. Now they are mostly angles.

The Big Fight

Tomorrow evening at about 6 o'clock the Herald will begin to get telegraphic reports on the big Dempsey-Sharkey fight, and from the corner of Fifth and Main the fight will be megaphoned blow by blow until one of the big boys wins—provided they do not fight a draw.

All the nation is wild over this pugilistic match and Klamath Falls is no exception, so we anticipate a large crowd at our party. Otto Ellis, Associated Press operator, will have the Associated Press wires strung to his instruments which will be located on the sidewalk and people here will know in an instant just what is going on at the ringside. It is bringing all Klamath Falls to the ringside of the big fight.

And when we have done all this the thought comes skipping along as to why people are so terribly anxious about a prize fight. It is a contest of strength rather than science these days, for no one ever accused Dempsey of being a scientific fighter. His punch is the punch of the big bull when enraged, yet everyone wants to know how he does it and if he can come back.

We choose to believe the come-back feature of the fight tomorrow evening is the great interest center. Everyone is asking, "Can Dempsey come back?"

The answer is left until tomorrow evening. History and precedent are against the big boy for Sharkey is young and youth is a powerful factor in prize fighting. Luck might be with Dempsey and should he get in one of his terrific blows on the Boston lad the old pug would come back in this fight, but he will never hold the title any length of time.

It is so written that youth is with us but once. Youth, that greatest of all blessings and less appreciated than any other thing. Dempsey's youthful days are over. He is now growing woody.

But tomorrow night will tell the story as between he and Sharkey, so come down to our pug party and listen to the megaphone as it belches forth Otto Ellis's Associated Press reports on the fight.

Klamath--A Mountain Resort

We hear our home people talking about going away for the summer and it makes one smile. Right here at home we have a mountain summer resort that is unsurpassable.

Go down to Sacramento for a few days and then trek back to your own home town, your own dwelling, and you will forever appreciate this delightful summer climate.

Take the evenings in Klamath Falls. No resort in all the country has such evenings. Perfectly grand. The air is just light enough and cool enough to bring satisfaction.

But, if you still must leave home for a while—and that is about what summer resorting out of Klamath Falls means—go up to Rocky Point, Lake of the Woods or Eagle Ridge. There you get everything that people travel across the continent to find.

And it is all right at home and nearby.
Count your blessings.

Tacoma Jap Killed As He Lies In Bed

TACOMA, Wash., July 20, (A. P.)—City and county officials had another Japanese murder mystery on their hands today. Tokia Ori,

36, alleged gunman who has been in the county jail most of the time since November in connection with two other murders, was shot twice through the heart last night as he lay sleeping in his room adjoining a restaurant. Four other Japanese are being held.

STAGE

Information to all points. Call at
New Stage Depot
8th and Klamath Ave.
Phone 326

Dodge Truck

Screen sides with curtain.
\$275

Buick Garage
1330 Main Phone 42

Jewett Touring

Perfect condition.
\$450

Buick Garage
1330 Main Phone 42

Has your car Gabriel Snubbers?

The Whippet has.
Buy a Whippet

Overland-Knight Sales Co.

4th & Klamath Phone 809

Reed & Reynolds

Real Estate Fire Insurance

We specialize in irrigated farms and stock ranches.

1036 Main St.
Klamath Falls, Ore.

Road Oil Cleaning

Our System is Something New and Better than the Old Hand System

Cars Washed	Polished
Motors Cleaned	Expert Greasing
Vacuum Cleaned	Free Crank Case Service
	Gas and Oil.

We call for and deliver—Phone 606
NEW SYSTEM AUTO LAUNDRY
Esplanade near East Main

MUSEUM HAS FACE PAINT USED 5,000 YEARS AGO

LONDON, (AP)—Face paint used by some Egyptian flapper 5,000 years ago is among exhibits at the British Museum. It was discovered at Ur of the Chaldees by the joint expedition of the British Museum and the University of Pennsylvania. The paint is contained in dainty little shells.

