

THE CLANCY KIDS

Too Fat to Fight!



By PERCY L. CROSBY
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CONSULTATION PROMOTES CO-OPERATION

SOME people use the First National Bank to the fullest possible extent. Others are not aware that for us to be of the greatest possible service, we should know of the plans and problems they have.

Our officers are always pleased when asked for advice or suggestions, and like to keep closely in touch with patrons' affairs.

How about a Safe Deposit Box for Your Valuable Papers?

The First National Bank
KLAMATH FALLS OREGON

crowding into a couple of columns a volume of information.

Not only farmers but every advertiser, whether he knows much or little about the subject of advertising, will doubtless find something new in regard to it in Mr. McIntosh's essay which is published here in full:

1—Why you should advertise: It cuts cost of getting goods to consumer—saves cost of roundabout hauls, handlings and commissions of selling to wholesalers and buying from retailers; it saves time, labor and deterioration of perishables; it lowers investment costs by favoring quick turn-over; it relieves railway traffic congestion and labor shortage; it keeps both goods and money in home community; it leads to naming homesteads, to better homes and to community growth; it trains in business and gives farmer more prestige in fixing price of farm produce; it aids the newspaper, directly by patronage and indirectly by fostering prosperity.

2—What you should advertise: Extra quality stuff that may be used in community—selected acclimated seed of grains, forage, vegetables and flowers, purebred poultry and other livestock, fruits and vegetables, and even choice staples; farm implements, vehicles and household goods to be disposed of. (If community is too small a field for staples and high-priced purebred stock go to the farm press or to a selected group of community newspapers.)

3—How much you should pay to advertise: An average of 3 per cent of the business is about the commercial standard, enough for staples, but if you can sell your selected cockerels for \$2 more for breeding than for table use, you can afford as high as 50 per cent of the gain. If you have 20 birds the editor will not charge you more than a tenth, probably. Small classified ads are enough for small deals, but the display ad is much more effective to build a big trade. Consult the editor.

4—How you should advertise: Tell about what you have to sell in the plainest way giving its name, best selling quality (see list of pull-

ing power below), in order of importance, amount of goods, price, and just such other information as you would want if expecting to buy; use short, specific names and qualities; give some live news and real information about the product; stay within the facts, and answer promptly all inquiries; photos of product, manager, farm scene or kiddie are desirable in big deals.

5—Where you should advertise: First of all in your own community paper if your goods are, or can be brought into, demand to fill a community need; in a selected group of community papers covering without duplication a district that needs your wares. (You can pick for papers, send for sample copies and advertising rates and place your own order, but the secretary of the State Editorial association can give you this information much more economically and accurately, and will help you place your business. The present secretary is Lloyd Riches, Oregon City.)

6—How supplement the ad, granting that you really have the goods: Be prompt in replies and deliveries. Make tidy packs; name your farm and get a brand; have stationery printed with farm name and brand; put neat bulletins on sign boards 100 yards from farm entrance, and on buildings, vehicles, etc.

7—How different qualities "pull" (basis of 100): Healthfulness, 92; cleanliness, 92; time saved, 84; appetizing, 82; safety, 80; durability, 78; reputation of seller, 58; guarantee, 58; imitation or fashion, 50; economy, 48; avoid substitutes, 32; nobby, 16; recommendations, 14; imported, 10. Some of these terms you see are not worth using, while others are great sellers. Use the best.

HOW TO WRITE AND PUBLISH THE ADVERTISEMENT

Points of Figuring Space, Size of Cuts and Use of Other Aids.

Having decided how much you are going to pay, you next figure the space. If goods are of small value, a neat two or three line want ad will do the business if handled well. If item is valuable, display is much better. Try writing up the ad to see how many words you need and which of them should be in big type.

Writing the ad—First, tell what you have to sell, along with its most desirable qualities. Be specific. Some corn, seed corn, extra seed corn, Minnesota 23 seed corn, Minnesota 23 College Bred seed corn, is a series that grows from bad to good. Next tell other points in its favor, how much you have, what it will cost, and some reference to how it was developed or grown. Then sign your name or the farm name—and count all the words.

One column inch will carry 53 words of average length set in 8 point type, but while space at each side will cut this down to about 40 words. At least two lines of big type, probably more, and some white space between groups of lines, possibly cuts, will to least double the number of inches.

Draw a rectangle the exact width and length of the ad. Pick out the name and strong qualities of the goods for the heading, and letter it in about size of type wanted. Write signature in slightly smaller type at bottom. If you have a strong line or more, letter in between and the printer will display them. Attach this layout to the written advertisement complete and take it to the editor. It will help get what you want.

