

A PROPOSITION

(This ad appeared in the News Sunday, but owing to the rush in preparing for the Klamath Fair - Rodeo - Labor Celebration many have asked to have it reprinted, as they overlooked it or lost their papers in the rush)

My son, Jim, my brother-in-law, Mace R. Delp, and myself desire to place the following proposition before the people of Klamath Falls:

We will, if sufficient options are offered us, organize a selling corporation and endeavor to sell every parcel of available realty in the city and immediately adjacent to the city.

We will employ four or five hundred men and women in Los Angeles and throughout California, and by a system of handling salesmen and salesladies in groups or mobs, constantly keep four or five hundred live, experienced persons talking, advertising, and boosting and selling Klamath Basin realty.

We have no desire to make the enterprise a one man, or a two man or three man affair, and extend an invitation to any who would like to join us and participate in what we believe will be large returns.

The corporation will have local officials, selected by the people here, and we personally do not desire to handle the funds nor take care of the routine business, for our end of the work is handling those who are selling, and selling property ourselves.

This undertaking will in no way work to the detriment of local real estate dealers, but on the contrary will afford them an unheard-of opportunity to reap a harvest, for our extensive advertising and our organization will cause a large number of investors to visit Klamath Falls, and we propose to pay the local real estate dealers commissions on the business they close with the parties whom we will bring here.

We do not intend to try to make you believe we will double your prices on property. On the contrary, we will proceed to organize the selling corporation only and in the event the property offered will be listed at such prices and terms that we may sell it readily, and it naturally follows that the

properties listed at a readily saleable price will be moved first.

We do not propose to offer any payment down for our options. What we will give you in return will be a selling organization that no one realtor, or all of them combined, for that matter, could afford to launch.

It will cost a large amount of money to put on a selling campaign of this magnitude. Much time and effort will be required to properly list and advertise the property offered. Then there is the task of getting salespeople acquainted with the possibilities here, probably necessitating the bringing of many of the best salesmen here for personal inspection of the country.

But, we believe we can sell Klamath Basin to the outside world. We know how to sell—we have long been in the selling game—and if we have local co-operation of the intelligent people of Klamath Falls, who are also desirous of making money legitimately and honestly, we are sure that this property in every direction from Klamath Falls can be moved, and moved quickly.

The local corporation will be organized as a selling corporation, profits from which will be divided according to the shares held by each stockholder. Our interest will in no event equal a controlling interest. All books, records and accounts will be kept by local stockholders. By following this plan there will never be any question as to accounts and the proper distribution of profits.

We might add that no local real estate activity has ever been put on in any locality we have ever known by the old-time residents. Practically all of the millions made in Los Angeles and Hollywood were and are being made by persons and firms who were strangers to the town.

Natives of any locality seem not to sense the opportunity for quick profits. Booms that are heralded by the approach of new

railroads, new mills, etc., often existing in the imagination only. And after the additions have arrived, one frequently finds a slump.

It is, therefore, the part of wisdom to sell on a rising market; be satisfied with a good fair profit actually in hand, and let the other fellow take a chance on expected profits.

Los Angeles, since the milking of 200 million dollars by the Julian oil scandal, is dead to local promotion. The people there are for once buying outside their own community. Crescent City, which is located near the Oregon line, is being sold in Los Angeles from a map, and the prospective buyers have not visited the town, and many never will.

Klamath Falls is a city compared with Crescent City. It has a million more resources and advantages. Klamath Falls has had several million dollars worth of front page advertising throughout the nation during the railroad conflict here. She is the best known city of her size in the United States today.

Now is the time to reap the advantages. If you cannot see it we will be sorry. But we will not linger here to moisten the crops with our tears, for unless we have co-operation we will move on into districts that are awake and getting somewhere.

Get busy, boys, and let's take a buggy ride.

Let us hear from you, and if sufficient response follows we will all tie up together and put this town squarely on the map to stay. I might add that the sale of Edgewood ranch has netted us more than we expected, and in addition to that we have brought to Klamath one of the richest families Oregon has ever known.

Come on, brothers, I am waiting for you—not at the church, but at the Hall hotel.

BOB COYNE

P. S.—What is Mob Salesmanship? That question has been asked repeatedly and here it is:

The psychology of selling lands distant from the point of sales consists in an organization of men, women, advertising and office equipment that immediately invites confidence and investment.

In proposing to employ four or five hundred men and women to sell property it must be understood that these people all work on a commission basis, which adds energy and interest to the enterprise.

As an example: The lands and lots at Crescent City now being sold in Los Angeles are sold on a basis of forty-five per cent commission to the salesman.

To properly organize a selling organization for the Klamath Basin property I am proposing to establish large offices properly furnished in the downtown district of Los Angeles. Exhibits of products, pictures of the scenic section and resorts, data on the climate, industrial activity and the agriculture will all be prominently displayed.

The salesmen and saleswomen will be divided into groups of twenty and a captain appointed for each group. The captain receives a part of the commission paid to each member of his band. One general salesman handles the captains of the different groups.

Picture in your mind for a moment yourself entering an office where over 500 persons are passing to and fro at all hours of the day. BUSY PLACE—BIG BUSINESS—CERTAINLY.

The dead ones are dropped each week and their ranks are filled by an everflowing stream of new people arriving daily in Los Angeles. Each salesman may sell one or more parcels. He must at any event talk Klamath Basin property and if he does not close a sale the next salesman meeting the same prospect has an easier task.

The high-powered sales force will sell often, the lesser ones will sell occasionally, but by constantly filling the ranks with new blood we march on much as an army marches. Seldom do we find a salesman who does not sell a friend or a relative at least one lot, and if only 300 sold one lot or parcel of land each in a week, picture what a rush of new people and money we shall have in Klamath Basin.

The business people of Klamath Falls can sit and wait for prosperity to come, and it may arrive slowly, but as I noticed at the Rodeo and County Fair—two men can run after a cow, rope her and milk her faster than one man who would sit and wait for the cow to come up and be milked.

People of Klamath Basin are to be congratulated on the big show they put on here for three days, and I believe we are now ready for the REAL show—namely, selling all available real estate and get in a new crop of people and money.

I repeat to you that Los Angeles is dull at the present time insofar as local investments of any kind are concerned. Investors are timid after being shaken out of 200 million dollars by the Julian crowd. They want to invest now in something stable and substantial like property in a growing city like Klamath or land in a stable community like Klamath Basin. Now is the time for Klamath to strike and start a flow of gold here from the south which may even rival Hollywood. Klamath has much more to offer than Hollywood ever had.

I would like to hear from property owners and business men who would like to join me. Remember, Henry Ford tramped the streets of Detroit begging Detroit merchants to join him. I am not Henry and have no "Lizzie" but I have a record of going out and getting the bacon that would induce any Scotchman to want to call me brother. I believe we can put Klamath Basin over. Let me tell you how.

BOB COYNE---at Bert Hall's Hotel