

THE PRODUCTS ARE WHAT COUNT

THE GOODS TELL THEIR OWN STORY

Secretary Campbell of the Northwest Development League in Annual Report Says: "No Language, No Pictures Will Equal a Display of the Products Themselves—Waste to Invest in Costly Books."

PORTLAND, June 7.—In his annual report, made before the annual convention of the Northwest Development League at Seattle today, Will A. Campbell, secretary, outlined plans for future work and made recommendations that new efforts be put forth along development lines.

After decoupling the success of the league during its first year, Secretary Campbell advises a great many things for the future, among them being bigger displays of the products of the Northwest states at the Middle West Land shows. He said:

"We must inaugurate a campaign of mouth to mouth advertising, and take samples of our products down into the East and Middle West, and show the people there what can be produced. Showing the products of the land humanizes advertising so that it breathes, speaks, whispers, thunders, button-holes, hooks arms, tugs at heart strings, hammers on the brain, gets in and gets under. There is nothing as good as showing the goods—they tell their own story, create confidence. No language, no pictures will equal a display of the products themselves. If you have not the goods to show, you have no right to advertise.

"It is absolute waste to invest in costly booklets showing beautiful pictures and expect these to interest people in a community or a section. We must interest people first, and then they will be ready for the booklets. The average booklet is nonsense. If you don't believe it, take one of the booklets which tell about your community and commit a couple of pages to memory. Then, when you are talking about your town to some friend, repeat the stuff to him, try it as a part of your conversation, and you will be disgusted with its weakness and shocked at its inaccuracy.

"The Northwest Development League stands for absolute honesty in all advertising, and we would like to see a law on the statute books of every state making it a felony to make untrue statements about lands, cities and communities in published advertising matter.

"There has been so much damnable advertising done in one way or another, by all sections of this country and others, that people are losing confidence in published statements, and especially in community booklets and real estate advertising matter.

"To overcome this, suppose we put on a campaign to cover four months each year when we will take several carloads of our products on a special train, manned by thirty or forty convincing speakers, many of whom should be farmers and actual settlers on our lands, and go down into the East and Middle West, and carry the message directly. These men would hold meetings in school houses and country churches, talking directly to the country population and answering their questions. The exhibition we could place in the city halls, armories, convention halls, and elsewhere in towns and cities of from 10,000 to 50,000 population. Such a campaign will cost \$30,000 a year, and will reach half a million people. It will cost just about what some one city is spending trying to get free publicity; it will cost just about what fifteen communities pay for booklets each year—and it will reach the people.

"We have planned to hold another land products show in the twin cities of Minnesota, this year in Minneapolis, because these cities are the gateway to the American Northwest. Through them passes a very large percentage of the settlers coming into the Northwest. The Canadian government has centralized on St. Paul and Minneapolis. They have whole blocks of offices in these cities, and show thousands of people what others are doing in the Canadian Northwest.

"Last year we showed 93,000 people what the seven states will produce when we held a land show in St. Paul. That is more people than Canada has met in St. Paul in three years. This year we will unquestionably show 200,000 people our products and reach interested ones with our literature, or as many as Canada can show in the Twin Cities in six years. We must make this enterprise a success, and then the way is paved for a campaign reaching beyond the Twin Cities down into the states where the people are restless and demand larger opportunities.

"The time has not yet come for us to reach into Europe, but we must meet the alien at the port of entry and tell him about the opportunities on our lands. Many of them have been farmers in the old country, and would be farmers in this country if they were given the information before they go into the cities. There

they are robbed of means that would place them on lands and are heaped together in great masses of humanity which form cruel whirlpools in which innumerable lives are ceaselessly drawn down.

"The alien demands honest advertising. He wants the authority of the government of the United States behind the information about our lands. That is why the Northwest Development League is asking congress to establish a bureau in connection with the department of commerce and labor, which will collect and publish information about our vacant lands and our resources, print it in thirty languages, if necessary, and make it obligatory on the department to distribute this information at our ports of entry.

