

The Evening Herald

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SATURDAY, FEBRUARY 11, 1922

A BROKEN RULE

NEWSPAPERS sell advertising
space. It is their one stock in
trade, barring subscriptions, which
are a necessary adjunct because the
test of a desirable advertising medium,
as applied by the scientific ad-
vertiser, is the number of persons
who pay to read the paper. Most
newspapers count on the circulation
to pay for paper, ink, mailing and
carriers' pay, and the overhead cost
of the circulation department but the
financier who can squeeze a profit
from the subscription revenues is yet
unborn.

Naturally newspapers are about as
inclined to give away space volun-
tarily as a merchant is to stand in
his door and hand out expensive
present: from his shelves to the pass-
ing crowd.

More or less often, depending on
the firmness of his spine, the news-
paper man is forced to give space to
the exploitation of the private com-
mercial enterprise of some individual,
or organization representative, who
would not think of entering a store
and asking the proprietor to donate a
sack of flour, pair of shoes, or a do-
zen oranges to the same cause. He
calls these people "space grafters"
and a big part of his waking life is
devoted to fighting shy of them.

Hence, it is once in a blue moon
that a newspaper voluntarily gives
publicity to a private industry, es-
pecially editorially.

But this editorial is written to call
attention to a color page in the Feb-
ruary number of the Ladies' Home
Journal, for which California Peach
and Fig Growers, Inc., paid \$11,000.

There's not much on the page, be-
sides a mouth-watering picture of a
mighty edible looking peach short-
cake, a facsimile of the \$11,000
check, a reproduction in natural col-
ors of the carton in which the dried
peaches are packed, and the recipe
for making the shortcake. This, with
four lines of bold-face announcement,
four simply worded paragraphs in
smaller type, an invitation to send for
the recipe book and the corporation
address, comprise the page.

Eleven thousand dollars is a lot
of money to spend on the results of a
single advertisement, but advertis-
ing has attained the rank of a science
and returns from the page in ques-
tion are far more sure than specula-
tive.

The gustatory appeal of a peach
shortcake in mid-winter "filled to
overflowing with bright, luscious
peaches," (the quotation is the ad-
vertising man's) is going to sell a
lot of dried peaches in the million
homes or so where it is read.

Incidentally, the marketing of
those peaches calls for boxes and
creates a demand for box shooks, so
that the benefits of the \$11,000 page
will eventually reach Klamath coun-
ty.

Which probably furnishes the mor-
al for which all editorial writers
strive;—that the effects of advertis-
ing are widespread and not to be
computed at first glance by any rule-
of-thumb method.

Besides, there are the rather ob-
vious morals that the big business
man recognizes the value of adver-
tising and is willing to pay for it on
the same basis of any other commod-
ity, and that the discerning adver-
tiser chooses the publication that
reaches the home circle on a pay-as-
you-outer plan.

BUYING FAMILIES

IT MAY sound strange to talk about
"buying families" in a free coun-
try that forbids the sale or barter of
human beings, but it can be done
within the law and San Diego is ac-
tually doing it on a wholesale scale,
says the San Francisco Bulletin.

San Diego wanted more families,
and instead of merely wishing for
them went out and bought them in
the open market and at a surprisingly
small price. It bought those families
by selling them San Diego.

Outbursts of Everett True By Condon



A business transaction, it was un-
dertaken in a business-like way. The
city, or rather the San Diego-Califor-
nia Club in co-operation with the local
Chamber of Commerce, went to the
H. K. McCann Company, an adver-
tising concern, and asked it to prepare
advertisements that would bring
families.

It was estimated that if San Diego
could secure new residents at a cost
of \$1000 a family it would be a good
investment, but when the advertising
company got on the job it delivered
them, duly registered at San Diego,
at an average cost of \$59.55.

Two thousand and seven new fam-
ilies were delivered. Eight hundred
of the families are now permanent
residents of San Diego. Twelve thou-
sand and five hundred families over
the United States have become members
of the San Diego-California Club, and
74,000 requests for information have
been answered.

If families can be bought at that
price by San Diego, San Francisco
should be able to buy them for less
and in larger numbers.

Klamath Falls also should be able
to use a few families, choice grade,
at the figure quoted.

DAYS OF YORE

(The following outburst of Fred
Fleet is published against the better
judgment of the editor, and is
served to our readers with appro-
priate apologies. Knowing that
Klamath roads are beyond re-
proach, we object to several of the
allegations. Besides, we find that
the whole thing was "lifted" from
Whittier, although Fleet protested
that he "done it all by himself.")
We agreed to publication only af-
ter Fleet had threatened to press
payment of a last summer's ice
bill.)

We recall as we dig in remembrance
Thru the dim hazy vista of yore,
Of the days long ago, when we plug-
ged thru our woe.

