

# Editorial and Feature Page of Klamath News

## THE KLAMATH NEWS

Owned and Published by  
**KLAMATH NEWS PUBLISHING COMPANY (Incorporated)**  
 Officers and Directors: Nate Otterbein, president; Byron H. Hurd, vice-president; Ben H. Stevenson, secretary; Walter Stronach, treasurer.  
 (Constituting the owners of the entire outstanding stock issue.)  
 B. H. STEVENSON ..... Managing Editor  
 J. W. McDONALD ..... Editor  
 WALTER WEST ..... Business Manager

Entered at the Postoffice at Klamath Falls, Oregon, as second-class matter.

**PUBLISHED EVERY MORNING EXCEPT MONDAY**  
 Office I. O. O. F. Building, 102-122 S. Fifth St.  
 Telephone 877



Address all communications and make all remittances payable to  
**THE KLAMATH NEWS PUBLISHING COMPANY**

In ordering change of address, subscribers should always give the old as well as the new address

### Subscription Rates—All Subscriptions Payable in Advance

Delivered by Carrier, per month	\$ 50
Delivered by Carrier, six months	2.50
Delivered by Carrier, one year	5.00
Outside Klamath County	5.00

**FULL LEASED WIRE, UNITED NEWS AND UNITED PRESS**  
 (Longest in the World)

**OFFICIAL PAPER OF THE CITY OF KLAMATH FALLS**

*"Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it"—Abraham Lincoln*

### VACATION TIME

Vacation time is at hand. The business man sits at his desk or stands behind his counter and looks out of the window. But he does not see the buildings and the streets. The buildings have become green mountains and the streets have become fast flowing streams where deep pools allure. His mind has turned to thoughts of "vacation land" and work is a minor matter.

True, we live in "vacation land" the year round, where it is only a matter of minutes to those green hills and clear streams. But the next day is always a work day and it is hard to forget the business deal that is hanging fire or the sale that is still unmade. It is good to forget business for a couple of weeks and take the fly rod or the hiking boots and get away from the cares that one has for the rest of the year.

Southern Oregon is a real vacation paradise. With its thousands of acres of forests and mountains, rare opportunity is given for a closer touch with nature. No matter what one desires, whether it be fishing, hunting, camping or a week at the beaches, all are easily reached in a few hours' time.

A man may return home physically tired after his week or two away from an office desk, but his mind will be clearer. He can tackle the problems he left behind him with a new zest and a new energy. It will be surprising how much easier they can be solved after such a rest than during a time when his mind is wandering to the places he saw the year before or has visioned as the ideal "vacation land."

Take a vacation this year. See some of the beauty spots of our own part of Oregon. Visit the Caves, the Redwoods, the Pacific beaches, Crater Lake or the lower Rogue. It will be worth while.

### DID YOU EVER STOP TO THINK

THAT many business men should have a wider vision of modern business; a vision which will lead the way for increased opportunity and increased business?

THAT if you have good business, **ADVERTISE—AND KEEP IT!**

THAT if you want greater business, **ADVERTISE—AND GET IT!**

THAT you can make quicker profits by quick turnover of stock.

THAT if you don't have a quick turnover, your stock will depreciate in value.

THAT you can't "play dead" and get anywhere.

THAT the man who hesitates too much is lost.

THAT hit-and-miss methods in business don't pay.

THAT the public wants good seasonable merchandise at reasonable prices.

THAT if you have the right kind of goods, service and prices, let the people know about it—**ADVERTISE!**

THAT advertising and service sell goods.

THAT advertising brings business.

THAT poor goods and service lose business.

## Scenes in Quake-torn Santa Barbara



Remains of Santa Barbara Earthquake. First picture of State street after Tremblor. Copyright, 1925, by International Newsreel.



Remains of Arlington, famous Santa Barbara Hostelry, known to wealthy tourists throughout the world, after the June 29 earthquake. Copyright, 1925, by International Newsreel.



What was left of the San Marcos Building, the largest business structure in Santa Barbara after the earthquake of June 29, 1925, by International Newsreel.

## THE BEST OF ADVICE

The season of commencement for 1925 has passed, and we have received the last of the long and lengthy reports of the year of Society for this year.

It was Emerson who observed that all men plume themselves with improvement of society, and it improves.

After all, Society is a wave which moves onward, but the wave of which it is composed does not.

"Society never advances," Emerson opined.

"It recedes as fast as one gains on the other."

"Its progress is only apparent like the workers of a treadmill. It undergoes continual change. It is barbarous, it is civilized, it is christianized, it is rich, it is poor; but this change is not an action."

For everything that is given, something is taken. Society is a new arts and loses old ones. Man has airplanes, but he has lost the use of his feet.

Emerson complained because with his fine watches, he lost the skill to tell the hour by the sun's shadow.

"A Greenwich nautical almanac he has, so being sure of the longitude when he wants, the man's street does not know a star in the sky. The solstice he does not serve; and the whole bright year is without a dial in his mind."

His note books impair his memory; his libraries overload his mind; his insurance increases the risk of accidents; and it may be a question whether machinery does not lumber; whether we have lost refinement, some energy, by a quantity entrenched in establishments and forms, some vigor of will, true. For every staid is a staid in Christendom, where is the trial?

In the final analysis, the art inventions of each period are its progress, and do not uplift. The radio has not made man any more able to think, nor have the automobile, the airplane, the motion picture, or the other wonders of our time.

We should think less of progress and more of happiness. And it is not contentment.

### Children's Picture Cross Word



Running Across.  
 Word 1. One who paints.  
 Word 4. Sorrowful.  
 Word 5. Used in writing.  
 Word 7. A mischievous or malignant spirit.  
 Word 8. A garden vegetable.  
 Word 9. Possess.  
 Word 10. Synonym for the verbalized word in this sentence: "The child was BEGGING his mother for cookies."

Running Down.  
 Word 2. A middle western state.  
 Word 3. A country in north Africa.  
 Word 4. To drink in quantities or little by little.  
 Word 6. One's relatives spoken of as a whole.

### YESTERDAY'S PUZZLE ANSWERED

