

# MERCHANTS OF CITY PAY TRIBUTE TO ADVERTISING VALUE OF KLAMATH NEWS

**Houston & Jester**  
Klamath Falls, Oregon.  
Gentlemen—On this, the occasion of the first anniversary of The Klamath News, we extend our heartfelt congratulations.

An advertising medium that has been very satisfactory to us has been found in your columns exclusively for the past eight months. We tested it in a shoe sale and netted very good results.

Again, our congratulations.

Sincerely,  
HOUSTON & JESTER,  
G. W. Houston.

**Efforts Appreciated**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—We, the proprietors of the Klamath Variety Store, extend to you our heartfelt and best wishes on this, your first anniversary.

We feel that you are doing your very best to give to Klamath Falls a good, clean, constructive newspaper, and that you are doing your part in making our city a better and more prosperous place.

Follow your present course and the coming years cannot fail to bring you to the fullest measure of success and prosperity.

McKENZIE & MORRISON.

**Piggly Wiggly**  
The Klamath News  
Gentlemen—Since coming to Klamath Falls we have advertised in the News extensively. The results have exceeded our expectations, and this is saying a lot.

What more is there to say in extending our congratulations on your first birthday. We will be on hand at your party to celebrate with you.

With a further wish for your continued growth and prosperity along with the rest of Klamath county, we are,

Sincerely yours,  
T. J. HAMPSON,  
S. O. Piggly Wiggly Company.

**Outstanding Facts**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—I have been asked what I think of The Klamath News. Confidentially, I have my opinion of all newspapers. I wonder why they do not print this or that, and I sometimes wonder why they print what they do.

But from the advertiser's side, which I am most interested in, I must advertise in those papers which are the most widely and thoroughly read, and such a paper must print live, vital news. All of this I have found in The Klamath News.

This outstanding fact, together with the fine co-operation I have always enjoyed with the whole News staff, makes me say:

"Happy birthday, and many of them."

HOME OF THE WORKINGMAN.  
By Lloyd Ryan.

# FOIBLES, FANCIES AND FAULTS OF HI-YU CHIEFTAINS OF DAILY NEWS

**Ben H. Stevenson**  
Managing Editor  
Short and Sweet.  
That describes him as well as this sketch.

Except that his pleasant exterior is camouflage for more than stature. In fact, short, sharp utterances and orders are so well suppressed that the staff lives in dread of the day he will break forth and say what he really thinks.

His striking peculiarity, in common with most "M. E.'s" is that he knows what he wants. And if he can't get some else to do it for him he knows how to do it for himself. He can sweep the floor, set type, run a linotype, solicit and write ads; write stories and editorials, hire and fire; soothe ruffled feelings and make new friends, and keep old ones.

As a schoolboy in knee pants, a quarter century since, he spent his idle hours around the print shop with his father in Halley, Idaho. He had heard someone say they liked the smell of printer's ink, and so kept poking his fingers in it. His father gave him some type to play with; showed him how to pile them in a "stick," and make the funny things say something. Thereafter, young Ben was ruined for life.

Now he plays with the entire newspaper.

In his pocket he carries a card showing him to have been an active member of the Typographical Union. He has another card indicating that he paid his dollar to the Red Cross. The rest of his staff he carries in his head.

**Byron H. Hurd**  
Vice-President  
This unfortunate individual has to stay in San Francisco. It will be noted in these columns that he holds the sack, in other words is the good angel of The Klamath News. If anyone is entitled to the appellation Mister in these writings a sane scribe would couple it up with him. But he is not that kind of a fellow. In other words, he is real and human.

Aside from the fact that he is a successful business man, there is nothing derogatory we can say about him.

He has a way of jumping up here over the week-ends. And he wants to know all about this newspaper, fancy that. He sleeps both ways, it is said, but he has not been known to doze while here. Neither has anyone else, during the all-night executive and stockholders' sessions.

After Hurd departs, President Otterbein, Treasurer Stronach and Managing Editor Stevenson go to bed for two days.

Hurd has his ambition. He wants to come to Klamath Falls. It is understood he will be a resident of the best country in the world before long.

