

## The News Leads in Klamath

I, B. H. Stevenson, managing editor of The Klamath News, being first duly sworn, depose and say that the following is a correct statement of net paid circulation of The Klamath News over a period for the past six months, ending November 1, 1925.

I believe this to be the largest paid circulation of any paper published in Klamath County, Oregon:

May 1, 1925	2,309
June 1, 1925	2,784
July 1, 1925	3,148
August 1, 1925	3,216
September 1, 1925	3,209
October 1, 1925	3,268
Six month's average	2,989

B. H. STEVENSON,  
Managing Editor, The Klamath News

Attest:  
Walter West, Notary Public in and for Klamath County.  
My commission expires February 2, 1929.

I, B. H. Stevenson, managing editor of The Klamath News, depose and say that the following statement of paid local and food display advertising as carried in The Klamath News over a six months' period ending November 1, 1925, is true and correct, to the best of my knowledge and belief, as compiled from the records of The Klamath News.

Local advertising	929,889 agate lines
Food advertising	81,367 agate lines

B. H. STEVENSON,  
Managing Editor, The Klamath News

Attest:  
Walter West, Notary Public in and for Klamath County.  
My commission expires February 2, 1929.

Paid local advertising in News—six months' period	929,889 agate lines
Paid local advertising in next paper—six months' period	889,411 agate lines
Paid local food advertising in News—six months' period	81,367 agate lines
Paid local food advertising in next paper—six months' period	67,346 agate lines

### THE NEWS LEADS

I, B. H. Stevenson, secretary of The Klamath News Publishing Company, depose and say that the following are the holders of the entire issue of capital stock of The Klamath News Publishing Company, a corporation:

BYRON HURD.  
NATE OTTERBEIN.  
WALTER STRONACH.  
B. H. STEVENSON.

That no others are financially interested in any manner whatsoever; that no person other than those named above, no corporation, no company, nor any individual or individuals have any financial interest in any manner in The Klamath News Publishing Company. Any statements to the contrary, either implied or otherwise, are false and misleading.

B. H. STEVENSON,  
Secretary, Klamath News Publishing Co.

Attest:  
Walter West, Notary Public in and for Klamath County, Oregon.  
My commission expires February 2, 1929.

### "News" Big Leader in Classified Ads

An acid test of the values of this newspaper as a classified advertising medium is the frequency with which Want Ads run "if" (till forbidden) are ordered stopped after the first issue of The News containing them is circulated.

This happens in The News of five every day. Classified advertisers express themselves as surprised at the result. Hundreds of Klamath folk testify as to this prompt response.

### Who's It?

Our red-headed reporter inquires why the apprentice in the back shop is called a "printer's devil." She was peevish about a story that had been butchered.

"Why the fine distinction?" she asks with deadly innocence. "Ain't all printers devils?"

If you are uncertain about the arrangement or wording of your advertisement don't hesitate to ask us for suggestions. We shall be glad to help you with the layout and the preparation of the copy at any time.

## MECHANICAL END OF THE NEWS IS EXPERTLY FILLED

Equipment of Publication Consists of Modern Machinery

People who read a daily paper may be interested somewhat in knowing how it is brought into being. The Klamath News among its other costly machinery is equipped with a Duplex flat-bed, perfecting, web press. This intricate piece of machinery automatically prints, folds and counts the papers it turns out. From a great roll of paper, 5 feet 7 inches wide, which, if stretched out, would cover a section of territory 3 1/2 miles long, the paper starts on its way. A few seconds later it is the morning paper, printed, folded and recorded.

This press has a capacity of 4,500 complete papers per hour and can, under pressure, turn out 6,000 complete papers, either four, six or eight pages to a section.

### Stereotyping

Stereotyping in a modest form is also a part of the daily routine of The Klamath News. This operation turns out the funny pages, cuts and other pictures which you see in the feature and news columns. One small and one full page casting box does the work. The furnace has a capacity of 1,000 pounds of metal, and also furnishes the melted metal for the linotype machines.

### Linotypes

Two linotypes turn out the type for the news and feature columns in addition to the advertisements. On these machines operators are kept busy day and night, composing type for all departments of the publication. One of the machines is what is known in the trade as a No. 8, the other being known as a No. 14, both among the very latest models of the Mergenthaler Linotype company. These machines, costing approximately \$5,000 each, are what makes the modern daily of today a possibility. Without them it would be impossible to furnish readers with the multitudinous news items, features and advertising news each morning.

### Ludlow Machine

In addition to the linotype machines the "back shop" is equipped with a Ludlow type-casting machine of the latest model. This is a machine more particularly advantageous to advertisers. More so, at least, than to general readers. This is because advertisers are assured that their advertising will always be printed in brand new type. This forms a distinct advantage over the old hand-set advertising type. Hand-set type is bound to show wear and tear after continuous use. But with the Ludlow, this objectionable feature is eliminated, and with each daily advertisement there is cast brand new type, assuring a clear-cut room force is comprised of Walter

The Ludlow, like a linotype machine, carries any font of type. The Klamath News now operates from 12-point to 48-point in italics, and from 18-point to 60-point in four other faces of type, thus giving a variation in display advertising.

