

"Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it."—Abraham Lincoln.

That Report

Governor Pierce May Be Asked to Explain

In moving for postponement of the trial of the convict Tom Murray, his attorney, Judge Will R. King, contended that Warden Dalrymple has not granted him sufficient opportunity to examine the prison which was the scene of the crime for which his client is held responsible. He intimates that convicts in the prison may have knowledge that bears upon the case.

Two months have passed since the escape of Murray, Kelley and Willes, with its resulting fatalities, focused public attention upon the penitentiary. So clamorous was the demand for investigation and reform that the governor appointed a committee of three men who should inspect the prison and make a survey of its administration. The committee are said to have made the investigation, and a report of their findings.

For 60 days that report has been delayed in transmission to the people of the state. Its contents may set forth some of the circumstances which encouraged Murray and his comrades in their desperate attempt.

Murray's trial should bring out into the light of the day some of the facts which the public wants to know, in spite of Warden Dalrymple's efforts at concealment.

Meanwhile, governor, where is the report? —Portland Telegram.

Do Not Help to Scuttle the City

Money Spent With Local Merchants Stays Here

People who persistently buy from door-to-door peddlers help to scuttle the home city, which makes it possible for them to prosper. It does them no good and they usually get articles inferior to what can be bought at the stores of the home city.

Quality and price go hand in hand. Local merchants aim to handle only merchandise of standard quality and if any manufacturer puts over inferior quality on them and they pass it on to you, they are easy to find and will make quick adjustment. When you look for the peddler for adjustment, he is usually gone to "no-one-knows-where."

People, by buying from peddlers admit their lack of faith in their home city, and they brand themselves as failures as home city builders.

If all citizens of the home city patronized peddlers, there would be no home city.

Citizens who persistently buy from peddlers serve notice to their neighbors that they are helping to wreck the city they should love. They admit their failure as good citizens.

Buy from the merchants of your home city. Don't pull down the business of your city by sending your money away to build up business for some other city.

An alien may learn to respect American institutions, but one must be born to corn on the cob. —Birmingham News.

COUNTIES ALLIED
IN AD. CAMPAIGN

Problems of Industry and
Population Held Main
Economic Needs

What is declared to be one of the most complete analyses of the problem southern Oregon faces in advertising to get increased population and industries was presented when representatives of Douglas, Klamath, Josephine and Jackson counties met in Grants Pass October 7 and voted unanimously in favor of a proposed plan to link the four counties together in an advertising campaign.

The plan was drawn up by the H. K. McCann company, San Francisco advertising experts. This company was selected because of its reputation as a leading advertising agency, and because it does not favor one southern Oregon community over any other.

At the request of the California-Oregon Power company, which originally intended to undertake a campaign for more industries in southern Oregon, the report was compiled. The McCann company, however, recommended that the power company not undertake the campaign alone, due to its expense, and further recommends that the name of the company not appear in any of the advertisements.

Population Essential
"Industry follows population," declares the report. "If population is increased, industries follow in natural course."

The problem of bringing more industries to southern Oregon is a problem of bringing more people, the report continues. This is an undertaking too big for any single institution to tackle. It will have to be handled by the general communities.

"Community advertising has grown in the past five years to 20 times its original proportion," it is declared in the report. "There are only two possible ways by which business of any member of a community may be increased; he can fight to get a larger share of the existing business, at the expense of his competitors, or he can join with his competitors to increase the total of existing business, and thus produce more to go around."

Community advertising, which does away with cut-throat competition is recommended in the report.

Results of other communities with this method of advertising are outlined. They show it costs about \$50 per family to secure new settlers.

The McCann analysis asks five questions: What southern Oregon is; its advertising objective; what it has to offer; to whom it is going to sell itself; and how.

Not Terminal
"Southern Oregon is not a terminal for anything," declares the report. "Industrially, there is a field for specialized industries that deal with lumber, minerals and agriculture. In other business will be largely of a retail, small manufacturing and service character—such business as keeps in step with the population that supports it in its own immediate vicinity."

"Added population in small cities diminishes the objections which manufacturers have against establishing plants outside the larger cities," the report goes on to say.

"In the possession of Crater lake, southern Oregon is more fortunate than it realizes. It would have been difficult to locate this natural wonder more suitably for the purpose of making it serve as an advertising resource to communities from Klamath Falls to Roseburg," continues the McCann report. "Travel to and from Crater lake profits every town along the highways. It is the hub of roads that lead to Roseburg, Grants Pass, Medford, Ashland and Klamath Falls."

