OFFICIAL PAPER FOR
CITY OF KLAMATH FALLS

# THE KLAMATH DAILY NEWS

KLAMATH FALLS, O
THURSDAY, NOVEMBE

*An Independent Republican Newspaper Conducted in the Interests of All Klamath County; Without Guile, Subsidy or Perfidy*

**"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.**

## Special Invitation

*Bring Canvassers To Klamath*

Merchants of Klamath Falls are fighting an army of direct sales agents. Down in California they are invoking a new law to the same purpose. The salesman must show at the city license bureau a list containing the names of persons upon whom he is to call that day. Names of folk who do not desire to be bothered with canvassers are checked off his list.

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This fight is wrong, all wrong. The merchants should invite all the direct salesmen in the country to Klamath Falls. The more they come the less welcome they will be. The direct selling houses have nothing of genuine value. Their long suit is specialties or novelties, for which there is little real need. Their one method is to put over a five cent article with a five dollar talk. If they sell a $1.00 silk stocking for $1.50 they persuade you into believing it is a $2.00 article, with more talk than it takes to sell a $1,000 automobile.

Invite more of these direct salesmen to town, Mr. Merchant. The housewife is not to be stung all her life. She will soon learn by sad experience where she can get genuine values.

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Admiral Sims, in no uncertain terms has come to the support of Col. William Mitchell in the latter's criticism of the navy. The old admiral, now retired, can say what he likes without danger of being placed under military arrest for speaking his mind. Undoubtedly Mitchell has voiced some truths in his criticisms. Admiral Sims, a man who has given his life to the service, seems to think so, anyway.

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Just recently the Coos Bay and North Bend communities adopted a resolution endorsing the Crane-Odell cross-state railway line, a railway line which would leave Klamath Falls sidetracked. For the benefit of this city and Klamath county, it is to be hoped this fond dream of a rail terminal at North Bend will not be realized at the expense of this community.

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The approval by the English house of commons of the Locarno treaty, if accomplishing nothing else, has given added strength to the principles of arbitration.

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Concerning Britain's communist M. P., it is well to note that he got his money before he got his theories.

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The hard part isn't to make the car last, but to reconcile yourself to keeping it when it looks like that.

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It is hard to distinguish between one's conscience and the fear that the neighbors wouldn't approve.

## The Critic

## Sunny Dick Says

"Dear Grace,
I found my old husband
Today," she typed.
She meant to say "hatband,"
Which would have been right.

Then she ran to the baby,
This bride of a year,
And then went for a walk,
But her hubby was near.

He read—and he raved.
And now neighbors sigh
That these two are strangers—
But I think it's a lie.

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Glover's big town clock is on the job again. If a penny was paid to Glover every time a person looked at that big plain face the clock's face—in a year or two there'd be money enough on hand to hang the clock high up in the air and build a dandy stone building and tower under it.

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Red negroes, flaming red. Well, live and learn. That many black men are red came to light at the recent meeting of the American Negro Labor Congress in Chicago. It was frankly a communist affair, with the president lately returned from a year in Russia, studying.

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Mr. and Mrs. Coolidge declined the offer of an apple pie for Thanksgiving from the Girls' club of Vermont university. Having no girls of their own how in the world do the Coolidges know so much about college girls' cooking? Still, probably Mrs. Coolidge was a girl herself once.

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Three Men Wounded During Gun Play in Smoking Car. Detective and Two Burglars all in Serious Condition.—"It was a pretty rough game," as they say in football.

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Theda Bara, famous movie vampire, swears off. Going in for high comedy exclusively. Says the vamp business is too easy, anyone can do it. Now, Theda, listen. If it isn't a case of sour grapes, which it sounds like, admit that it's because "once bitten twice shy" includes vamp victims as well as others. You've been working at vamping quite a while, you know.

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Cattlemen who lease Tule lake lands are on the peck. They threaten to post this duck hunters' paradise if so-called sportsmen don't quit shooting up their cattle. And I say they're jolly well right. When an alleged hunter gets so bad that he can't tell a cow from a goose it's time he was taking the Keeley cure.

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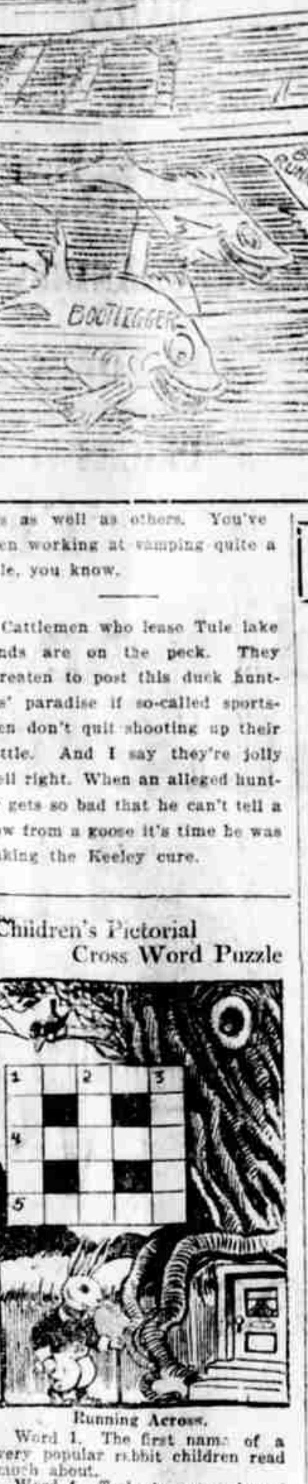
Children's Pictorial
Cross Word Puzzle



