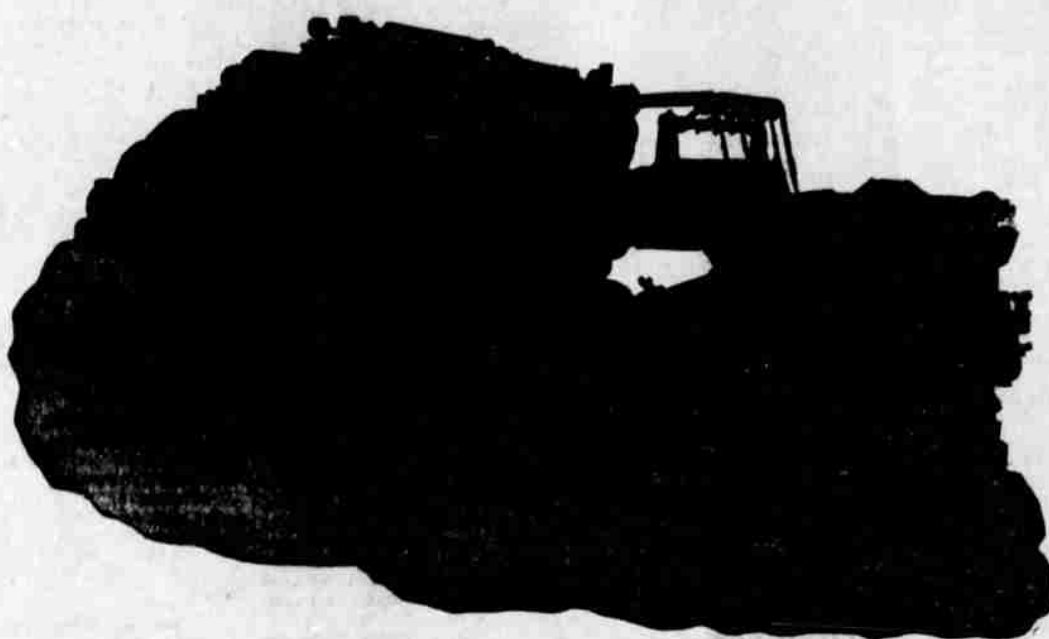


The "Goss Clipper" 16-Page Stereotype Printing Press Just Installed to Serve Klamath Falls and Southern Oregon



WE RESPECTFULLY announce the installation of the Goss Clipper Printing Press of sixteen pages capacity, together with complete stereotype plant, which will be used in the future to serve Klamath Falls and Southern Oregon in publishing the Evening Herald and the Klamath Morning News.

In making this announcement to the readers of these newspapers and to the general public let us call your attention to the meaning of the installation of a rotary printing press that prints from stereotype plates instead of direct from type.

There are several milestones in establishing and publishing daily newspapers, each of which is not only of importance to the patrons of the newspapers because of the better product furnished, but each milestone marks the progress, advancement and growth of the community in which the papers are published.

First comes the hand press and the movable hand-set type which serves the village and surrounding country; when one man is editor, publisher, printer and "devil."

The second milestone is the installation of a typesetting machine. This marks a growing community for it shows that no longer can the hand-set type serve because it is too slow a process.

The next milestone is a cylinder press run by power. This press is fed one sheet at a time and suffices for a town until it gets to possibly 3,000 population.

Another milestone is passed when the cylinder press is discarded and the flatbed Duplex press is installed. This machine prints from large rolls of paper but it prints directly from type forms. It is much faster than the cylinder press and answers the needs of a community up to 15,000 people. With the installation of a Duplex flatbed press usually comes the addition of another typesetting machine to expedite the work of publishing a daily paper.

Such equipment will answer the needs under a heavy strain for quite a while. Publishers hesitate to leave the flatbed press, for all of them realize that the next step is metropolitan daily newspaper work and the requirements and the expense are very heavy.

This last milestone—the installation of a rotary press printing from stereotype plates—causes not only a heavy investment, but it is a complete change in operation. The old composing stones must be discarded and in their stead steel tables to be used under the mat roller must be put in. Stereotype machinery consisting of a large metal foundry must be purchased and installed. The press is a large machine of two decks weighing about thirty tons, and it must be installed on foundations that are perfect and erected by an expert press erector who has served years at his trade.

Mr. Young, the press erector from Battle Creek, Michigan, has just finished his job in Klamath Falls and the Goss Sixteen Page Rotary Press has been turned over to us in complete operation.

Today the daily newspapers of Klamath Falls are printed from stereotype plates on a rotary press in the very same manner that the newspapers of Portland, Seattle and San Francisco are printed.

This milestone in daily newspaper publishing in this city marks the absolute change of Klamath Falls from a town to a city. It is with great satisfaction that we announce this important change. It is with great satisfaction that we say to the people of this Basin that our confidence in the immediate future growth has caused us to take this advanced step, and to equip a publishing plant that ranks among the best in the west. Our faith in Klamath has never wavered, nor does it now. On the other hand, we are positive of the future—nothing can stop Klamath Falls now—and in order to be abreast of the times, or possibly a trifle ahead of the times—we have added the complete stereotype equipment, an Elrod slug and rule casting machine, which, together with the five modern Linotypes we have in the plant and a modern Ludlow type casting machine for advertising and display type, makes the plant that publishes the Evening Herald and the Morning News a model in the publishing business.

We invite all to come to the pressroom and see the new machines in operation. We invite you to come and be thrilled by the fast press turning out its daily product, just as we are thrilled when we watch it in operation. Go through the plant and have all the machines explained, for publishing daily newspapers is an interesting operation to everyone.

May we also call your attention to the added news features in each of the two daily newspapers that serve this city and community. The very best features that can be bought are now yours every day. The leased wire service of the Associated Press by day and United Press by night gives Klamath Falls people telegraphic service from all parts of the world every minute of the day and night. Nothing can happen in the most remote corner of this old earth that Klamath Falls people do not know about immediately.

We say to you it is a pleasure, it is a satisfaction, it is a joy to us to be able to serve you in this most modern manner. And as Klamath Falls and the surrounding country grows we pledge you that the Evening Herald and the Morning News will also grow.

Publishing daily newspapers is our life's work. We love it and we are always at the service of our family of readers for they are most important to us. To be able to publish newspapers that enter the homes; newspapers that are read and enjoyed, is far more compensatory to a publisher than wealth or power. In this expression of feeling the entire staff of the Herald and News joins me.

Sincerely, yours to serve,

Bruce Dennis

Publisher The Evening Herald
Klamath Morning News