

# LETTERS ARE SENT TO JIM HILL

## PORTLAND CHAMBER OF COMMERCE TAKEN UP KLAMATH'S RAILROAD PROBLEM WITH HILL AND OTHER RAILROADS

The following appeared in the Oregonian recently, and is indicative of the forces that are working on this project:

Can you build a railroad to Klamath Falls?

This is the substance of an appeal that went out from the Portland Chamber of Commerce directly to James J. Hill at St. Paul.

Copies of the letter were sent to L. C. Gillman, president of the North Bank and Oregon Trunk railroads and to officials of the Great Northern and Northern Pacific.

While the Chamber of Commerce does not propose to press upon Mr. Hill and his associates the importance of giving Klamath Falls railroad connection with Portland, many Portland business men are hopeful that the interests that built the North Bank and the Oregon Trunk will find it possible to extend their tracks to Klamath.

The request by the Chamber was made at the invitation of the commercial interests of Klamath Falls, who are exceedingly eager for improved railroad service to and from Portland.

In its communication to Mr. Hill the local Chamber recited the recent economic depression, and made plain the fact that it did not want to urge construction of any railroad in the face of the inevitable financial losses. But in the case of Klamath Falls, it was pointed out, railroad connection doubtless will result in a sufficient increase in business to justify the expenditure.

The present railroad situation at Klamath Falls makes Klamath county commercially dependent upon San Francisco, while its natural geographical and political ties are with Portland. The only railroad connection is over the Southern Pacific via Wood, Calif. It is necessary to travel through Wood to move between Portland and Klamath Falls.

The business people at Klamath Falls are eager to trade in Portland, and the big business interests of Portland are urging this fact upon Mr. Hill and his associates as a potent argument in favor of extending the Oregon Trunk from Bend to Klamath Falls. It is pointed out that nearly all the traffic of the Klamath region would move over this route to Portland, and that this business might be sufficient not only to warrant the investment, but to reduce the losses on the property as at present operated.

Klamath Falls' original hope of gaining closer connection with Portland lay in the Southern Pacific. At the time that Mr. Hill began pushing his Oregon Trunk into Central Oregon, with threats of invading California, the Southern Pacific project of the Natron-Klamath route, which proposed to place Klamath Falls on the main line.

For several years large forces of men worked on the new outfall with feverish activity. Then the Hill interests suddenly stopped their construction at Bend. Almost as suddenly the Southern Pacific stopped its work. This situation found them with a new road extending from Klamath Falls as far north as Kirk, and from Natron as far south as Oak Ridge. A gap of 25 miles over some of the most difficult portions of the proposed route separates Kirk from Oak Ridge. It is four years now since work ceased, and nothing has been done since. The Southern Pacific says it doesn't need the road, and that it was intended in the first place only as a convenience to the railroad itself—that the public does not require it as an aid to the expeditious movement of traffic.

Meanwhile the Southern Pacific is building the Coos Bay road from Eugene to Marshfield, which, it points out, is intended to develop that portion of the state.

Since the Klamath Falls people have begun stirring with Mr. Hill there have come suggestions that the Southern Pacific may renew its activities and complete the Natron-Klamath line. Additional pressure has been brought to bear upon the Southern Pacific people by the recent invasion of California by the Great Northern and Northern Pacific railroads through their steamships of the same names. These vessels are intended primarily as passenger carriers, and this summer, while heavy passenger traffic abnormally heavy, the new steamers as well as the

Southern Pacific are having all the passengers they can handle. But after the expositions are over and traffic becomes normal, it is possible that the new steamers may cut seriously into the Southern Pacific passenger earnings. With the Natron-Klamath line complete the Southern Pacific again would have a powerful means of competing with the steamships, as it

would be possible to operate trains between Portland and San Francisco over the new route in twenty-two hours. Increasing interest in Crater Lake also may inspire the Southern Pacific to finish this link, as the projected route passes within a few miles of the national park, which, it

is believed, eventually will attract as many tourists as Yellowstone or Glacier. It is apparent, then, that there is sufficient incentive for the Southern Pacific as well as for the Oregon Trunk to give some attention to the Klamath district. That continued

financial depression alone will prevent early action is the belief of those who are advocating the extension. Schroeder Taken to Hospital Gus Schroeder was seriously injured in the auto accident which occurred a few miles east of Silver Lake on July 18th. He was thrown out on his head and rendered unconscious.

and it was not until a couple of hours later that he was again rational. Since that time he has been taken with unconscious periods, and it is the supposition of the doctors that his brain is injured. He was taken to Portland last week, where he can get the best of medical attention.—Lakeview Herald. See tonight's Star theater program.

Reprinted by request

NOTE—So much comment has been aroused among cigarette smokers by the sensible suggestions in this advertisement that we have received several letters from Klamath Falls men, suggesting that the advertisement be reprinted for the benefit of those who missed seeing it in last week's papers. Clip this out and keep it, as it will not appear again. LIGGETT & MYERS TOBACCO CO.

# find "yours"

Get all the smoke-pleasure you pay for. Find the right cigarette—a SENSIBLE one that fits your own likes and dislikes.

## It may or may not be Fatima

—but this will help you find it.

Tastes differ—in fashions, foods and pretty girls. Also in cigarettes.

A cigarette that started out to please every man's taste would end up by pleasing none.

Most of us like our cigarette smoke deliciously cool and refreshing. The Mexican likes his hot and dry, with a nice little peppery sting in it.

Some men like a cigarette wholesomely, fragrantly mild. Others of us hunt for a cigarette almost as heavy as a black cigar.

