

The Evening Herald

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Published daily except Sunday, at The Herald Publishing Company of Klamath Falls, at 119 Eighth street.

Entered at the postoffice at Klamath Falls, Ore., for transmission through the mails as second-class matter.

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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.

MONDAY, NOVEMBER 6, 1922

STOP BREATHING REST YOUR LUNGS

SOMETIMES a simple little sentence can contain a thought that will change all your ideas on an important subject.

When you talk about your advertising do you speak of it as an advertising "campaign?" Is advertising, to you, something to be used or not used, according to your needs as you see them?

Well, here is a man who has started business men to thinking merely by saying "There is no such thing as an advertising campaign."

He is I. H. Detrich who, according to Collier's, built a yearly retail business of \$1,250,000 in twelve years in a city of 75,000. He says:

"There is no such thing as an 'advertising campaign,' unless you want to admit there is such a thing as a 'breathing campaign,' or a 'hating campaign.' You can stop breathing and let the lungs rest, as Stephen Leacock once said, but more of you will soon be at rest than your lungs. Just so with advertising. It goes on all the time; your advertising or your competitor's advertising. You can make a short, special drive in some one city if you are a manufacturer or a retailer, and you can call that a campaign. But the bread and butter advertising, which you do for a living, can't be defined by any such limited word."

Sales miracles are always with us. Seldom, however, do they cause comment because there is nothing spectacular about them.

Most of the sales miracles are wrought through steady, persistent work in one direction. Results are not always immediate nor startling. Gradually, however, a constant repetition of the story, either through salesmen or through advertising, impels belief in the service or the product offered, or both, and the sales miracle is accomplished.

Occasionally a single piece of advertising causes a great deal of comment and brings unusual returns, but these instances are rare, and the results are not permanent unless followed up. Successful advertisers depend on sustained effort rather than on one stroke of a genius to bring results. And, likewise, everyone who expects to do successful direct advertising should depend on sustained rather than spasmodic effort.

Successful advertisers know that their prospects, busy with many things other than the advertiser's story, get at best merely a fleeting impression or one single idea from the advertising each time it comes to their attention. It is the multiplication of these ideas or impressions that enables an advertiser to change a prospect into a permanent customer or client.

They know also that their advertising is in competition with that of other live advertisers demanding attention for their goods. They know, too, that the least slackening of effort on their part either in the continuity or character of their advertising may give competitors an opportunity to put them permanently out of the race for business, or at least establish a handicap hard to overcome.

So they make their direct advertising a permanent part of their sales effort, supplementing the efforts of their sales forces. And for the same reasons all direct advertising should be planned on the basis of at least a yearly effort, so arranged that it will supplement and multiply the efforts of the salesmen.

Robertson's Chicken Tamales, wholesale and retail, 1115 Main St. 131f

Last chance, W. H. Morgan, piano tuner, at Shepherds. A few more days only. 41f

DID YOU EVER STOP TO THINK--

THAT no citizen should be a PASSIVE BY-STANDER, but every citizen should do his share to build his city?

THAT many cities need a spirit of unity and team-work?

THAT if all citizens will use loyal, enthusiastic team-work in an effort to build their home city, their city would go ahead and accomplish results that heretofore have been considered impossible?

THAT the most eagerly read pages are the advertising pages? Thirty men and women who have particular wants read them daily.

THAT the leading advertisers of a city have succeeded in demonstrating to the people of their community that they have built their business on the cornerstone of mercantile success, quality price and service.

THAT their past achievements will be nothing compared to the improvement and great strides they will make in the future in service rendered and influence wielded toward the building of a GREATER CITY?

THAT these business houses stand as an inspiring example of business institutions built for permanence on the principle of advertising, square dealing and public confidence, and that the same expert skill and integrity of effort will serve indefinitely in the service of their city?

E. R. WAITE, Secretary Shawnee Oklahoma Board of Commerce.

BUDGET ESTIMATES

The Budget Committee having completed its estimate of the amount of money proposed to be raised by taxation for all purposes in the City of Klamath Falls, Oregon, for the fiscal year of the city beginning January 1st, 1923, now submits the same for approval or amendment.

The first publication hereof is to be made in The Evening Herald on November 6, and the next publication thereof to be made on the 16th day of November, 1922.

The tentative budget herewith submitted is itemized as follows:

Table with columns for fund types (General Fund, Police Department, Pest House, Quarantine, Health Officer, City Hall, Miscellaneous) and amounts. Total to be raised: \$16,725.00

Table for FIRE DEPARTMENT FUND. Items include Salary of Fire Chief, Fire Assistant, Fire Chief, Fireman, etc. Total to be raised: \$12,947.00

Table for STREET FUND. Items include Salary of Street Superintendent, Labor on streets, etc. Total to be raised: \$13,763.00

Table for LIGHT AND WATER FUND. Items include Light and water, Overdrawn Dec. 31, etc. Total to be raised: \$14,546.00

Total: \$66,181.00. Fund for payment of paving assessments on parks: \$1,200.00. Municipal interest fund: \$40,000.00. Municipal bond sinking fund: \$30,000.00.