**Shepherd Broadcasts**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—Here's wishing you the best of success on this, your first birthday, and will say that we have found your paper a fine advertising medium, which is saying practically all our advertising was done with the Klamath News and the big increase of our sales, Piano and Victrola business for any other years in the best business that your paper really pays for an advertising medium.

Therefore, we figure your paper has made money for us and this is the reason we have doubled our order for the coming year.

Again wishing you continued success I am,

Yours truly,  
EARL SHEPHERD CO.  
E. T. Shepherd

**Woolen Mills**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—In honor of your first anniversary we wish to thank you for your co-operation, and the faith and good will you have shown us.

Hoping that on your next anniversary your efforts for the past year will be paid by your expectations, we remain,

Yours very truly,  
BROWNSVILLE WOOLEN MILLS STORE  
W. J. KENNETT, Manager.

**Western Auto**  
The Klamath News  
Gentlemen—We accept with pleasure your invitation to your First Anniversary party.

The News has made wonderful progress, and here's wishing you every success.

J. W. KEEFE,  
Manager Western Auto Supply Co.

**Get This!**  
Klamath Falls, Oregon.  
The Klamath News,  
Gentlemen—We wish to convey our hearty congratulations on this, your first birthday and anniversary.

Your rapid growth and development from a local weekly to a country-wide read daily bespeaks the high moral calibre of your publication.

We believe that public opinion in general is for a clean-cut publication.

We believe that our community is looking for leadership. We believe that that leadership might well come from a clean daily publication, that is morally clean and politically sane.

We hope that The News will refrain from publishing petty community differences, and forge its way into that place of leadership.

We extend our wishes for a greater year of progress and prosperity.

Yours truly,  
HURRY CASH GROCERY.  
By C. H. Barnstable.

**Walter West**  
Business Manager  
Our business manager, aside from merely keeping the books straight, has a pet hobby.

His pastime is an earnest effort to bring the Northern lines into Klamath Falls.

Right across the desk from the business manager sits Ben Stevenson, the managing editor. It might be mentioned in passing that the name of the business manager is Walter West.

Stevenson has his own ideas about railroad development of the Klamath country. It has been noticed that he believes the Southern Pacific program is of paramount importance to Klamath.

The railroad hearing at Portland was a tame affair compared to the conversations that finds its way across the said West-Stevenson desk.

Late reports from the front office are to the effect that West has resigned his position at the desk—if not his hobby. It appears that Stevenson won the argument. Anyhow, West moved his half of the desk out in the main office.

Aside from his efforts to do missionary work on behalf of the Northern lines, West is amiably disposed toward the rest of the staff, and is as well liked in return.

Before coming to The News with his railroad propaganda he was office manager for the Shaw-Bertram Lumber company. Prior to that he was for seven years with the S. P. & S. R. R. Co.—Ah! Secrets will out. The S. P. & S. R. R. Co. owns the Oregon Trunk. West was field accountant for the United States Railroad Administration when it upset and disorganized the transportation systems of the country during the war.

Once upon a time he came from Kentucky.

**Nate Otterbein, President**  
The less said about Nate Otterbein, president of the Klamath News Publishing company, the better. He says he doesn't like publicity, and he says it just like he means just that, and not that he loves it. Nate signs the checks and that is very apt to carry some weight when added to what he merely says. Anyhow—

Those who know Nate will swear to the truth of the statement that he likes to fish. That is putting it mildly. He is not only a fan, but a fishing fanatic.

It is also recorded in these columns that the managing editor likes to fish. Both endeavor to steal enough time from this publishing company to satiate themselves with their favorite sport.

When one happens to be on the job and looking vainly for the other one the rest of the staff knows the answer. Whether or no the paper really suffers during the open season, is however, left to the judgment of the readers.

Yes, Nate Otterbein is really supposed to do some work. He tickles the ivories of a linotype machine during the day time. An endeavor is made to pile his hook high with copy for if he runs out he is gone fishing. Recently it was considered necessary to get out an extra edition, but there was only an empty copy hook where the worthy president was supposed to be.

**Stone's Market**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—During the past year has been the policy of this organization to place a considerable amount of our advertising through the columns of the Klamath News.

It is a pleasure for us to state our business dealings with you have been very satisfactory.

We congratulate you on effecting an expansion which has made possible your remarkable growth the past year, and we have every confidence in your continued success.