There is one distinctive feature about The Klamath News in the matter of type. There is not a line of hand-set type in the establishment. This newspaper is the only one in the state that does not use hand-set type in some instances. Handset type is all right, but with machine-set type, each letter is newly cast, the type being always brand new, insuring a cleaner and more attractive appearance, both for news and advertising.

### Mechanical Personnel

The composing room and press room force is comprised of Walter Stronach, foreman and linotype operator and machinist; Virgil Veltch, Ludlow and linotype operator, is the advertising compositor; Ed J. Espinosa, linotype operator, is rated as one of the fastest on the Pacific coast. Nate Otterbein also lends a hand at the linotype machines when necessary.

Art Powell, for 25 years printer in the Northwestern United States, is master mechanic, in charge of the presses. Upon Powell rests the responsibility of making the paper appear in true, even spread when it comes on the street. He sees that all pictures, both news and advertising, are given the best appearance

## A Tribute

With rare pleasure, indeed, does the management of The Klamath News pay a well earned tribute to the men composing the staff of this young, husky journal.

To the citizens of Klamath county in general, who loyally have assisted with kind words, unstinted support, constructive criticism and helpful deeds, The News owes a great debt of appreciation. It will never be forgotten.

The making of a great newspaper, which is made great only by genuine service and dependability, bespeaks volumes of eulogies for the force of men and women who gather the news, serve the advertisers, assemble the type, print the paper, and do the many other things so unusually well that their paper is better than other papers.

Success can be measured best by the support of the general public and the fact that The News has grown so rapidly, and still grows, means that the men and the women who are making it are making it right.

The News shall continue to be right and will continue to grow—keeping pace of the great Klamath country.

And no little credit is due the men and women who make it.

BEN H. STEVENSON.

possible, that they show up clear, if such can be done, and otherwise see that the ink is given a smooth spread. Powell turns out seven or eight tons of paper each month, all of which goes to make up your morning reading at the breakfast table.

### Bill Is There

William Mathers is apprentice. Bill has graduated from the position of "printer's devil" to that of staid, dignified and stern apprentice. No one is exempt from Bill's scathing criticism. He tells the bosses, editors, reporters and all where they get off at in event of somebody pulling a bonehead. Bill also is assistant stereotyper, and can crash more hot "pigs" in a day than a cook in a quick-lunch counter can throw biscuits.

Aside from these main items of equipment, the mechanical shop has everything possible to aid in making The Klamath News a modern and up-to-date newspaper publication.

### DEAN OF THE STAFF

David W. Stevenson, for 60 years a printer, is dean of the staff. He started at the printing business in 1865, back in Waterbury, Conn. He holds a warm place in the hearts of everyone, and that is the way he thinks about everyone else. At the age of 76 he is as young as anyone in the shop. Just now he is proof-reader.

### By Nate Otterbein President

The entire bunch has been requested to tell the general public what each one thinks of The News, and tell it in 300 words. There are people, I suppose, who could tell what they think of it in less than that—probably cut off the eiphers, and still have plenty of leeway. But, say, good folks, I couldn't tell what I think of this paper in four volumes of encyclopedias.

Think of The News? Say, my thoughts of and about The News have at times taken me so far in the air that wireless telegraphy wouldn't reach me, and at other times other thoughts have led me so deep into the slough of despondency that I couldn't hear the radio. Talk about sitting up nights with a sick child. Say, Stronach and myself have sat up nights and days both when this little effort of ours was in its infancy, and at times we didn't know whether we were running a newspaper or were caught in a belt, as "Shorty McCabe" says.

And let me give you a little advice right here: If you should ever so far forget yourself as to wish to embark in the newspaper game, don't do it unless you have a bank roll that would serve as a levee for Lower Klamath lake.

Some parents seem surprised at the quantities of milk and other nourishment consumed by their little joy and pride, but our young hopeful early developed an insatiable appetite for coin of the realm, and its unfortunate parents were oftentimes a quandy as to where its next meal was coming from.

Always, however, almost from the start, we had a little silver lining to our cloud, and we knew that when the time came that we HAD to have the money for development we could get it, and when that time came, and things were ripe for further improvement, why, we just "went and done got it". That's where Hurd and Stevenson came in.

# Let Its Record Speak

The standing of a newspaper in the community it serves is to be judged by its record of achievement, alone. The record of

# The Klamath NEWS

(though a daily paper but a year)

not only proves its pre-eminent position in Klamath county, but fixes its standing well up among the leaders of ALL the dailies of southern Oregon.

The Klamath News is first of all a newspaper. It serves a territory as large as the state of Maryland, and unusually rich in business prospects for the shrewd advertiser. (Over a million a month payroll in Klamath County)

It is a newspaper of sorts and its position in the home is not filled by any other newspaper reaching its territory.

## AN IMPRESSIVE RECORD OF ACHIEVEMENT

Over a period of six months The Klamath News ranks in Klamath County:

- FIRST in circulation.
- FIRST in local advertising.
- FIRST in food advertising.
- FIRST in classified.

Such a record must be accepted as conclusive evidence that in the great Klamath country, it is

THE KLAMATH NEWS  
(Official Paper of the City of Klamath Falls)

Pacific Coast Representatives:

DOTY and PAYNE

San Francisco

Los Angeles