

The Evening Herald

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Office, 119 North Eighth St., Klamath Falls, Oregon

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The Evening Herald is the official paper of Klamath County and the City of Klamath Falls.

SUBSCRIPTION RATES

Delivered by carrier.	
ONE YEAR	\$6.50
SIX MONTHS	3.50
THREE MONTHS	1.75
ONE MONTH	.65
By Mail	
ONE YEAR	\$5.00
SIX MONTHS	2.75
PER MONTH	.65

INFORMATION FOR ADVERTISERS

Copy for display advertising must be in this office not later than 3 p. m. on the day preceding publication in order to be inserted in the issue of the paper of the next day.

Want ads and reading notices will be received up to 12 noon on the day of issue.

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

SATURDAY, AUGUST 18, 1923.

CONCENTRATING IN ADVERTISING

(From Ashland Tidings)

HOW many business firms give attention to the important matter of concentrating in their advertising? Experience leads the writer to believe that those who do are in a small minority. Concentration is a matter of utmost importance in the advertising program, and consequent success of any firm. The majority of business men are liberal in their advertising programs but they fail to accomplish that which they desire for the simple reason that their efforts are scattered in so many directions and through so many channels. It is admitted that there are various forms of advertising that bring results, but if success is attained it is always through concentrating the advertising in one, or not more than two channels.

Many merchants and business men have erroneously acquired the belief that successful advertising consists in spending money for publicity in a score of different channels. Their plans call for advertising in the columns of their local newspapers, through circular letters and posters, on billboards, in show programs, in road maps, on hotel directories, in the picture show, and in a dozen other different mediums, with the result that the amount spent for each is so insignificant that they do not obtain value received through any of them. The same amount of money expended through many channels concentrated in one or two of the recognized leading channels of publicity would not only simplify the work of advertising but would be a volume of sufficient force that results would be certain.

The newspaper is recognized as the most valuable of all advertising mediums, for the reason that it provides a regular source of publicity and for the further fact that it reaches a larger number of people than any of the other mediums, and at a less cost. The results obtained by the larger and more successful retail firms of the country bear out the foregoing statement.

It is only simple reasoning to realize that if all the funds appropriated annually by the smaller retail firms were concentrated in the columns of the local newspaper the volume would be such as to assure good returns. With a firm's money expended in many channels the result attained is like that of a scatter gun. With all the funds provided in the budget expended through a single channel the result is like that of a high powered rifle that concentrates all its mighty force in a shot that gets results.

Merchants and other firms are also expending a lot of money for advertising service when there is no need of it. The wide-awake paper of today is provided with the best advertising service the country affords and places it at the disposal of advertisers free of charge.

One of the greatest leaks in the advertising budget of the retail merchant is the calendar habit. Calendar advertising is comparatively a recent thing, yet it grew by leaps and bounds and today absorbs millions of dollars of advertising money and gives comparatively little in return. If any merchant questions this all he has to do is to visit the homes into which his calendars have gone and note that for each hundred distributed not more than one bears the name of the firm and all other advertising appearing thereon, the donor. People like them for the pretty pictures and as soon as they receive them, remove the name of destroying their advertising value. The same results attain with money expended for advertising in time tables and other useless channels.

The practice of advertising along scatter gun methods not only is more expensive than if advertising were confined strictly to the newspaper, but brings less results. There is another important point entering the question: If all the money expended by the retail

firms of any town for advertising went to the local newspaper the publishers would transact a volume of business that would justify greatly improved papers.

Think it over, Mr. Merchant. Consider the question strictly from a business standpoint. If you do you can not help but realize that concentrating your advertising in the local newspaper will be cheaper not only for you, but will bring better results; and in addition will permit your paper to improve and grow in circulation and influence, which it can not do when it receives only about one-fifth of your advertising business.

HISTORIC MINE BEING FLOODED

HELENA, Mont., Aug. 18.—Pumps have been drawn and the North Butte mine, one of the famous copper properties of the Butte district is being permitted to flood with water up to the 2,800 foot level, from which point there is drainage to an adjoining mine. Depletion of a considerable portion of the ore reserves and the present discouraging condition of the metal market are given as the reason for the abandonment.

The North Butte mine has been the scene of two disastrous accidents, the most recent of which, in June, 1917, cost 163 lives. The other, in 1914, resulted in more than a score of fatalities.

It was in the North Butte in 1917 that Manus Duggan contrived the plan of improvising a bulkhead during the fire. His cool-headedness at the time is said to have saved the lives of more than twenty miners whom he led to an old drift where they took refuge from the deadly gases behind a bulkhead built of boards and clothing. Duggan lost his life attempting to rescue a miner after the bulkhead had been torn down and the refugees were fighting their way to clear air after forty-eight hours imprisonment.

Since this fire the improvised bulkhead has been resorted to by fire-trapped miners in various disasters and on several occasions has resulted in the saving of lives. In the Argonaut mine fire in California a year ago the plan was followed without success. It was then was said to have been suggested by a man who was with Duggan and his comrades in 1917.

The North Butte has produced millions of dollars worth of ore and was said to have been one of the most up-to-date properties of its kind in the world. Ventilation experiments were carried on continually and the canvas air-pipe ventilation system developed to a high degree. It was equipped with various safety devices, including steel fire-trap doors and emergency refuge rooms equipped with cold air.

Few mines, once allowed to flood, are reopened, and it is thought doubtful if Montana mining men whether the famous old North Butte will ever again be operated.

Keep away from Athens. Girls wearing sleeveless dresses there are smeared with tar.

I will clean flues, chimneys and furnaces for the next few days in Klamath Falls. If your stove does not bake well or smokes it needs cleaning. Tel. 155-W. 18tf

THE CUP CHANGES HANDS



The Office Cat

The modern auto wrench not only wrecks a car but a reputation as well.

