

The Evening Herald

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TUESDAY, OCTOBER 18, 1921.

CAUSES MISUNDERSTANDING

There's a mistake in advertising terms that causes some misunderstanding. It was made years ago, before business men knew as much about the subject as they do now. They named printed matter addressed personally to the prospect "direct advertising". Advertisements published in newspapers and magazines were called "indirect". They thought an ad was "direct" if it was directed to the home address.

They forgot that it wasn't even advertising if it didn't reach the reader's interested attention. Today those definitions are exactly reversed. Newspaper advertising is direct, because it reaches the reader in the form in which he's ready to receive it.

The other kind may be "direct" for the waste basket, but it isn't necessarily direct to the reader's mind.

It may hit him right. And then again it may not.

Almost every kind of advertising each in its way, may be good when it is adapted to the work it has to do.

The mailman carries some mighty effective advertising on his daily rounds—for certain folks and certain circumstances.

But for all sorts of folks and all sorts of business enterprises, there is today only one kind that is entitled to the name of "direct."

Only newspaper advertising meets every test of blanketing its field with trade-pulling publicity direct to the personal attention of every reader.

Perhaps the name doesn't matter much. But it is well not to misjudge advertising values because of adjectives that were applied in a former generation of advertising history.

ELY ITEMS

C. W. Warren, who has been transacting business in Klamath Falls has returned to Bly.

Miss Pauline Cliff and Mr. C. W. Cody, both teachers in the Bly school, have returned from Klamath Falls, where they attend the institute.

Mrs. Albert Richardson, of Bly, has accepted the intermediate grade position, following the resignation of Mrs. Clarence Wallace.

Mrs. James Bell and children have returned after a week's visit in Ashland.

An important meeting of the Bly Rodeo association has been called for Sunday, October 23, at the Community hall. It is hoped that all members will be present, as important business is to be taken up.

MIDLAND ITEMS

Midland shipped 57 carloads of cattle and sheep Saturday. The shipments were made by the following dealers:

Al Gatement, of Oakdale, California, bought 1130 head from E. M. McLemore, of Oakland, California. The cattle were raised in this county by G. B. Mitchell, of Bly. They were shipped from here Saturday.

Verdon & Co., of San Francisco, bought seven carloads; Harry Conner, of San Francisco, shipped them. These cattle were raised by G. N. Givan, of Bly.

Allen Pyle & Co., of San Francisco, shipped ten carloads of sheep to San Francisco.

Luke Walker, of Klamath was a Midland visitor Saturday.

Ross Finley, of Klamath Falls was a Midland visitor Saturday.

Ira McCall, stockman, was a Midland visitor Saturday.

J. W. Straw, County Brand Inspector, was a Midland visitor Saturday.

Mrs. William Tingley and daughters were Midland visitors Sunday.

Geo. McAniff, wife and friends, were Midland visitors Saturday.

Geo. Farber and Herbert Largent were Klamath Falls visitors Saturday.

John Del Fatti and son, Mathew, were Klamath Falls visitors Saturday.

Pretty Soft

By JAMES J. MONTAGUE

Postmaster General Hays has instructed all postmasters to assist automobile tourists as far as possible.

The postoffice window's deserted;
We ain't had no mail for a week.
The postmaster's out on an R. F. D. row
That runs into Rattlesnake Creek.
He's guidin' a party o' tourists,
The way that his orders requires;
He's cuttin' their wood like a postmaster should,
An' learnin' them how to make fires.

Last month, when he went to the village
To get us a couple o' stamps,
He wasn't in sight, he had gone off that night
To settle some dudes in their camps.
An' when he had cooked 'em some flap-jacks
Like the government wants him to do,
An' helped 'em a spell, why he pleased 'em so well
That they kept him a month or two.

He ain't been about much this summer;
Them folks with the automobiles
That drive up the rowt when the mud is dried out
Is always around at his heels.
An' what with his guidin' an' cookin',
An' pointin' out highways and trails
An' creeks, and what not, small chances he got
To spend any time on the mails.

Of course this ain't always convenient;
It is cheerin' to hear from your kin.
When breakfast was done it was always good fun
To set while the letters come in.
But the postmaster, he never grumbles,
He's happy an' hearty these days,
An' he'll often allow to his cronies as how
He thinks a lot o' Will Hays!

Lillian Knapp returned to Midland Sunday, after spending several days at Klamath Falls attending institute. The Midland School Board during her absence had three gasoline lamps installed in the school house.

John O'Keefe was a Midland visitor Sunday.

Mr. and Mrs. Wm. Worden, from Upper Lakes, were visitors at the J. W. Jory home Sunday.

Mrs. J. D. Hooper and daughter, Ma, were Klamath Falls visitors Saturday.

C. R. Patterson was a Klamath Falls visitor today.

POLICE JUDGE PASSES ANOTHER MILESTONE

Judge A. L. Leavitt celebrated his 63rd birthday yesterday and he's proud of the fact that 37 of the 63 were spent in Klamath county, where he has been active in legal and political circles.

WEATHER RECORD

Hereafter the Herald will publish the mean and maximum temperatures and precipitation record as taken by the U. S. Reclamation service station. Publication will cover the day previous to the paper's issue, up to 5 o'clock of the day.