"The time is coming when the United States will recognize as a function of the government the work of securing desirable settlers and distributing them. The proposition is not taken very seriously now, even when we tell our congressmen and lawmakers that another country is investing \$1,000,000 annually in this work, and has been for five years. It has been securing 100,000 of our farmers annually. If the accepted estimate that a farmer's life work is worth \$20,000 to the community in which he lives is correct, then it follows that Canada's investment of \$5,000,000 in a publicity campaign has added to her wealth to the value of \$2,000,000,000 net, considering her gains from Europe.

"The Northwest Development League must maintain a representative in Washington at the next session of congress. We must get a domestic immigration policy established first. More efficiency is needed in our commercial clubs in the American Northwest. Doing some good work as far as their own communities are concerned, they are unconscious of a larger unity of life. Growth can not be obtained by any community by blindly struggling for itself against all others, and ignoring the country about it which must support it and make it grow."

CABLOIDS

Brisbane—The women of Queensland have petitioned the home secretary to establish special police courts for women and girls, so that they may not be subjected to the publicity of the present criminal tribunals.

Berlin—The side-show freaks of Germany have formed a union to protect themselves against unscrupulous managers. The bearded lady, the living skeleton, the woman-bear and the man-serpent will address their forthcoming convention.

Budapest—Two girls who had resolved to fight a duel over a young man with whom they were in love, settled their troubles by marrying the men who were to act as their seconds.

London—There were 881,241 births as against 527,864 deaths in England and Wales last year, according to the latest vital statistics.

London—Absent minded passengers left 1,441 umbrellas in trains of the Great Eastern railway in the past year.

Geneva—"This loft can be used for hanging purposes only by wives of the town councilors" reads a notice in the drying room of the new municipal laundry at Kreuzdorf.

Geneva—A pair of linnets have built a nest in a beehive, on a farm at Nyon, and are living on the best of terms with the other inhabitants, both birds and bees using the common entrance.

FATE OF WILLIE SCHMIDT IS CONFIRMED BY FRIENDS

The report of the fate of Willie Schmidt, printed in the Herald, has been confirmed by friends of his victim, Maud Wilhoit, who was for some months waitress at the Rex cafe, not, as inadvertently stated, at the Saddle Rock restaurant. Miss Wilhoit was connected, by relation, with Medford people, and there her brother-in-law and sister now reside. She left here with Schmidt and went to Medford. Schmidt had sold his automobile for \$500 to a local transfer man, and accompanied the young woman, whom he had assumed his bride-to-be. From Medford they went to San Francisco, where the arrangement was that they were married. He gave her \$300, and then she jilted him and fled to Salt Lake City. She had not, however, properly covered her tracks, and Schmidt pursued her and killed her.

The desire of the murderer, who was extremely and noticeably eccentric during his residence in Klamath Falls, to be shot instead of going to the gallows arose from the fact that he was once a minor officer in the German army, being rated as a highly expert mechanic.

Since a suit in the circuit court here about eight months ago, in which Dr. White was plaintiff, Schmidt's erratic demeanor has been growing more intensified up to the time of his departure last January from here.

POWER BALANCE WITH LA FOLLETTE

LEADERS ARE WORRIED, AS IT IS EVIDENT THAT OUTCOME WILL BE SO CLOSE THAT LA FOLLETTE MAY DICTATE

CHICAGO, June 8.—The Rooseveltians have started a whirlwind battle to capture the individual delegates. As a result the confidence of the Taftites has vanished. Flinn and Walter Brown are assisting Dixon. The latter expresses absolute confidence. One-fourth of the delegates are here, and the lobbies are jammed.

The leaders are worried, as it is evident that the outcome of the convention will be determined by a margin so small that La Follette may hold the balance of power.

The Rooseveltians expect Roosevelt to come. They feel sure the national committee will not seat the Roosevelt contestants except possibly Washington. The belief is general among the Rooseveltians that they will hold their own in the convention. They will insist they are the only regular republicans, and demand a place on the official ballot. Dixon still insists that the Rooseveltians will control the convention. Followers of La Follette say they hold the balance of power, and will be able to dictate the platform nominee.