At the Grants Pass meeting, it was informally decided to capitalize on the whole southern Oregon wonderland rather than featuring Crater lake alone.

\$12,000 Fund Suggested
A fund of \$12,000 is suggested for an advertising campaign. Advertising of the sort is held worthless because large sums being spent in other interests are drawn toward the Pacific coast. It is deemed necessary to advertise on the coast, the report declares.

It is recommended that space be bought in Seattle, Portland, Los Angeles and San Francisco papers,

and in Sunset magazine, Motor Land and Touring Topics, whose total circulation is over a million.

Eleven thousand would provide for three insertions in the magazines and 25 in the papers. It is declared. One thousand would be necessary for mechanical production. The agency would make its profit from the 15 per cent discount it is allowed by the publications.

Considering the advertisements themselves, the McCann company makes a number of suggestions, which were passed on at the meeting.

Tourists Pay Bills

"Our conviction is that an increased tourist travel will pay the advertising bill as the campaign goes along. We are satisfied that when the splendidly optimistic spirit of the cities within the territory is given this opportunity to express itself to the world, the world will respond. People will come to see; then they will come to stay. Industries will come with them and after them," concludes the report.

"Southern Oregon is essentially a pleasant place to live in. It is one of the few real vacation centers of all the west. It has recreation resources that are peculiarly attractive to many thousands of people," it is submitted. The report suggests that the vacation appeal be capitalized in an advertising campaign.

Natural Resources Asset

Certain industries could not possibly be brought to southern Oregon, while advertising would neither attract nor repel others, it is declared. Natural advantage is the only determining feature. The sound logical objective of southern Oregon community selling should be to bring more people, so that industry will follow them.

"Most communities that have the (1) to advertise can analyze their situation down this far," says the report, "and then they stop. They want visitors, tourists—but what have they that the tourists can be made to want? Where is their mooring, their trout and salmon fishing, their mountains, their camping, their Crater lake?"

KREMER WINS SIXTH
GAME FOR SOLONS

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field stands, and made six for the Gooses in two series, three last fall, one Saturday and another Sunday, a new record.

Inspired by Goalin's first inning homer, the Senators went out for the second to bottle their title in hand for the winter. Joe Judge crashed a last pitch for a single, and then Roger Peckinpaugh crowded up the Pittsburgh defense after Bluge had batted Judge, trying to sacrifice. With Bluge off for a hit-and-run drive, Peck cut a line single past first for the score. And then Kremer started pitching.

In the fourth he let down while pitching to Bluge, who isn't noticeably "ball shy" in spite of the fact that he was beaned by Aldridge in this park last Thursday, and Oskie cracked out a single to center. But that was after Kremer had fanned the two slugging Joes—Joe Harris and Joe Judge—so the hit wasn't harmful.

Hank Severoid, the aged backstop, who came to Washington in a trade with the St. Louis Browns, and who was catching the game, lashed out one of his copyright looping singles to left, starting the eighth. Manager Harris thought this was the opening, and immediately rushed pinch hitters to the dock. Nemo Leibold batted for Ferguson and McNeely ran for Severoid, whose old legs are wobbling under him. The hit-and-run was in play and McNeely made second because of Catcher Earl Smith's poor throw, as Nemo missed a strike.

Sam Rice, whose timely hits have figured all through the series, grounded to Stuffy McInnis, playing first base for the Pirates, and McNeely hopped over to third. Manager Harris then did a brave act when he sent in the veteran Bobby Veach to pinch hit for himself. But Bobby's effort was only a grounder to Moore. But the game wasn't over. Kremer faced the slugging trio of the Senators in the ninth—Goalin, Joe Harris and Judge. The Gooses banged four foul drives into the right field stands, then popped out to Moore. But Joe Harris won't so easy. He lunged into a curve and drove the ball to the center field screen wire fence for a double.

And again Kremer started pitching. Judge popped out. Bluge straddled to Traynor.

Kremer received great fielding support. Traynor and Wright roved the infield like roxbays in a round-up. They cut off two singles in the sixth; first Traynor going back on Rice's sliding for a lightning play on Rice's sliding grounder, then Wright coming in 20 yards to scoop up Stanley Harris' bounce over Kremer's head.