Getting the ad published—The editor will attend to that, but if you want your ad to stand out from the many others you can help give it distinction.

Get an appropriate border to fence out the other ads and draw the eyes inward. Ask for at least 6 point slug inside the column rules to make white margin inside the border.

Mass the materials—heading, paragraphs or other main divisions of

body, and superscription, with white space or lines between. White space is the editor's way of emphasizing—how he says, "Look here, now."

Use a cut where possible. Mark out all useless borders of photo, with shallow notches at bottom to show where sides are to be cut, and at right to show where top and bottom are to be cut.

To find length of one-column cut—Draw a rectangle the exact size of the remaining part of the photo. Draw diagonal from upper right to lower left hand corner. Clip a newspaper column and lay the left edge on the left rectangle line. Mark the point where the right side crosses the diagonal. This will be the length of the cut, which will be 2 1-6 inches wide.

A full-dress uniform for an English cabinet minister is said to cost from twelve to fifteen hundred dollars.

Equity No. 1168. SUMMONS FOR PUBLICATION

In the Circuit Court of the State of Oregon for Klamath County.
L. M. Langley, Plaintiff,
vs.
German American Bank,
a corporation,
Defendant.)

In the name of the State of Oregon:
To German American Bank, a corporation, Defendant.

You are hereby required to appear and answer the complaint filed against you in the above entitled suit, on or before April 23, 1920, that being the last day of the time prescribed in the Order for Publication of this Summons. And if you fail so to answer or appear, for want thereof the plaintiff will apply to the Court for the relief prayed for in her complaint on file herein, to-wit: for judgment and decree that you have no estate, claim or interest in and to the following described real property, to-wit:

Situate in Klamath County, Oregon, the southeast quarter of the southeast quarter of Section Two; north half of northeast quarter and northeast quarter of the northwest quarter of Section 11; in Township Thirty-nine South, Range Eight, East of Willamette Meridian.

And that you be forever enjoined and debarred from asserting any claim whatever to said premises, adverse to plaintiff; for plaintiff's costs and disbursements incurred in this suit, and for such other and further relief as to the Court may seem equitable.

This summons is served by publication thereof in the Evening Herald, a daily newspaper printed, published and of general circulation in Klamath County, Oregon, by order of the Honorable D. V. Kuykendall, Judge of the above entitled Court, made and entered March 11, 1920, which said order requires that this summons be published once a week, for six weeks. The date of the first publication of this summons is March 12, 1920.

R. C. GROESBECK,
Attorney for Plaintiff,
Address: Klamath Falls,
Oregon.

12-19-26-2-9-16-23

In the County Court of the State of Oregon for Klamath County.
In the matter of the estate of Emma Jackson Wilson, Deceased.

Notice is hereby given that the undersigned administrator of the above entitled estate has filed his final account of the administration of said estate in the above entitled court and that Saturday, the first day of May, 1920, at 2 o'clock p. m. of said day, in the courtroom of said court in the courthouse at Klamath Falls, Oregon, have been fixed as the time and place for the settlement of said account and the hearing of said report, on or before which time any person interested in said estate may appear and file his exceptions to said account and contest the same.

Dated April 2, 1920.
ROBERT WILSON,
Administrator of the Estate of Emma Jackson Wilson,
Deceased.

Apr 2-9-16-23-30

ATTENTION:—FARMERS, CONTRACTORS AND TRUCK USERS.

United Motors Service Company is offering for sale direct to the users, the United Motor Trucks in 1 1/2, 3 1/2, 5 1/2 and 6 ton sizes and 6 ton tractors. Big discount, save the agent's commission. For prices and discounts write Thomas Randles, care United Motors Service Company, 28-North 15th St., Portland, Oregon. If

NOTICE TO CREDITORS

In the County Court of the State of Oregon for Klamath County.
In the Matter of the Estate of A. S. Moorland, Deceased.

Notice is hereby given to the creditors of the above estate and all persons having claims against the same, to present such claims, properly verified, together with the proper vouchers supporting the same, within six months from the date hereof to the undersigned administrator of said estate at the Klamath State Bank, Main street, Klamath Falls, Klamath County, Oregon.
Dated April 9, 1920.

FRANK MOORLAND,
Administrator of said Estate.
Apr 9-16-23-30-May 7

NOTICE OF FINAL ACCOUNT.

In the County Court of the State of Oregon for Klamath County.
In the Matter of the Estate of Matilda Whittle, Deceased.

