The Evening Herald

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TUESDAY, AUGUST 22, 1922.

THE LOCAL PAPER

PARADOXICAL as it may seem, and is, the local newspaper, striving day after day thru its news columns to add to the sum total of human understanding by presenting the facts on matters of local and general concern; through its editorial columns to give a just and impartial analysis of the facts; through its advertising columns to build up the business of the community, is the least understood of all enterprises affecting community life, is the least subjected to estimate and analysis and receives least proportionate value from its constant campaign for community unbuilding.

The average man has a hazy idea that the newspaper is a semi-philanthropic institution laboring for the good of the town, to be forgotten when it is functioning efficiently but criticized when it fails to measure up to his uninformed standards of efficiency.

The average man's idea of his local newspaper is not a flattering or even a just opinion. He has little conception of the newspaper's real value and vital usefulness to the town, and little appreciation of its steady and persistent effort to make the town a better place to live in.

If he is in business he considers himself a prince of generosity if he gives the newspaper an advertisement now and then. He looks upon this largely as a donation. He has no idea of the value of the advertising service provided for him by the newspaper, considers that newspaper space is a cheap commodity and the price he pays is all profit.

As an abstract proposition it is a truthful statement that the average man in business has no adequate comprehension of the value to the community of the newspaper and of the benefits he himself gets indirectly by having a good newspaper in the community in which he lives.

Getting down to cases and the matter of publishing a newspaper in Klamath Falls. You will notice that we have referred not to the business man, but to the man in business.

The business man advertises from no spirit of charity. He buys space because it is a profitable undertaking, as much of a necessity to his business as in the suit of clothes, the pair of shoes, the food, or the heating, lighting, or thousand and one kinds of commodities or service sold through advertising.

The business man understands the power of advertising and uses it consistently to build up a bigger business. The man in business tests advertising occasionally, perhaps, with advertisements written by himself, poorly conceived, often setting forth extravagant and unsupportable claims. Naturally he gets little or no results from such spasmodic and inefficient methods.

Which establishes the proof of our contention that the average man has little conception of the power and value of newspaper advertising, or how results are attained.

He understands that there is a vital force contained in electricity, with which marvels may be accomplished. But without knowledge of how to harness that force he would expect no results of power or light or heat from his uneducated attempts at an electrical installation.

Nor with the power properly connected would he expect to turn it off and on at irregular and spasmodic intervals of weeks or months and yet maintain a regular operation of the machine to which the current was harnessed.

But in applying the power of advertising to the growth of his business, the average man in business, expects results that are equally absurd.

In this community, as in every other, the power of the local paper is only partly developed. Like electricity there is a vast quantity of undeveloped potentialities in community publicity, which may be utilized with profit to the whole community.

But, like electricity, publicity must be properly applied to be of use, and the application must be made with understanding.

The small publisher in the past has only dimly understood the force that he controlled. Only occasionally was the small paper conducted on a business basis, under the management of one of any particular aptitude for training.

Costs and wages in the newspaper field in the past five years have advanced at least 200 per cent. The result has been a general readjustment that is weeding out the weakest of the smaller publications the country over.

It is actually and absolutely true that only the fittest are surviving.

It is a stern test, but it is resulting in a general benefit and when the shaking down process is completed the country newspapers will be on a sound business basis, better understood and better appreciated, for in order to survive they will have to make adequate charges for their services, will have to keep stricter records of revenues, will have to justify these changes to their customers, bringing about a better understanding on the part of the public of the inside workings of the newspaper business.

Charles Hall, the grouch candidate for governor, has a new political theory, says the Bend Bulletin. Every democrat who changed his registration and voted for Olcott is a Catholic. Every Kukluxer who supported Hall is a republican.

TOM SIMS SAYS

An optimist is a man who thinks the world is as it is.

The average man never reaches his goal until he reaches his gold.

Every woman's ambition is to look as well as she thinks she looks.

A rolling stone is often broke.

These hot days always come at the wrong time of the year.

A man sizes things up while a grouch sizes things down.

Every time we think of the coal strike we put more moth balls in our winter underwear.

Push is fine; but be careful whom you push.

Nothing makes a man feel better than hearing someone knocking one of his enemies.

Ears will be worn this fall. We don't know if they will be used.

The man who puts himself forward often comes out behind.

A good swimmer thinks every day is Saturday night.

We know a girl who has a ton of coal in her hope chest.

First sign of winter is when bathing girls leave magazine covers.

Many a man who can't afford a vacation has a bootlegger who can and that is just as good.

When he quits leaving money in his pockets at night the honeymoon is over.

There are more fortune hunters than fortune finders.

Currins sell fresh guaranteed candies. Currins For Drugs. 22

Nearly Swooned In Passing First Sentence

BELFAST, Aug. 22.—Lord Justice Andrews, brother of Thomas Andrews, the designer of the ill-fated liner Titanic, and also a victim when the ship was wrecked, nearly swooned when passing his first death sentence on a prisoner here.

When he was nearing the end of the death sentence his words were inaudible and he was so overcome that he rushed from the court as he finished.

The prisoner whom the judge was addressing and who had murdered a little girl under brutal circumstances, stood as if petrified until the warders seized him and took him to the cells.