	Max.	Min.	Precipitation
Oct. 3	80	43	—
Oct. 4	80	36	—
Oct. 5	82	46	—
Oct. 6	78	43	—
Oct. 7	77	44	—
Oct. 8	82	45	—
Oct. 9	83	39	—
Oct. 10	82	38	—
Oct. 11	80	47	—
Oct. 12	74	43	.03
Oct. 13	66	41	—
Oct. 14	62	45	.03
Oct. 15	63	35	—
Oct. 16	67	45	—
Oct. 17	66	39	—

THE STRAND

Never in the history of the American film industry has the strife existing between the cattlemen and sheep herders been more clearly depicted than in "The Desert Scorpion," the latest picture of the Art-O-Graf Film company, Inc., to be shown at the Strand Theatre tonight.

Every scene in this wonder-picture was "shot" in the Colorado hills, where the finest cattle in the world are wont to graze. Thousands of head of cattle and sheep are used, one of the big features being a stampede of 2,000 cattle, several close-ups of the pell mell rush of the animals being shown.

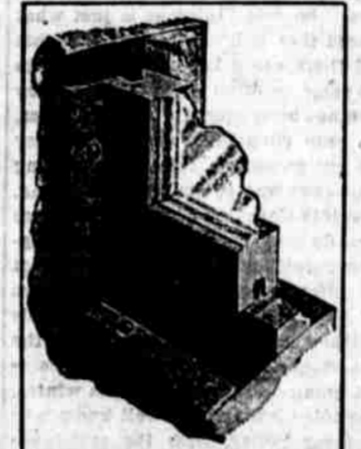
The picture is one of those gripping tales in which human interest, love, western thrills and comedy vie for honors. These four ingredients are carefully concocted with the result that the finished product has been declared, by critics who witnessed the projection room exhibition to be far above the ordinary.

Edmund F. Cobb, Art-O-Graf's popular leading man, is cast as Gene Stratton, who leads the sheep herding element in its uphill struggle for the right of permitting its sheep to enjoy God's sunshine on

the sun-kissed Colorado slopes. Cobb's acting is superb, his expression magnetic and his accomplishments almost unbelievable.

Cobb is supported by Vida Johnson, who plays the part of a cattle king's daughter in an easy and graceful manner. She mixes her western grace with her eastern manners in a finished style.

THE LAST CRANCE THIS YEAR



T. L. Collier, who installs the National Metal weather strips, is in the city for the purpose of placing the strips on a few houses that ordered it when he was here a few months ago. He has brought with him an extra supply and will be able to do a few jobs while here this time. It is a case of first come first served, and as he will not return again until next June, it is advisable for those who wish the strips to place their orders at once. Orders may be left at the Herald office. 18-22.



Baked Beans for Lunch!
—baked to just the right 'turn'—

You'll like the way they're served

DOUGHNUT SHOP

Take Home a Dozen Doughnuts

Get Your Skid Chains Now
Don't Wait Until You Have an Accident
GUARANTEED SPRINGS for Trucks and Cars of all makes.
D. A. KENYON O. K. SHOP
139 Sixth Street Phone 462

INDICTED MAN COMES HERE AND SURRENDERS
Walter Weir, indicted by the grand jury last week for alleged larceny of tools taken from the Ft. Klamath Meadows company the fore part of this month, surrendered himself to Sheriff Low Saturday night, coming from Roseburg to do so.

Make The OREGON Your Hotel WHEN IN PORTLAND



POPULAR SPACIOUS LOBBY
At the Center of Everything
BROADWAY at STARK ST.
We suggest you write, phone or wire for reservations
Arthur H. Meyers, Manager

When compared with the tailor-made woman appearances are against the self-made man. Some men try to convince you that they are good by telling you how bad they used to be.

Gertrude's Millinery
527 MAIN ST.
Blouses
Pellicoles
ATTRACTIVE PRICES IN
TAILORED — SPORTS and
Dress Hats

THE SALVATION ARMY
DRIVE ENIGNS
Wednesday Oct. 19th and lasts until October 29th. Plan now to make your contribution.

If you have a watch to repair don't send it to a blacksmith, but **LET GEORGE DO IT**
GEO. L. METZ
Watchmaker and Jeweler
622 Main St.

The Mystery of the Cook's Pet Parrot

A FUNNY paper recently, SLIPPED ME a good laugh, WITH A wheeze about, A FAMOUS ventriloquist, AND WHY he had quit, THE VAUDEVILLE stage, IT SAID he discovered, HE COULD make more jack, SELLING WOODEN parrots, SO WHEN I got home, I PASSED the joke, TO OUR cook, who owns, BOTH A speechless parrot, AND A sense of humor, BUT SHE muffed it, BECAUSE SHE didn't know, WHAT A ventriloquist was, SO I had to explain it, AND ON the way out, I BLEW just a whiff, OF CIGARETTE smoke, AT HER amusing old, FOOL OF a parrot, WHICH NEVER talks, AND I said, "Toll, HOW D'YOU like it?" AND TO this day, IT'S GOT me guessing, WHETHER IT was cook, OR THE blamed bird, WHICH SQUAWKED back, "THEY SATISFY."

CHESTERFIELDS speak for themselves. They let you know you're smoking. They "satisfy" and yet, they're mild. An impossible combination, you say? Sure—everywhere but in Chesterfields. The blend does it and the blend can't be copied!

Chesterfield CIGARETTES
They Satisfy
Do you know at Chesterfield packing