While Ferguson held the Pirates seven hits, Washington fans pres-

ent sat on needles all during the game, for the crack of Pittsburgh bats rang in their ears continually. These Buccoers were sending drives to the infielders and to the outfielders and every one of the 12,000 fans present expected the ball to rise at any moment.

But Ferguson held on grimly. Harshart followed Moore's homer in the fifth with a long drive against the center field fence for two bases, but Traynor ended chances of a score by sending his lone drive directly into Goalin's hands.

Peckinpaugh tied a record during the game when he made his sixth error of the series. Joe Sewell, shortstop of the Cleveland Indians, equaled that record in the 1929 series, but inasmuch as it was first established by the illustrious Hans Wagner, it need not be such a disgraceful record after all.

Peck's error came in the seventh, when he pitched deep on Moore's grounder and his arm was didn't make the grade on the pick to first. This mistake didn't result in a score, however, the fact, only one of his misdeeds counted in the inning, and that placed the winning run of the second game on 13th.

Manager Harris called upon Win Jackson, the Nashville star, to pitch the eighth inning, and a double play, when McInnis popped to Judge after Wright had washed, enabled him to come through safely.

BUILDING GAINS OF
WEEK TOTAL \$76,765

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cost of \$2,500. George H. Day, 15 to 10 on the boiler.

Many permits issued were as follows:

C. B. Hancey, dwelling on Manhattan in cost \$2,000; F. P. Reed, dwelling on East Main, to cost \$250; Frank Dunkey, garage on Lookout street, to cost \$2125; H. A. Dahlheim, kitchen on State street, \$175; W. O. Tucker, dwelling on Main street, to cost \$500; J. H. Dayfield, dwelling on North street, \$250; Ed. Kasper, dwelling on Poplar street, \$500; J. C. Richter, bungalow court on Oak street, \$10,000; C. N. Margo, dwelling on White street, \$700; Roy Darnin, garage on Auburn street, \$200; J. J. Simmonds, dwelling on Commercial street, \$400; Gertrude Johnson, dwelling on Portland avenue, \$4,000; Mrs. Louise Lund, garage on Darrow street, \$50; Geo. D. Day, hotel on Esplanade, \$5,500; H. N. Moe, dwelling on Washington street, \$2,500; Gordon Dixon, dwelling on Alameda street, \$2,000; G. D. Grizzle, rooming house on Main at 11th, \$30,000; Gus Roderland, dwelling on Wantland avenue, \$1,000.

Church Candidates
to Be Nominated at
Episcopal Sessions

NEW ORLEANS, Oct. 13.—United News.—Nominations of candidates for presiding bishop of the present episcopal church will be made at 2 p. m., Tuesday.

Election will be Wednesday, providing the house of bishops accedes Tuesday to the plan. Most prominent among candidates mentioned, is the Rt. Rev. Thomas J. Gallor, bishop of Tennessee and president of the national council of the church.

Others mentioned are the Rt. Rev. Charles H. Brent, bishop of the western New York, Bishop James E. Freeman of Washington, Paul Matthews of New Jersey, James De Wolf Perry of Rhode Island and Philip Cook of Delaware.

The house of bishops and deputies joined Monday to consider the proposed budget for national or general church work, during the coming triennium.

Lewis B. Franklin, national treasurer, said it was originally drawn up to total \$4,500,000, but \$443,000 of this was included as a portion toward eliminating the church debt. As the convention decided to pay this debt entirely apart from the budget, the new total is a little more than \$4,000,000. No action was taken.

Prior to the joint session the house of deputies received an unfavorable report from the committee on amendments to the constitution on a resolution to allow women membership.

SEN. RALESTON WEAKER

INDIANAPOLIS, Oct. 13.—Senator Ralston A. Ralston's condition Tuesday night was "somewhat weakened but otherwise unchanged," his physician said.

The aged senator has been ill since early summer with a kidney ailment, but "in fighting bravely," his doctor said.

Anything you wish to sell? Or to buy? Tell all Klamath Falls about it in the economical, efficient way—through a Klamath News Classified Ad.

25¢
—is the
right price
to pay for a
good tooth
paste—
LISTERINE
TOOTH PASTE
Large Tube
25¢

Hard Times Dinner
At Merrill—Friday, October 15
Supper by Merrill Hi Class
Sailing's Orchestra

Dinner
Dance Postponed
Announcing the indefinite postponement of the Dinner Dance previously announced for Thursday night, October 15, at
White Pelican Hotel
Definite date of Dance will be Announced Later

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helps keep
sickness
away
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