Modern drug stores are miniature department stores. Try the drug store first. Currin Says So. 22

LIGHTNER WAS STOWAWAY

LOS ANGELES, Aug. 22.—David Lightner, apprehended on the steamer West Farallon on a Portland federal narcotics charge, was found as a stowaway on that vessel, following his escape at Shanghai, it developed when he was landed here today.

We don't look for the proverbial "sucker". Our drug methods and service stands the scrutiny of intelligent thinking people. Currin Says So. 22*

Personal Mention

Snow and hail were reported to have fallen at Crater lake and Annie creek camp yesterday.

Charles W. Tower was a visitor here yesterday afternoon from Keno.

Mr. and Mrs. P. S. Puckett are in town today attending to matters of business.

F. L. Pope was in town early this morning from his ranch near Merrill, looking after business affairs.

Mrs. Rex McMillian has returned to her home in Hornbrook after an extended visit here with her parents, Mr. and Mrs. C. C. Low.

Hymen Wechsler left this morning for Portland where he will visit with his family for an indefinite time.

J. A. Goldthwaite is here for a few days from the Chiloquin Lumber company's plant near Chiloquin.

Ed. Young, a farmer in the Olene section, made a trip to town this morning after supplies for his hay hands.

Mrs. Martin McAndrews was a passenger on this morning's train bound for San Francisco where she will visit with friends and relatives for the next few weeks.

Mr. and Mrs. G. E. Dilley are other visitors in Klamath Falls are at the White Pelican hotel. They are registered from Palestine, Texas.

Mr. and Mrs. M. A. Callaghan, who have been here for the past two days on a combined business and pleasure trip, returned this morning to their home at Keswick, California.

Miss Evengline Foster, who has been here for the past few days as the guest of the Misses Myler and Clara Calkins, left this morning for Swan lake where she is spending the summer with her sister, Mrs. Alfred Collier.

Dr. C. A. Rambo and daughter, Marie, returned late last evening from a hunting trip in the northern part of the county. They report that they did not have the good fortune to see a deer but there were plenty of tracks.

Belva O. Carlisle of this city and Jesse J. Lilly of Langell valley were married here Saturday by the Rev. A. L. Rice of the Presbyterian church.

Well-known lumbermen of eastern Oregon who are here this week from Bend are J. P. Hennessy and Ned Shevlin. They are accompanied by E. H. Dea, reported to be a political leader ni his home town Minneapolis.

Mr. and Mrs. B. F. Townsend, with Miss Amy and Lillian Metcalf who were visiting from their home in Albany, left yesterday to continue their tour of eastern and northern Oregon. Miss Vera Houston joined the party here and will be away two or three weeks.

Any one who happened to be traveling south from Crater lake or the berry patch yesterday came in for a good rain storm. Water was standing a foot deep in the road between the agency and Modoc Point, according to Mr. and Mrs. Ackley, who, with Judge A. L. Leavitt and John Foster, returned from Big Huckleberry mountain last evening. They brought a large quantity of berries home to show for their three day's trip.

Langs everyday chocolates at 50c per 16 ounce pound is a real candy bargain. Currin Says So. 22

Our extract of vanilla is one of our quality specialities. Currins For Drugs. 22

McNARY BILL PENDS

May Reach Floor This Week as Amendment to Bonus Measure

WASHINGTON, Aug. 22.—Hope that the Smith-McNary reclamation bill may yet find its way to the floor of congress was expressed here by proponents of the measure. The bill may be applied as an amendment to the soldiers' adjusted compensation measure, which is expected to be up for debate this week.

The Smith-McNary bill proposed an appropriation of $35,000,000 for reclamation and irrigation projects throughout the country.

Currins sell genuine kodak film in the yellow cartons. Currins For Drugs. 22

We sell 26 preparations to make shaving lather. Currins For Drugs. 22

MOTOR BOAT OWNERS WILL HAVE TO PILOT OWN BOATS IN RACES

HAVANA, Cuba., Aug. 22—Among the conditions it is proposed to impose on entries in the international motor boat races next February between Miami, Fla., and Havana is that the owners of the craft must be aboard during the contests. Another is that the contestants engage in a 20 or 25 mile race off Havana so that the people of Cuba may have an opportunity to view the entry of the Havana Yacht club, Miss Havana, in action.

According to Rafael Posso, the Havana yachtsman who is representing Cuba in the negotiations for the race, prizes amounting to $10,000 have been assured through the support given the event by the national commission on encouraging tourist travel. This sum will be divided in three prizes of$ 5,000, $3,000 and $2,000, while the winner of the race will receive a $500 trophy, with $300 and $200 cups to those taking second and third place.

The Miami-Havana race will occupy a unique place in speed boating, according to Posso, who points out that while the boats will race in sheltered waters from Miami to the southern most tip of Florida, in crossing the channel they must be prepared to meet open sea conditions which will test the metal of the craft to the utmost and inject an element of personal danger for the contestants.

Miracle Seen When Crippled Man Runs

PARIS, Aug. 22.—A miracle for which Lourdes, in some quarters, is given credit, is reported from Macon.

A pilgrim train bound for Lourdes was waiting in the station at Dijon and several pilgrims had crossed the tracks to the refreshment room when the whistle called them back. Among them was a paralyzed man who could only move with difficulty even with the aid of two crutches. As he was between the rails on his way back an express train was seen to be entering the station. A cry of horror went up from those who saw his dangerous position, but the man who has hobbled half way across with his crutches, now put them under his arm and ran for safety, escaping what seemed certain death.