There are also fragments of tablet combs and silver articles which figured on some beauty's dressing table in those days. A series of clay tablets, bearing school exercises, religious and grammatical texts, multiplication tables, and directions for finding square and cube roots are also on view. A diagram illustrates the methods used for measuring the area of an irregular plot of ground.

Never tell a man that his boy looks like his mother if he owes you money.

APPEARANCE

Park a Whippet along side any other low priced car and look them carefully over. The Whippet will bark for itself.

Overland-Knight Sales Co.

4th & Klamath Phone 809

Western Auto Supply Co.

World's Largest Retail Accessory Concern

A Week of Camp Goods BARGAINS

Selected from the most complete line of Camping Equipment in the West.

Now you can camp right... at these bargain prices, every motorist should economically complete his outfit with camping equipment that makes each joy-filled trip one long to be remembered.

Just glance at the prices below... huge reductions on everything you need for your complete comfort, safety, convenience and pleasure... Every article offered is from our regular stock and fully guaranteed too!

Wait no longer... plan that trip and come to "Western Auto" at once to save on what you need... If you desire advice on either trip or outfit, our manager is at your service. There's a store near you.



Save on this handy Auto Tent

The easiest tent to erect... Full 7x7 size, 6'6" at top, 3 ft. rear wall and large convenient door. Fine 10 oz. khaki duck, 36" base. With 2 joined poles, ropes and stakes. Ideal for fishermen, hunters, week-end picnics and beach parties. Only \$8.85



Palmetto Tent \$18.95



Poncho Mattress \$7.95



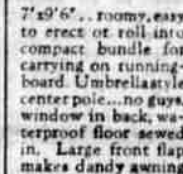
All Steel Bed \$6.98



Aluminum Outfit \$5.00



Olive Drab Cot \$2.98



Prentiss-Waber Camp Stove \$3.90



Cotton Mattress \$2.97



Folding Light-weight Table \$3.83



Folding Camp Stool \$5.95



Folding Carry-All Outfit \$9.75



Food Jug \$1.62



Handy Stove Legs \$1.59



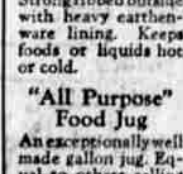
Swingspout Emergency Canteen \$1.23



Folding Carry-All Outfit \$9.75



Folding Carry-All Outfit \$9.75



"All Purpose" Food Jug \$1.55



Water Bags \$1.95



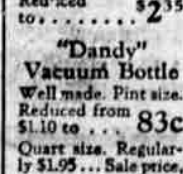
Handy Service 3 in 1 Canteen \$2.80



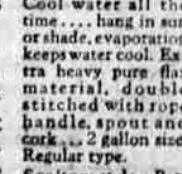
Folding Carry-All Outfit \$9.75



Folding Carry-All Outfit \$9.75



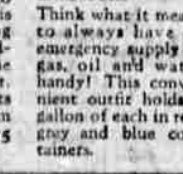
"Dandy" Vacuum Bottle \$1.10



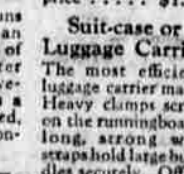
Water Bags \$1.95



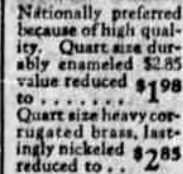
Handy Service 3 in 1 Canteen \$2.80



Folding Carry-All Outfit \$9.75



Folding Carry-All Outfit \$9.75



"Universal" Vacuum Bottle \$1.10



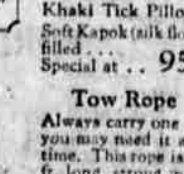
Water Bags \$1.95



Handy Service 3 in 1 Canteen \$2.80



Folding Carry-All Outfit \$9.75



Folding Carry-All Outfit \$9.75

Open Saturdays until 9 P.M.

Get FREE ROAD MAPS at any of our—

More than 150 Stores in the West—

Western Auto Supply Co.

Seventh and Pine Klamath Falls

Chandler Sport Touring

Perfect condition.
\$600

Buick Garage
1330 Main Phone 42

Light Studebaker Six Touring

\$250

Buick Garage
1330 Main Phone 42