What most of us would rather be doing instead of what we are doing during summer, is anything else, says W. D. Miller.

"That's a strange combination?" said the young lady as she was going through the wash which had just returned from the laundry.

A fireman may not have a great many sweethearts, but his life is certainly full of old flames.

Doctors say that men who smoke are liable to have everything. Yes everything but matches, opines C. C. Brower.

It takes at least two men to make greatness; one to do the stunt and one to cheer.

A man may be slow to move when opportunity knocks, but he isn't when the neighbors do it.

Smiles

"Sing a song of laughter,
Pocket full of smiles,
What the world is after
Beats all other wiles;
Life's too short for grumpiness,
Spend your little while.
Looking for the beautiful,
Wearing of a smile."

Jack Frost says get out your shoe horn and play a few foot notes.

Nothing will make a marriage happier than a lot of common sense.

Before the ceremony he wants to know when he can have her for his own; Johnnie Houston says after the ceremony he wants to know when dinner will be ready.

Every man is philosopher enough, to enjoy watching the other fellow's property burn.

No matter how far money goes, it seldom reaches next pay day, in the opinion of Byron Nord.

Correct this sentence: "What a lovely smile she has," the man's wife said when a flapper smiled at him.

Fickle Weather

With open arms and smiling face
You beckon us to come
And bask in your warm sunshine
And list to bee's soft hum;

THEATRES MOVIES

AT THE LIBERTY

Starting Sunday there will be shown at the Liberty theatre for a two day run, the Fox production, "Romance Land," starring Tom Mix. Advance reports received on this picture qualify it as an excellent entertainment.

John Oliver La Gorce, editor of the National Geographic magazine, in an article entitled "Treasure House of the Gulf Stream," says

"The octopus is a source of fascination to most people in spite of its repulsive appearance. It has a large, ugly head, fierce-looking mouth armed with a pair of powerful, horny jaws shaped much like the beak of a parrot, and topped with two diabolical eyes set close together that can send forth a demoniac glare when angry. The grotesque head is mounted on a somewhat oval body from which radiate eight arms usually united as the base by a membrane. The arms, or tentacles are provided with rows of suckers with which to clasp and cling to its prey with uncanny strength and quickness. The octopus has a faculty of instantly changing color before the very eyes, and is constantly doing strange and weird things, which always attracts the attention of the passer-by." There is a giant octopus in "Wonders of the Sea," J. E. Williamson's amazing thrill picture, which is being shown next Tuesday at the Liberty theatre.

There is hard earned money and hardly earned money.

AT THE PINE TREE

An outdoor picture colorful in the extreme, is Dorothy Dalton's latest Paramount picture, "The Law of the Lawless." It contains a variety of thrills and mystery combined with a passionate and primitive love romance of the Tartar and gypsy. This picture, said to be an entertaining and novel photoplay, may be seen at the Pine Tree theatre tonight. Theodore Kosloff, Charles de Roche and Tully Marshall support the star, each playing featured roles. E. Lloyd Sheldon made the adaptation from a story of the wandering gypsy tribes by Konrad Bercovici, a famous Roumanian author.

"Law of the Lawless" is tonight.

There seems to be some question as to just what is the dangerous age, but that spring is its proper setting is conceded generally. Following that theory, John M. Stahl chose this romantic season as the background for his production, "The Dangerous Age," which is coming to the Pine Tree theatre on Sunday as a First National attraction.

Spring, according to good authorities, is the time at which little Dan Cupid is at his best, and then, too, the disturbers of domestic bliss are said to set in their most effective work. In "The Dangerous Age," a highly dramatic tale, the main victims of spring's period of unrest are John and Mary, two regular, normal persons, who have been happily married for so long that they fall easy prey to the plinkings of Pan.

The story is by Frances Irene Reels, and Lewis S. Stone heads the all-star cast.

PINE TREE

Saturday Only

DOROTHY DALTON

—in—

The Law of the Lawless

—with—

THEODORE KOSLOFF

An untamed Tartar beauty of whirlwind passions—a "devil in pantaloons" her tribe called her—quick as a wildcat to fight, and as powerful. This was the human tempest a fearless gypsy vagabond captured and tamed—and won.

You'll thrill to this astonishing romance of a brand new kind. And you'll want to see more like it—absolutely!

Sunday



WHEN A WIFE WANDERS

When a husband thinks of the life he has missed and a wife believes she is growing old—is that the Dangerous Age?

John M. Stahl

has made big pictures, but none so vital as

"The Dangerous Age"

LEWIS STONE, CLEO MADISON, RUTH CLIFFORD
A First National Attraction

AT THE LIBERTY

Orchestra Every Evening—Mr. Harry Borel, Director

Two excellent numbers today

"ARE YOU A FAILURE?"

Is one of the best things we have had. A picture that every young man especially should see. An added attraction is

"WHEN GALE MEETS HURRICANE"

which is Round 11 of "Fighting Blood"

Sunday Special

TOM MIX in

"ROMANCE LAND"

Coming Tuesday

The most remarkable picture of the year

"WONDERS OF THE SEA"

This picture was taken by the famous Williamson in the waters of the Bahama Islands, using their depth tube, permitting photographs to be made of events never seen by human eye.

You woo with fragrant incense
Of budding leaves and flowers
And then—you hide your sunny face
And drench us with your showers;

Roy Everhart says that this is the season of the year when you never know whether to wear a palm

beach suit or an umbrella.
"We're all for you," said the bills to Harry Poole as he looked at the mail.

If women had better taste grumble Geo. Barth there would be more bachelors.