Yours truly yours,  
O. L. STONE,  
Assistant Manager.

**Glover's Jewelry Store**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—May you have many more Happy and Prosperous Birthdays.

Success to those who have brought success to us.

GLOVER'S JEWELRY STORE  
511 Main Street.  
Home of the Big Street Clock

**Davis Furniture**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—Heartiest congratulations and success on your first birthday as a morning daily.

We have found The News very satisfactory as an advertising medium, and use it for the major part of our advertising.

We, too, are celebrating our first birthday as a furniture store and have enjoyed a phenomenal success, much of which we attribute to the advertisements carried in your paper.

Hoping for your continued success.

CLAUD H. DAVIS.

**Barnhart's Tribute**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—We understand that you will be celebrating your first anniversary as a daily newspaper on Thursday evening. May we take this opportunity to wish you continued success and congratulate you upon the style and policy of your paper.

We have used The News exclusively as an advertising medium, and received very satisfactory results.

Here's hoping for you continued success.

BARNHART'S LADIES READY-TO-WEAR APPAREL.  
By Mrs. George Barnhart.

**Public Market**  
The Klamath News,  
Klamath Falls, Oregon.  
Gentlemen—Best wishes on this your first birthday, and congratulations upon the remarkable success you have had in so short a period.

We have used your paper as an advertising medium exclusively for the past year, and would like to say now, that the returns have been most gratifying.

Sincerely,  
E. L. CRAMBLITT,  
Public Market.

**Watch Hook**  
"Keep that copy hook filled or I'll put something on my own hook," he says.

If on Monday, or on any day following his frequent disappearances, Nate appears looking grumpy and with a gruff tone in his voice the staff knows Nate has made no successful overtures to the fish. Then they call him Mr. Otterbein, quite respectfully. No one seems to forget who signs the checks. But when the Otterbeins have had a mess of fish Nate will stand for the Whistling Refuses and female Gull Curd's all about him, and smile right on.

Nate came into this country astride a mule. He stopped to fish, alas! The mule took to his heels in response to a call from a band of wild horses, and Nate has been here ever since.

There was nothing for Nate to do but stake out a homestead out Poe Valley way. Somewhere he had learned the printing business and later he went to work for the old Herald when it was owned by Murray and Smith. Also, he had learned to write, because he signs the checks.

# STAFF STORIES ON WHAT THEY THINK OF KLAMATH NEWS TAKEN BY AND LARGE

**By W. H. Grubbs**  
Advertising Manager  
The boss has taken a mean advertisement. Just because he is the boss he has told me that I have to do 100 words telling just what I think about The News. That's where I'm right up against it. He knows I'm not addicted to flattery, and if I make it sound nice, he'll immediately make a mental note that I'm a darned liar. If, on the other hand, I say what I really think, sometimes, well—you know how it is, a fellow simply has to eat.

Anyway, I'd a whole lot rather be chased as a cheerful liar than to have to parade Main street with a stoney and a pocketful of pencils, so here goes.

I consider this the best job I've ever had. It's a good job. You can take my word for it. I know because I've had a lot of experience holding jobs. A couple of times when I applied for a "position" my prospective boss has quite candidly mentioned that he felt that I had a trifle too much experience. Then he'd suggest that it might be well for me to see some other chap who was fishing out "positions."

But, "all joking to one side," as Bing Lardner says, The News is a mighty fine little paper, and to my way of thinking, has a real future. Our circulation has grown wonderfully. Increased circulation has meant increased advertising, for the prospective advertiser must be shown that his message will go to a definite number of homes—the more the better. We have reached the stage where we have something to sell, for now we have the largest circulation of any newspaper in Klamath county—as a result of which we are carrying the largest amount of advertising. Rest assured, The News will keep pace with development of the Klamath country.

**By A. E. LaDieu**  
Circulation Manager  
Without a doubt the heads of the editorial department of The News attribute its rapid growth to their own particular efforts. The secret of the development of this newspaper is traceable, as is the case with all successful publications, directly to the circulation end. This is a statement to be accepted as seriously as one wishes.

But more seriously:

The News is fortunately situated. It is hours ahead of the rest of the field, local and outside, in its service outside the city. The same mail that carries evening papers of the day before carries The News of the morning following. The readers in a wide territory outside of Klamath Falls appreciate this fact.