And cursed our misfortune and
swore,
How we bring back the visions of
hardships,

With the handicaps strewn in the
path,
Insurmountable humps next to haz-
ardous jumps

Made existence perpetual wrath.
And although from this advanced
station

We gaze on those years with relief,
And we give thanks and praise, that
these new modern days

Are not quite so deluged with grief,
We're aware that our own transpor-
tation
is not yet as the smooth waters
flow,

That the one smooth highway, we
can travel today,
Leads us straight to perdition below,
Though we've shelled out our ducats
and shekels

In order to glide as the stream
Thru the wonderful land, which the
fairies had planned

We should slide thru enchantment
and dream;
There remain many moles, pits and
freckles

On the fact of our gangway to clear,
Many miles of huge gaps, which
some knockers and yaps'
Claim the price of/improving's too
dear.

This is no time to lag in the labor,
It's no time to rock the canoe,
We must keep on the run, on the job
we've begun.

And put the whole road program
thru
What's the use of your energy, neigh-
bor,

If you're hewing a path to your
friend
And you quit in despair, with your
hands in the air,

And fail to connect at the end,
That the farmer may bring in his
butter,

And the trapper come down from the
hill,
That the tourist may roll and glad-
den his soul,

Thru our glorious land as he will,
Let us not stop to quibble or putter
Let us find our own place in the sun,
Let's hump up our back, and vote
this new jack,

And build up our roads til they're
done.

OREGON BREVITIES

Oakville votes to erect \$7,000
school building.
Tigard plans new school.
Gold Beach—Local mill being en-
larged.

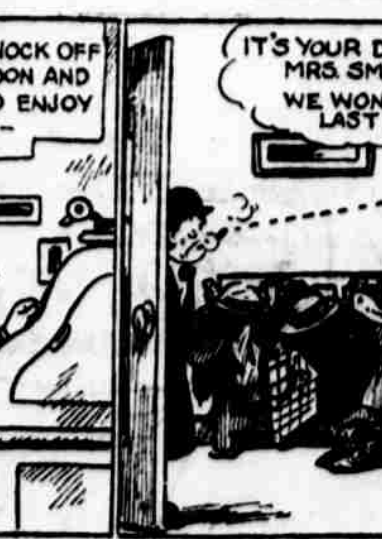
Noti—200,000 feet of piling to
Lebanon wants Carnegie library.
The water is warm and nice warm
dressing rooms at the Natatorium.
Come and learn to swim. J25. F.25

NIGER MINSTREL

— AT —
MOOSE HALL, FEBRUARY 13

Admission 25c Everybody Welcome

DOINGS OF THE DUFFS



Society

Lyceum Hall was the scene on Sat-
urday evening of a very enjoyable
dancing party given by George Dow,
Willmot Sandham and Albert Moor-
land to a number of their friends.
The hall was prettily decorated for
the occasion. Punch was served dur-
ing the evening and at a late hour,
delicious refreshments were served
at six small tables decorated with
flowers and favors for the guests.
Those present were, Misses Dorothy
Elliott, Nell Elliott, Dbrothy Dzelni,
Margaret Johnston, Greta Madison,
Grace Elliott, Mary Smith, Vivian
Elliott, Helen Caldwell, Marion Wort-
ley, Letha Miller, Lena Miller, Ruth
Newton, Francis McLane, Rebecca
Humphrey, Elizabeth Manning, Kath-
erine Ulrich, and Margaret Hargus.
Messrs. Buford Hargus, James Man-
ning, Victor Kes, Charles Chastain,
Henry Gerber, Harold Wortley, Les-
lie Peyton, Frank Peyton, Rolland
Cantrell, Robert Hackland, Harold
Goetz, Walter Short, Charles Grove,
Herbert Landis, Ecb Elliott and the
three hosts. The party was chaperon-
ed and the refreshments were served
by Mesdames H. P. Dow, Wm. Sand-
ham and Frank Moorland, assisted by
Miss Pearl Dow.

Honoring Mr. Stanley Kidder, U. S.
Postal Inspector, and Mr. George
Neuner, district attorney of Douglas
county, Mrs. Glen Wimberly entertain-
ed at a 6 o'clock dinner on Thurs-
day at her home on Washington
street. Mr. and Mrs. James Perry
were also guests.

Mrs. Charles Collier will be hos-
tes to the Leisure Hour club at her
home on Crescent avenue on Tuesday
afternoon of next week at 2:00
o'clock.

Mrs. Harry Ackley and Mrs. Ar-
thur Whitman were hostesses to the
ladies of the Elks on Tuesday after-
noon at the Elks temple. A business
meeting was held at which the fol-
lowing officers for the coming year
were elected: Mrs. Al. Meisner,
president, Mrs. Earl Whitlock, vice-
president, Mrs. C. J. Rockard, secre-
tary and Mrs. J. S. Elliott, treasurer.
A social hour was enjoyed after-
wards.

