

The Evening Herald

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TUESDAY, OCTOBER 16, 1922.

Reader Vs. Advertiser

A newspaper has but two sources of revenue, one from the subscriber and the other the advertiser. Of the two, on almost all papers, the subscriber furnishes by far the smaller end of the income and is considered a fairly good subscriber if he pays for the white paper and the cost of distribution.

Similarly, there are other parts of the paper where advertising is never placed. Each page of the paper is made up to give the advantage to the reader, but there is a reason for this preference for the reader and most advertisers recognize its value.

An advertiser buys two things from a newspaper. He buys space and he buys circulation, and unless the paper caters to the wishes of the reader the value to the advertiser is lessened. Without circulation the space in the paper would be worth nothing to the advertiser.

To accomplish this dual purpose the system of "pyramiding" advertising has become the common practice in the more progressive papers of the country. By pyramiding is meant that the largest ad is placed at the lower right hand of the page and the smaller ads built alongside and above it.

Another advantage of this system is that it gives the advertiser who has a small business and cannot be expected to use a large space, an even break with the big merchant who can take as much space as he wishes.

When an advertiser demands that his ad take a position that will work an injustice to the reader and to other advertisers he is demanding that the paper lessen the value of the very thing he is paying for. It is killing the advertising worth of the paper. For this reason advertisers are the strongest supporters of this system which works for the best interests of all concerned.

CHEAP GLASSES

Poorly fitted glasses; Glasses that you can just get by with are like

SLOW POISON

to your eyes. They undermine your general health through the nervous system thus impairing your general efficiency.

We fit the glasses to correct the defects of each eye separately, then grind the lenses required, thus giving you quick and efficient service at a moderate charge.

Dr. Goble

Phone: Ofc. 133-W, Res. 331-J 700 Main

ANOTHER GRAVE

THE Southwestern Oregon Daily News, published at Marshfield, is again on the verge of suspending publication, according to announcement made last week.

The Daily News was started in opposition to the Coos Bay Times, an old established daily newspaper, and has had a mighty checkered career since the enterprise was launched.

Mr. Murphy, who has just resigned, made a faithful effort to establish the paper and issued a very new newspaper, but financing a daily newspaper is no boy's job in these days of high cost of labor and ever-mounting overhead expenses.

The modern newspaper has passed from a plaything to a legitimate business enterprise requiring more than ordinary tact and business ability to make self-sustaining, and the fellow who thinks differently can get all the experience he wants by taking a swing in the newspaper arena.

But, regardless of this fact and the proven experience of able newspaper men, there seems to be a surplus of wisecracks who are willing to attempt to finance a proposition though they well know the ultimate results. The only cure seems to be a little practical experience in the game. This usually cures them.

Personal Mention

D. D. Hall is registered at the White Pelican hotel from Portland.

Howard Van Valkenberg left this morning for Los Angeles.

Mrs. D. M. McLemore and children are here from their Oakland home for a brief visit with relatives and friends.

J. C. Thompson and E. G. Phelps, members of the California Oregon Power company staff, are in town today from the main office at Medford.

Mrs. Walter Williams and small daughter arrived on the morning train from Pine Ridge and will spend several days in Klamath Falls with friends and relatives.

Mr. and Mrs. Alma D. Katz are spending a few days here from Portland. Katz is Oregon manager of the insurance company of which George C. Ulrich is the local manager.

Judge G. F. Skipworth, of Eugene, arrived in town last night and will be occupied with the case of Ryan versus Robinson. Judge Skipworth said this morning that he was working on the courthouse case and would be prepared to render his decision early in November.

E. E. Magee will leave here tomorrow morning for Roseburg where he will be in attendance at the conclave of the grand commandry of Knight Templars. Magee is one of the grand officers, holding the position of senior grand warden.

Mr. and Mrs. Earl Whitlock and small son, Warren left this morning for the wild and uninhabited areas of Klamath county on a three weeks hunting trip. The coroner left with the firm intention of getting a buck before the close of the season.

R. B. Robinson and G. K. Rosenquist, formerly of Susanville, have opened an insurance office here under the firm name of Robinson & Rosenquist, with offices in the Sugarman building. The firm will specialize on accident and life insurance. Both members of the firm report excellent success since coming here a week ago, and are enthusiastic over the prospects of Klamath Falls.