Papers published in the Bay counties of California and in Portland and other Oregon points, are from 24 to 36 hours behind The News.

So it is without egotism that I say that circulation has contributed no small share to the success celebrated at this anniversary.

In a long experience with the circulation end of newspapers I have never seen a greater public response to a newspaper's support than has been manifested this past year. Circulation of The News has increased 220 per cent, the figures for which will be presented elsewhere. This is nothing short of marvelous. And The News now leads in circulation in Klamath county.

Whatever circulation has not done has been accomplished by the editorial departments. Credit must also be given to the business management. The advertising carried has been exceptional.

But more important—

The public is quick to recognize a good newspaper.

**By Lynn Zimmerman**  
Advertising Assistant  
The editor-in-chief has asked me to write about three hundred words in criticism of my paper—now if he had asked me to write a criticism of him or of the advertising manager I could sit me down with the greatest of ease and pick them both to pieces as a means of revenge for the many razzings received from them.

I could write volumes about the nagging disposition of my advertising manager but what good would it do it would never get into print; and I would derive much glee in telling the world how cruel the managing editor is in his treatment to me—how he has refused me a raise three times in a "get back to the mangle Lis" tone of voice.

But the "News" my paper—well, that's different. I think we have the spiffiest paper in the country, of course I think sometimes our editors and reporters write like they're full of hop and that the manager of the circulation department should be shot at sunrise but gosh, that isn't the paper's fault. The paper's doing it's darndest to make men of them—just give it time dear public. They have to crawl before they can walk.

We have the best back shop, the fellows that turn out the paper, in the country—but my hair is gray and deep furrows are worn in my youthful brow trying to keep the boys from feeding me ground glass on account of the advertising copy I shoot out to them.

When the "set up man" puts Houston and Jester's ad in upside down—I have to tell them that's good advertising—the public likes it and out of curiosity they will turn it up side down—then I have to trail over to H. & J. and blame it on the back shop and take it all in all I lead a dog's life—but I like it.

**Charles F. Hunt**  
City Editor  
"Charlie," as he is affectionately known in The News office, was overseas for four years. He served as an excitement-loving American with the 48th Highlanders, 15th battalion, third brigade, first Canadian division, etc. Incidentally, he has a medal or two, but as he is a modest individual, we won't say much about that.

It was at Vimy ridge. There was hell that day. Eighteen of the 40 thousand Canadian troops fell before Vimy ridge was captured. Charlie Hunt had been at the front two long years without a scratch until the allies began the advance against the Germans entrenched on Vimy. He went over the top with the others—and went down.

One bullet shattered his wrist, another was broken on the steel mirror over his heart, and the third tore through his cartridge belt, exploding fifteen of them. He was ordered to the hospital, and tramped three miles through the mud to the dressing station. Did you read that editorial on Armistice day in The News? Charlie Hunt wrote it. He felt what he wrote, had lived it.

But beg pardon. There was no intention of fighting the European war over again.

With his fighting staff on one hand and the composing room force on the other, Charlie Hunt is between two fires. At times it appears as if Vimy ridge were a minor engagement.

**Early Riser**  
David Totten, a high school student, gets up in the wee sma' hours, finds his way to The News office, and does the mailing. He is finished before the rest of us have begun to yawn.

**J. W. O'Brien**  
(United News Operator)  
Our wire operator came into being—what! He refuses to state. Just says that he started handling the wire back in '86.

And strangely enough that was with the old United News back in Peoria, Ill. That organization was disbanded and the present United News is something new and better under the same name.

In his 38 years at the wire he has had passed under his fingers the pathos, humor and tragedy of the world, much of which has made history.

As a youngster the first story he remembers was the day he copied off the wire the dispatches telling of the hanging of the six anarchists of the Haymarket riots in Chicago.

"There goes Parsons. Now they're bringing out Smith," sang out the wires from dispatchers at the scene of the executions. O'Brien was taking the story, copying it down with a stylus in the days before the typewriter was in general use. So vivid was the wire story and so intense the excitement of those gathered around the telegraph key that it almost proved too much for the young operator.

But he is a veteran now, and can listen to cuckoos around the office and the sounder at the same time—and not seem to be annoyed.