HARDING OF OHIO WILL NOMINATE TAFT

MARION, Ohio, June 7.—President Taft wrote to Warren Harding of Ohio, asking him to nominate him at the Chicago convention. Harding accepted the invitation.

Social Events of the Week

CHAUTAQUA LENDS CHARMS TO SOCIAL DOINGS FOR THE WEEK—CARDS AND TEAS PLAY THEIR PART, AND THE CIVIC LEAGUE COMES OUT AS ENTERTAINER

Chautauqua has filled the week with music and lectures. Education and diversions have walked hand in hand, and while society has sipped at the one and smiled at the other, the allurements of cards, teas and dancing have lain mostly in abeyance.

Our most youthful members of society took their inning on Tuesday afternoon from 2 to 5, at the home of Mrs. Leslie Rogers. Just three years ago on the 4th of June, Miss Zepha Rogers first opened her eyes to this bright world, and little did she think at that tender age that when the world had traveled only three times fifty-two weeks, it would find her on the lawn singing "Ring-around-a-Rosey" and "Marching Under London Bridge," or asking her tiny neighbor "Who has the thimble," and yet this is exactly what happened. Mrs. Rogers and her sister, Mrs. Cofer, assisted in these charming games, and later, when the party-clothes were snugly tied, in napkins, everybody had ice cream and dear little cakes and candy, and such other good things as are craved by baby appetites. Margaret Cummings, Ethel Carlston, Ruth De Lap, Helen North, Catherine Hamaker, Constance Schallock, Dorothy Dunham, Jean Rogers, John Dunham, Rollen Cofer, Innes Roberts, Wilbur Harris, Ballard and Charles Stahlman, Fredy Goeller, all these were at the party.

The White Pelican hotel was the scene of delightful social functions on both Wednesday and Thursday evenings. The first was an entertainment partaking of music and literature, offered by the members of the Chautauqua organization now here. Every number bespoke a high order of excellence and ability, as was fully attested by the enthusiasm and applause, and also by the expressed wish that these admirable entertainers would again visit Klamath Falls.

The following evening the guests and management of the hotel threw open its doors to a gay dancing party. The spacious dining room was cleared, and on its excellent floor, to the inspiring strains of the White Pelican orchestra, many nimble feet kept time. So great was the success of this party that the management has decided on semi-monthly dances during the remainder of the summer.

On Friday afternoon Mrs. Rufus Moore entertained in honor of Mrs. Charles S. Moore, who has just returned home from a winter in Southern California. Sixteen of Mrs. Moore's friends gathered for a game of "500," Mrs. Zumwalt winning the first prize and Mrs. Hampton the consolation. Mrs. Moore was presented with the guest prize. Refreshments were served after the game. The following were among the bidden: Mesdames C. S. Moore, E. J. Murray, Silas Obenshain, D. J. Zumwalt, E. W. Gowen, E. R. Reames, Helen Marks, R. M. Richardson, I. Jay

FORTY PER CENT FROM KLAMATH

OF FIFTY CASES BEFORE FEDERAL GRAND JURY TWENTY ARE FROM KLAMATH RESERVATION—COST \$2,500

PORTLAND, June 8.—The federal grand jury called for June 17 will cost the government about \$6,000, according to estimates by the United States authorities. About twenty of the cases come from Klamath Falls or from the Klamath reservation, and the transportation and fees in these cases will cost about \$2,500. About fifty cases are to be submitted by the district attorney.

Attends Postmaster's Meeting

Postmaster C. K. Brandenburg left Sunday morning for Portland to attend the sixth annual meeting of the Presidential Postmasters' Association of Oregon, and the first meeting of those of Oregon, Washington and Idaho in convention, which meets on Tuesday morning.

A wedding license was granted by county clerk Monday morning to Edwin J. Casebeer and Miss Georgia Grace Gibson, both of Bly.

BOOKKEEPING, ETC.—STUDENT OR BUSINESS MAN.

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Klamath Falls Wins
The baseball team which played the Fort Klamath team at the latter place Sunday won by the score of 9 to 2.

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