Most of us want an "easy" cigarette—a SENSIBLE one, so that no matter how steadily or how many we smoke, we'll feel as fit as a fiddle. Other men, though, don't care about that. They smoke only a few—so they want a kick like a mule's in each puff.

All of us want our smoke "full-bodied"—it must satisfy that smoke-hunger. But the cigarette that just fills the bill for you may not do at all for your next-door neighbor.

★ ★ ★

Somewhere—among all the brands on the market—is the one just-right cigarette for YOU!

Maybe it's the very one you have now in your pocket—but are you SURE? Maybe it's some entirely "different" cigarette—it may or may not be Fatima.

But "find it!" Until you do, you're cheating yourself out of a whole lot of smoke-pleasure. Also you're wasting some money.

### How to Find "yours"

To avoid blindly trying too many different cigarettes, ask yourself, first of all, this question:

"Just what do I like in a cigarette!"

If you smoke only a few every day, you may prefer a cigarette which is rather rich or heavy and "oily." Or you may like one which has a rather strong "oriental" taste with a pungency almost like perfume. Or you may want a cigarette with that noticeably "sweetish" Egyptian

flavor. But if you smoke quite often—if you would like to smoke whenever you feel like it and without any effect on the tongue or throat or any fear of "heady" feeling afterwards—then you should choose some cigarette such as Fatima, a cigarette composed of all-pure tobacco of considerable aroma, mellowed by being aged and carefully blended to produce a fragrant and wholesomely mild, yet "full-bodied," smoke. And the smoke must be noticeably COOL. For otherwise your tongue or your throat will soon signal you to stop smoking so often.

If you will ask any Fatima smoker, he will tell you that Fatimas never make him "feel mean"—no matter how many he smokes.

That is why Fatimas are considered the most sensible cigarette by such a large majority of smokers. And that is probably the main reason why hardly any Fatima smokers ever switch! They like a sensible cigarette—and one with a good, pure taste to it.

### But the Taste is up to You

All cigarettes are pure, but when it comes to the taste, nobody can help you choose. You simply have to decide for yourself.

Of course, Fatima's taste may not appeal to you. But most men who try Fatimas like the taste so well that they seek no further—otherwise Fatimas could never have won and held their enormous and growing leadership amounting to over one and a half BILLION cigarettes a year.

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The one purpose of this advertisement is to ask you in a fair and square way to give Fatimas (\$0 for 15c) a good trial. If they don't—happen to suit your taste, you'll quit smoking them of course. But if you like Fatimas as well as MOST men do, you'll be mighty glad you read this advertisement—and ACTED ON IT!

Below are two simple tests which you can easily make and which may help you find your sensible cigarette.

It may or may not be Fatima. But be fair to yourself and find "yours."

Liggett & Myers Tobacco Co. Largest cigarette manufacturer in the U. S. as shown by Federal Bureau reports.

no foundation for the story that within past unchallenged and unimpaired

### TWO TESTS FOR ANY CIGARETTE

The taste of the cigarette—according to a leading tobacco journal—is up to the smoker. But there are other qualities that you should look for in the cigarette that you are going to stick to for your steady smoke. Here are a couple of tests that may help the average smoker to choose more wisely between different kinds of cigarettes.

The first test is for coolness, which means more comfort to the throat and tongue. Light any cigarette. Draw in a cloud of smoke—a small, ordinary puff is not sufficient to make this test. Hold it in your mouth for a few seconds. Let it "heat" around against your tongue and throat. Now blow out the smoke. If the cigarette contains a high grade of mild tobacco leaves, combined in just the right proportion, it will always feel cool and smooth both to your throat and to your tongue.

On the other hand, if the proportions are not right and if the cigarette contains inferior grades of tobacco or hidden strands of rank, oily leaf, you will feel a nipping sting at the tip of your tongue or that "sandpaper tickle" in your throat.

Test number two—How do you feel after smoking all day?

If the tobacco in the cigarette includes a correct proportion of mild grades—and if all of the various grades have been properly mellowed by age—and if they have been so blended as to bring out the best qualities in each of the different types of tobacco, you will be able to smoke practically whenever you feel like it through the day without feeling any effect from it.

But with another cigarette in which the blend is less skillful, even though the tobacco are of the highest grade, you will find along towards the end of the day that you are likely to have that feeling of having "smoked too much."

Clip out these tests and try them on Fatima

FATIMA was the Only Cigarette Awarded the Grand Prize at the Panama-Pacific International Exposition.



Yes, Madame, we sell nothing but the Highest Grade of Pure Food Groceries, at very reasonable prices, too.

Let us make an everlasting customer of you by pleasing you with BETTER Groceries for LESS money with an unexcelled delivery service.

Let us convince you—by giving us a trial order.

Trade at the Pure Food Grocery that satisfies.

Phone orders receive the same careful attention.

**VAN RIPER BROS.**  
"GET THE HABIT"  
Phone 85 6th and Main



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in the Hardware Store means selling everything of Unexcelled Quality.

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The Faithful Service of our Hardware brings us life-long customers.

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Largest Stock, Greatest Variety, Highest Quality, Lowest Price.

**Roberts & Hanks**

**HOUSTON HOTEL**  
Light Housekeeping Rooms—Handy to postoffice, just across street. Prices very reasonable. Also furnished rooms for transients. Main St., corner Second.

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Prompt attention to Phone Orders.

**O. K. Transfer Co.**

## W. D. MILLER

Manufacturer of MOLLOW BUILDING AND SELO BLOCKS AND FLUES

ALL KINDS OF CONCRETE Sidewalks, Floors and Retaining Walls ROOFING A SPECIALTY

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