MIDDLE FINED \$25.

George Riddle was fined \$25 and costs in the justice court yesterday on the charge of being drunk and disorderly Sunday at the county fair grounds. Sheriff Lloyd Low made the arrest.

Gertrude's Millinery 527 MAIN ST. Blouses Petticoats NEW HATS ARE READY For school, college, club, shopping and business wear styles for the Bobbed Hair

Calls on George



Enraptured and in chains Sergeant Major Walter Warstad calls on Premier Lloyd George at 10 Downing Street to ask aid for needy ex-service men.

SINNOTT AT FORUM

Congressman Will Be Speaker: Reclamation Men In Jit

Congressman N. J. Sinnott will be the speaker guest at the chamber of commerce forum Wednesday noon. A. F. Davis of the Reclamation department and two assistants, who will be here to effect a settlement with Frank Adams on the Hanks' marsh, and also to consider the proposed Tule Lake land opening, have been invited to attend.

The Rev. A. L. Rice will have members of the Presbytery now meeting in Klamath Falls present as guests of the Presbyterian church, with J. K. Howard of Oakland, one of the speakers.

The Rev. J. J. Handwerker in charge of the Near East relief in this district will be present at the meeting, taking a few minutes to explain the need of money to help the children in the war areas of Europe during the winter.

The forum will begin promptly at 12 o'clock in order to give Congressman Sinnott and other members of the program additional time for their talks.

Portland-Nehalem Broom Co. may erect new assembly of large capacity on Williams Street.

A "Mountie"



Members of the romantic Royal Northwest Mounted Police in Canada are trained to manage their high-spirited horses under all kinds of conditions. Here's a "mountie" making his steed dance.

PR'SBYTERY TO OPEN

First Session to Be Held in Presbyterian Church Tonight

The opening session of the Southwestern Oregon Presbytery will be held at the Presbyterian church at 7:30 tonight. The Rev. J. K. Howard, the retiring moderator, and the Rev. E. P. Lawrence, former pastor of the local church, will address the meeting which is open to the general public.

Tomorrow the Presbytery will be in business session both morning and afternoon, concluding with another open session at 7:30 Wednesday evening.

The entertainment begins with a dinner served by section 2 of the women's auxiliary at 6:15 this evening for the delegates, together with the officers of the local church. Klamath people have opened their homes to supply lodging and breakfast the two nights. Tomorrow noon the visitors will be the guests of the church men at the chamber of commerce forum dinner where the Rev. Howard will be one of the speakers.

Following tomorrow afternoon's session, care will be provided to make the trip to Algona point after which section one of the auxiliary will provide lunch at the church. "They don't come very often," said the Rev. A. L. Rice, "so our slogan is, 'Make them remember Klamath!'"

Advertising pays. Try it and see.

I. W. W. RELEASED

Bail Reduced Following Report on Jail By Grand Jury

Following the report of the grand jury condemning the city jail, in which county prisoners have been confined, as unsanitary and insecure, the district attorney stipulated with attorneys for the I. W. W., who have been incarcerated for several months, that the bail heretofore fixed should be reduced. Following the filing of

such a stipulation, Judge Leavitt on Monday approved the bail, which was furnished and the prisoners were discharged from custody. Bonds were furnished by Vera Mueller, Theodore Mueller, Frank Tscholtz and Ted White.

BIRTH RECORD

COLLIER—At Klamath Falls, Warren High hospital, October 9, 1922, to Mr. and Mrs. A. M. Collier, a girl; weight, nine pounds.

At The Liberty Today

The little blaze destroyed one of our machines and a few motors but due to the generosity of Mr. H. H. Hart who offered us the use of their new machines, we are able to operate today.

"FRIVOLOUS WIVES"

with the screen's most fascinating personality

Rodolph Valentino

in the leading role.

WEDNESDAY

"THE BATTLE OF JUTLAND"

The great picture of the sea struggle between Germany and England. This picture was entirely made with working models and has been pronounced by naval experts to be the most remarkable thing of its kind ever produced.

Look! Watch! Wait! "I aint mad at nobody" Something Big is Going To Happen ... ? ? ?