Running Across.
Word 1. The first name of a very popular rabbit children read much about.
Word 4. To be in possession of weapons. "The Pirates were —— to the teeth."
Word 5. A domestic animal.

Running Down.
Word 1. A fruit.
Word 2. One who subdues wild beasts.
Word 3. The upper part of a range of hills or mountains.

SATURDAY'S PUZZLE
ANSWERED

## Dinner Stories

Casey and Riley agreed to settle their dispute by a fight, and it was understood that whoever wanted to quit should say "enough."

Casey had Riley down and was hammering him unmercifully when Riley called out several times, "enough!"

As Casey paid no attention, but kept on administering punishment, a bystander said, "Why don't you let him up? Don't you hear him say he's got enough?"

"I do," said Casey, "but he's such a liar you can't believe him."

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Uncle Eph'm had put on a clean collar and his best coat, and was walking majestically up and down the street.

"Aren't you working today, Uncle?" asked one of his acquaintances.

"No, suh. I'se celebratin' my golden weddin', suh."

"You were married fifty years ago today?"

"Yes, suh."

"Well, why isn't your wife helping you celebrate it?"

"My present wife, suh," replied Uncle Eph'm, with dignity, "ain't got nothin' to do with it. She's de fo'th."

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An Irishman had trouble with his eyes and consulted a doctor. The doctor told him to take his choice; that he must stop drinking or go blind.

The Irishman turned the proposition over in his mind awhile, and said, "Well, I'm sivinty-two years old now. I belaive I hove seen iverything worth seeing'."

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We used to think that insanity was frequently the cause for much crime. Now when we note the methods many lawyers employ in getting criminals off we think it can be said that crime is the cause of insanity.—Gold Hill News.

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Herb Hoover advises us to buy the winter's coal now. A lot of us are—last winter's.—Sandusky Reporter.

## Publishers Column

If a publisher wishes circulation only, and is without moral scruples, he can get it. This applies, however, more particularly to magazines than to newspapers. While some magazines can make money without any but the poorest grade of advertising, a heavy circulation, without generous advertising support, is impossible for a newspaper, and will quickly kill it.

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Publication of cheap, sensational matter will always attract a certain type of reader interest. It is an appeal to the baser passions that few publishers care to make. Within the past few years there have been some notorious examples of magazines with the sex appeal placed foremost. Scanning of their pages for reputable advertising will be in vain. Fake jewelry ads and beauty secrets will be the rule.

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Such a publication must be manufactured for about eight cents a copy and sold to the wholesale distributer for about thirteen cents. The reader pays twenty-five cents for it, the difference having been divided among the various units of distribution. With a circulation of one million the publisher will net a profit of $50,000 on a single issue.

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No paper would dare to lower itself to the depths of some magazines. The newspaper goes into the homes daily. The magazines that carry sex appeal get past the portals of an American home surreptitiously, if at all.

"Shall I wrap it up?" asked the dealer of a cheap magazine buyer.

"Naw, tear the cover off," is the reply.

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The cost of publishing a country daily newspaper is far greater than is the cost of getting out a magazine of the "confession" type. A New York staff writer has been known to sit down at the typewriter and not quit until he had written more than enough of love confessions, all true, to fill the entire issue.

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Yet, because it is the easiest way some newspapers will play around the raw edges of humanity, recognizing, however, a point at which they stop. But these newspapers are proven not to be the best advertising medium.

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The New York Times commands a greater rate for advertising space than do other New York newspapers with far greater circulation. It is the easier and cheaper way to play down to the mob. But it is the better class of readers which count. The genuine appeal makes for reader respect and long continued success.

W. H.

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I, B. H. Stevenson, secretary of The Klamath News Publishing company, depose and say that the following are the holders of the entire issue of capital stock of The Klamath News Publishing company, a corporation:

BYRON HURD
NATE OTTERBEIN
WALTER STRONACH
B. H. STEVENSON.

That no others are financially interested in any manner whatsoever; that no person other than those named above, no corporation, no company, nor any individual or individuals have any financial interest in any manner in The Klamath News Publishing company. Further that no corporation, no company, nor any individual other than those above named has any control over the policies of this newspaper in any manner whatsoever. Any statements to the contrary, either implied or otherwise, are false and misleading.

B. H. STEVENSON,
Secretary, Klamath News Publishing company.

Attest:
Walter West, notary public in and for Klamath county, Oregon.
My commission expires February 2, 1929.

## Heart & ... Probl...