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When you need a new metal or stainless steel sink made call 6616 or see G. C. Motley, 812 Klamath Ave. He has flue extensions, caps, revolving tops, Patent flues, roof jacks and gutter and downspout and most anything you want in sheet metal.

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### KLAMATH LUMBER & BOX CO.

Manufacturers of

Ponderosa Pine and Sawn Wooden Boxes

HELPING TO BUILD THE KLAMATH BASIN

SINCE, 1920!

## Distinctive Printing Is Recognized As One Of The Greatest Assets For Success In The Operation Of Business

Smith-Bates Printing Company has been supplying quality printing in the Klamath Falls region for more than a quarter-of-a-century — The equipment makes it possible to do creative printing of any type — Distributors for Mailwell Envelopes.

By R. KENNETH EVANS

Because the general public is so closely in contact with printing and as it is quite generally accepted as a matter of course, too little attention and consideration has been given the economic importance of printing and the printing industry. The expansion and progress of the printing trades in the last 50 years has been outstanding to an almost unbelievable perfection, yet, few people have even a modicum of knowledge of its economic importance. However, if one will but stop for a second or two, and review in his mind the many times he comes in contact with printing of some nature throughout the day, he might get some idea of its extensiveness. Printing enters intimately into the lives of every one almost every hour, in every day of the year.

The perfection of the printing industry as it stands today is one vocation—and perhaps the only one—that has been handed down through the ages as far back as 6,000 B.C. The earliest known printing of record are the carved inscriptions on tablets of baked clay which were excavated from the Chaldean city of Nippur. Such tablets were in those pre-historic days. Printed inscriptions cut in wood, stone or other more or less durable materials, continued to be used for a long time after more convenient materials were in general use. Even in those days advancements were made, and from 400 B.C. to 600 A.D., the greater part of all writings was done on papyrus. This was followed by parchment made from the skins of goats, sheep or calves. Some of these scrolls of papyrus were 120 feet in length and rolled for convenience of use.

#### THE CHINESE STARTED THE INDUSTRY

Printing on paper by means of engraved blocks, which was the actual beginning of the development of the printing systems in use today, was done by the Chinese as early as 80 years B.C. Johannes Gutenberg, Mainz, Germany, operated a printing shop in 1450 where he first experimented with letters carved from wood and later used type carved or cast from metal. The first book known to have been printed from movable type is the Gutenberg Bible, in Latin, which was completed in about 1455.

#### FIFTY YEARS OF ADVANCEMENT

Even fifty years ago the printing industry, as it is today, was still in its infancy from the point of advancement. That was before the rotary perfecting presses, off-set printing, automatic letter presses and process color work had been perfected. However, the commercial and industrial world had begun to use printing more extensively, and there was a universal demand for increased quality and diversity prompted by competition.

W. O. Smith was engaged in the newspaper field and printing business in Klamath Falls back in 1928 and the building which houses the Smith-Bates Printing Company, 132 South Fifth, in Klamath Falls, was built the year before, for this purpose. Mr. Smith retired from the printing business Jan. 1, 1946, but, not before he had watched it progress to its high standards of efficiency today. He passed away early in the winter of 1951.

Otto L. Smith, no relation to the founder, became identified with the Smith-Bates Printing Company in 1936. He has been an important factor in the development of this local industry in its high state of efficiency in the printing field, with the finest equipment available on the market. Otto L. Smith is secretary-treasurer of the corporation and general manager.

Today, there is no printing job too large and none too intricate to be handled in this plant or through the Smith-Bates Printing Company. The outstanding success that the service industry has experienced is accredited to the quality of printing, customer interest,

personalized service, integrity and reliability. Never has the management of the Smith-Bates Printing Company permitted an inferior printing job to leave the building. Where unavoidable errors or misunderstandings have come about they have all been adjusted to the satisfaction of the customer.

This background of the Smith-Bates Printing Co., is something for the buyers of printing, located in the region, to take into consideration. Frequently these buyers of printing receive in the mails quotations for printing from establishments located in other sections of the country, that seem to be so low in price that they are inclined to take advantage of it. However, paper costs are universal and wages are established. There is only one way that lower prices could be quoted, and that is by doing an inferior grade of work and using cheaper grades of paper. Since "first impressions are lasting impressions," and printing is usually the first contact made with customers, commerce and industry, consideration should always be given to the class of printing used. More often than not a firm is judged by the class of printing it uses in letter-heads, envelopes, statements, etc. These outside printing establishments, with their cheaper prices, are not available for adjustments or corrections.