Notice is hereby given that the undersigned executor of the above entitled estate has filed his final account of the administration of said estate in the above entitled court and that Saturday the 8th day of May, 1920, at 4 o'clock p. m. of said day, in the courtroom of said court in the county courthouse at Klamath Falls, Oregon, have been fixed as the time and place for the settlement of said account and the hearing of said report, on or before which time any person interested in said estate may appear and file his exceptions to said account and contest the same.
Dated April 9, 1920.

J. W. SIEMENS, SR.,
Executor of said Estate.
Apr 9-16-23-30-May 7

SUMMONS FOR PUBLICATION Equity No. 1175

In the Circuit Court of the State of Oregon, for Klamath County.

N. H. Bogue, Plaintiff, vs. Howard Larkin, E. H. Larkin, E. Howard Larkin, Rollin Larkin, Rolland Larkin, Lewis R. Larkin, Gertrude Allean, Edna T. Beardslee, Iola E. Larkin, Ralph Larkin, the unknown heirs of the persons above named, and all persons unknown having or claiming to have any right, title, estate or interest adverse to plaintiff in or to the real property described herein, Defendants.

In the name of the State of Oregon:

To Howard Larkin, E. H. Larkin, E. Howard Larkin, Rollin Larkin, Rolland Larkin, Lewis R. Larkin, Gertrude Allean, Edna T. Beardslee, Iola E. Larkin, Ralph Larkin, the unknown heirs of the persons above named, and all persons unknown having or claiming to have any right, title, estate or interest adverse to plaintiff in or to the real property described herein, Defendants.

You are hereby required to appear and answer the Complaint filed against you in the above entitled suit, on or before May 28, 1920, that being the last day of the time prescribed in the Order for Publication of this summons. And if you fail so to answer or appear, for want thereof, the plaintiff will apply to the Court for the relief prayed for in his complaint on file herein, to-wit:

That defendants and each of them be required to set forth the nature of his or her claim, right, estate or interest in the premises herein described; that it be declared and adjudged that defendants and each of them have no estate, claim or interest in the premises described as follows:

Situate in Klamath County, Oregon: Lots Five (5) and Six (6) of Section Eighteen (18), and Lots Six (6), Seven (7), Eight (8) and Nine (9) of Section Seven (7), in Township Forty-one (41) South, Range Eleven (11) East, of Willamette Meridian, containing One Hundred Fifty-eight and Six Hundredths (158.06) Acres.

And that you be forever enjoined and debarred from asserting any claim whatever to said premises, adverse to plaintiff, for plaintiff's costs and disbursements incurred in this suit, and for such other and further relief as to the Court may seem equitable.

This summons is served by publication thereof in the Evening Herald, a daily newspaper, printed, published and of general circulation in Klamath County, Oregon, by order of the Honorable D. V. Kuykendall, Judge of the above entitled Court, made and executed April 12, 1920, which said order requires that this summons be published once a week, for six weeks. The date of the first publication of this summons is April 16, 1920.

R. C. GROESBECK,
Attorney for Plaintiff,
Address: Klamath Falls, Oregon.
Apr. 16-23-30-7-14-21-28

THE USE OF these columns will make money for you.

EXPERT ADVISES FARMERS IN ART OF ADVERTISING

C. J. McIntosh, editor of the O. A. C. Bulletin, is an advocate of advertising, especially for the class who probably use advertising least of any producing industry—the farmers of the country. McIntosh has proved the value of advertising to farmers and he knows that it pays. He believes in as strict a "trade at home" policy as it is possible to have, and knows there is no medium like the

community newspaper for bringing the buyers and sellers of the neighborhood together. As to the advantages of dealing between neighbors he says:

"Where produce is sold and bought by neighbors through regular trade routes the seller gets terminal prices minus transportation, handling, storage and commissions costs, while the buyer pays terminal rates plus all these and sometimes a good stiff speculative charge as well. The community newspaper is the ideal way to cut across lots with the goods."

To aid the farmer in getting full value for the money he spends with the printer, Mr. McIntosh has formulated a short set of rules, which is really a valuable treatise on advertising, covering in plain language the principal points of the subject and

Palace Market

For Service and Quality

PHONE 68

FROM FIRST CLASS PIG PORK

HAM PORK ROAST.....	33c
LOIN AND RIB PORK CHOPS.....	33c
SHOULDER PORK ROAST.....	25c
SHOULDER PORK STEAK.....	27c

SELECT CUTS CAN BE HAD FROM CHOICE STEER BEEF—ANY CUT
ALL MEATS HANDLED UNDER GLASS AND WITH EXTREME CARE

Palace Market

524 Main Street