Notice is hereby given that Monday, November 27, 1922, at 8 o'clock P. M., at the council chamber in the city hall is hereby appointed by the budget committee as the time and place where the foregoing estimates of expenditures for the fiscal year, beginning January 1, 1923, may be discussed with the common council as the levying board by any person who shall be subject to the tax levy necessary to produce the amount of the foregoing estimates, may be heard in favor of or against said tax levy or any part thereof.

W. SWILEY, Acting Police Judge.

Letters from the People

ARGUMENTS FOR SCHOOL BILL. WEAK SAYS WRITER

Klamath Falls, Nov. 6, 1922. Editor Herald:

Up and down Main street of Klamath Falls the emotion is being freely expressed that the so-called compulsory school bill will be defeated by an overwhelming majority. I am informed that this is the sentiment all over the state. This speaks volumes for the good common sense of the people of Oregon and is a severe jolt to those who have appended to religious prejudice and ignorance all through the campaign. Florence's brother over at Pendleton has said publicly that his brother, Walter, never did believe in the cause of the bill, but was forced into its endorsement through political pressure. There is no doubt about this. It is said that he intends to cast his own vote against the bill. So much for Florence. In addition to this, several letters have appeared the past week by officials and past officials of the Masoule fraternity in which they reiterate Malcolm's statement that the Masoules have endorsed the bill. This cord and discussion have entered the churches that at one time sought to favor the bill. The grand and glorious argument about 100 per cent Americanism, nothing but free schools for all, etc., had become tiresome to those who had actually seen real Americanism voted out of the war.

So now the hundred per centers have abandoned their weak arguments and taken other tactics leading to the future.

Let these private schools should not be supported by public money.

Answer—The private schools do not receive one cent of money. On the contrary, it is my understanding that for every pupil in the Sacred Heart Academy of this city the public schools of the county receive from the state and federal governments a certain amount of money per capita.

2nd—These private schools should be forced to conform to the public studies.

Answer—The Sacred Heart Academy does now and has every year since its beginning conformed to the course of studies laid down by the state superintendent.

3rd—The private schools are not efficient.

Answer—Right there is where your informer is dead wrong. Here is the rule of the Sacred Heart Academy in this city; every child must take the state examinations. Exemptions are not permitted. During the first three years they were sent to the Central school for their examinations, but in the last two years the examinations have been given in the academy by permission of the state superintendent and in all cases the examination questions have come from the state superintendent's office and the marks were given either by the teachers in the public schools or the sisters, but always under the supervision of the county school superintendent.

Now as to the success of these pupils. In all the five years that this school has been running only three papers were never passing mark and those particular papers were made up and passed at the next examination. In other words, there has not been one single failure in the Sacred Heart Academy since its inception. If this isn't efficiency I would like to know what is. Incidentally, it may not be generally known that this academy was the first school in the county to introduce the efficient system of phonetics. If the people who believe some of the slanders that are told about this splendid school would take a little trouble to investigate they would find that they had an institution in their community that they should feel proud of.

4th—The academy should be forced to permit visitors.

Answer—Visitors are always welcome. In fact, Father Marshall, during a session of one of the county institutes, publicly invited all the teachers to visit the classes at any time they chose. The sisters are only too glad to welcome any one who calls and the class rooms are always open to visitors.

Let us be candid. The opponents of this bill see that they have taken up a lost cause and they are making last hour attempts to bolster up strength in any way they can think of, even to the extent of endeavoring to bring bad feeling between the public and private schools. There is neither common sense, justice, Americanism or good business connected with this bill. On the contrary, it is the biggest humbug, the most simon pure tommy rot and the biggest damnable idea that has been sprung in Oregon politics in a generation. It is an insult to your intelligence. You should vote accordingly, 315 N No. P. E. BURKE.

Eagle Pool Room

OPPOSITE PINE TREE THEATRE

Opens Tuesday, Nov. 7, 1922

Welcomes

OLD CUSTOMERS BACK AND INVITES

New Friends

TO MAKE THIS THEIR PLEASURE HOUSE

Chas. Donart

Special Subscription Offer

For 30 Days only, beginning November 1st, The Evening Herald Offers Reduced Rates On Yearly Paid-Up Subscriptions.

BY CARRIER, \$5.00 BY MAIL, \$4.00 MAIL OUTSIDE COUNTY, \$5.00

The regular price of the Herald is \$6.50 per year. City subscribers who pay by the month pay 65 cents each month, or \$7.80 a year. Here is an opportunity to save from \$1.50 to \$2.80.

The special offer applies on new subscriptions and renewals alike; except in the case of the latter arrears up to November 1st must be paid.

The Herald is a better newspaper today than it was six months ago; and will continue to grow better during the next year; if proper support is accorded.

The Herald's guiding policy is the upbuilding of Klamath County, and the fostering of harmonious progress among its citizenry.

You could not make a holiday gift that would serve a more useful purpose, than the gift of a year's subscription of The Herald to some friend or relative outside Klamath County.

The cost of production is mounting in the newspaper field, and this low offer, made this year in conformance with long established custom, may never be renewed.

Take advantage of the opportunity while it lasts.

The offer is good for November only. On and after December 1st, the regular prices will be restored, without exception.

Subscribe and Save Money While the Offer Lasts