The Smith-Bates Printing Company has one of the latest model Linotype machines, Model 31, for setting a variety of type faces and sizes which was installed last year. A Kelley automatic job press, a Kelley automatic letter press, 2 platen presses, a multilith press (off-set)-v a ruling machine, Baum folding machine and, auxiliary equipment such as paper cutter, drills, punches, including many fonts of type for hand-set work contribute to the ability of the Smith-Bates Printing Company to do only quality work of all kinds. These facilities and quality work have been recognized by almost all of the lumber mills in the Pacific Northwest which universally, use the mill forms that have been created and printed by Smith-Bates.

Barney Cavanaugh is kept constantly in the field served by Smith-Bates Printing Company, as salesman. He makes regular route trips as far as Redding, Alturas, Lakeview, and the four-county field adjacent to Klamath Falls. A large printing business has been developed and has been retained through his efforts augmented by the high quality printing supplies.

The Smith-Bates Printing Company acts as distributors for the Mailwell envelopes, known for their quality, and the firm handles close to 500-thousand of these envelopes annually. School annuals have been published, year after year, and other periodicals and booklets are designed and printed. From 10 to 12 local people are regularly employed. The company keeps constantly in touch with advancements made in the printing industry by memberships with the Printing Industry of America, and Master Printers of Oregon. Otto L. Smith has served as president of the Master Printers of Oregon and is, today, on the board of directors.

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- \* Did you know that there are 364 fire hydrants in Klamath Falls supplying water for your protection against fire!
- \* There are 121.2 miles of water mains in the City!
- \* Fire Insurance rates are 34% dependant on the water system of a city, and Klamath Falls is more than adequately supplied!

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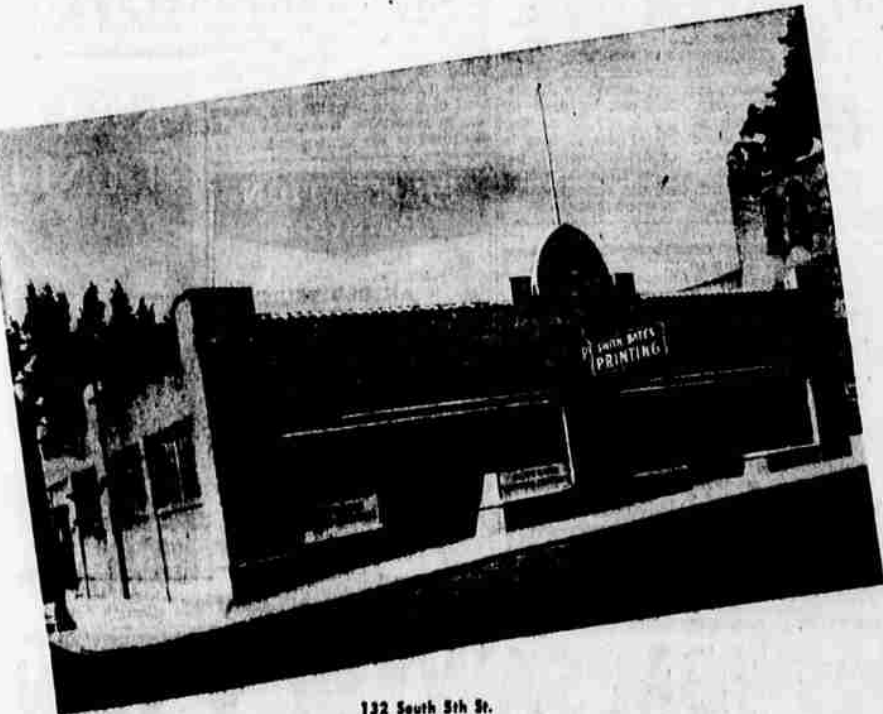


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- Continued Efforts to Keep Abreast of New Trade Techniques
- Our Customers Every Courtesy and Attention We Can Give



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