St. Paul's Episcopal Guild met
with Mrs. Louis Hoagland on Thurs-
day afternoon at her home on Third
street.

Mrs. A. M. Collier was hostess to
the P. E. O. Sisterhood on Tuesday
evening at her beautiful home on
Pine street. A short business meeting
was held after which a social hour
was enjoyed. Those present were
Mesdames Bert C. Thomas, J. E.
Browaker, R. C. Groesbeck, C. P.
Mason, Sid Evans, C. V. Fisher, J. I.
Beard, R. Crumbitt, Miss Vera Hous-
ton and the hostess.

Members of the Assembly club and
their friends are eagerly looking
forward to the Valentine dance to be
held at the White Pollean hotel on
Monday night. The ball room will be
appropriately decorated and great
preparations are being made by those
who will attend to have costumes fit-
ting to the occasion.

Mrs. L. L. Truax will be hostess to
the Art Needle club on Wednesday
afternoon at her home on Fourth
street.

The library club was most enjoy-
ably entertained on Friday afternoon
by students of the high school under
the supervision of Miss Evelyn Ap-
plegate, supervisor of music.

On Wednesday night of this week
the Moose lodge entertained the lad-
ies with a dance at the Moose Hall.
A large crowd attended and every
one there reported a most enjoyable
time.

Mrs. Harry Peltz will entertain the
members of the Tea Cup Club and
their husbands on Thursday evening
of next week at her home on 804
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A pleasant social afternoon
was enjoyed by the ladies present
who numbered thirteen. The next
meeting which will take place in two
weeks will be with Mrs. Frank Wilde
at the Lisle apartments.

Honoring Mr. and Mrs. Chas. Col-
lier, who will leave the city soon to
make their home in Bly, Mr. and Mrs.
Leslie Rogers entertained at a din-
ner last evening at their beautiful
home on Pacific Terrace and Port-
land streets. Other guests were Mr.
and Mrs. Ross Finley and Mr. and
Mrs. John Martin.

A large crowd attended the dance
given by the Paul Jones club on Tues-
day evening at the Scandinavian Hall.
Everyone there as usual reported a
most enjoyable time.

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The guests were Mr. and Mrs. R. E.
Dowese, Mr. and Mrs. J. E. Enders
and Doctor and Mrs. Hardin Carter.
(Continued to Page 4)

Know Him?



This ex-sailor has traveled over
the United States for two years
hoping that someone would recog-
nize him. He suffered a skull frac-
ture and loss of memory when the
U. S. R. Busquehanna was torpedoed
in 1918. He enlisted as Harold Pay-
ton. He is now at the military
hospital in...

CLASSIFIED ADS

MISCELLANEOUS
FOR SALE—1 dozen white Leghorn
hens. Phone 467R. 10-11*
WANTED—Ex-serviceman intending
to use the state soldier's loan wants
to buy well located lot on monthly
payments. Must appraise at \$1,000.
Address Ex-serviceman, care Herald, 6-4f
Lyceum Hall, cor. 8th & High, well
suited for select parties, will be ren-
ted at nominal prices. Apply to M.
Matschenbacher, Phone 556W, or on
premises. 30-4f

Reduce the H. C. of L.
We find that owing to increased volume of production and lowered
costs that we will be able to produce milk at a considerable reduction,
and we have decided to give the public all the benefit.
The high standard of the milk will be maintained. Holliday Dairy
milk is produced under sanitary conditions, and is pure and wholesome.
The prices are effective from February 1, 1922. They speak for
themselves:
NEW PRICE DELIVERED
One Pint of Milk, per month \$ 1.75
One Quart of Milk, per month \$ 3.00
Two Quarts of Milk, per month \$ 6.00
Three Quarts of Milk, per month \$ 8.50
Four quarts of Milk in Bottles, per month \$11.50
One Gallon of Milk in Cans, per month \$11.00
Separated Milk, per Gallon .15
All of the milk comes from the Holliday ranch, four miles out, on the
Keno road. This is a modern dairy ranch, equipped to produce clean,
wholesome milk. The milking is done by machines. Milk is immediately
removed from the barn to a modern milk house, where it is strained,
cooled, aerated and filtered through cotton.
It then is put into cans that have been sterilized with live steam, and
is taken to the Klamath Falls plant, where the same careful, sanitary meth-
ods are used in pasteurizing and bottling.
ALL CONTAINERS ARE STERILIZED.
For those who do not desire the pasteurized product, we furnish raw
milk. This is put up under the same sanitary methods.
The Holliday dairy is open at all times for inspection. We welcome
visitors.
HOLLIDAY DAIRY
C. L. HOLLIDAY, Proprietor.

BALED STRAW MURPHEY'S FEED STORE

124 So. 6th St. Phone 87