

It may seem to you that a slogan of 25,000 people for Klamath Falls by 1925 is a big jump—too big for this city, basing your judgment upon what you see now. That is what thousands thought when, in 1900, Los Angeles said 250,000 in 1910. You now know the story of Los Angeles, and in 1925 you will know the same story about Klamath Falls—with this difference: Klamath Falls will be built on a foundation constructed of payrolls, agriculture, stock and scenic attractions.

This is the reason why Klamath Falls is to have 25,000 in 1925: Today Klamath Falls is the second city in Oregon—right up against Portland, remember—in the matter of railroad receipts. She gained that position last year, and she has it this year by a wider margin. She will continue to hold it for all future time.

Klamath Falls claims to be third in the state in the matter of payrolls. In this instance we take territory directly tributary to this city. We allow all other cities in the state the same privilege, and when you do that you will find Klamath Falls third on the list. Impossible? Proof? You have in Oregon what you call the State Industrial Accident Commission. This commission sends around auditors who check up every payroll in the State. Mr. Elvin, one of these auditors, who has just completed his audit of Klamath County, is the authority. He says it is nip and tuck between Klamath Falls and Marion County, and we do not think he is prejudiced in favor of Marion, even though he lives there. Klamath Falls takes third place so as not to appear too "officious" for a new comer. Next year there will be no doubt about it.

In Klamath County there is the largest body of standing pine timber in the world. George S. Long, Pacific Coast representative of the Weyerhaeuser Timber company, tells us that we will be the pine lumber capital of the world in five years. He is recognized as one of the biggest and shrewdest timber men in the country—not because he said this about Klamath Falls, but because he is. Klamath Falls is the natural point for the manufacture of this timber. There is ample water, plenty of reasonably priced mill sites, the slope of the entire timbered country is this way, and, as Mr. Long says, it offers the cheapest logging point in the United States. The pine of Klamath is the best in the world for box shooks, for you can drive a nail close to the end, and it is possessed of remarkable tensile strength for its weight. The box shooks of the Coast will be manufactured in Klamath Falls within a few years, as evidenced by the fact that we have six box factories in and tributary to Klamath Falls now. Our unlimited supply of box lumber will bring the others, since it will be unnecessary for the box manufacturer to tie up his capital in sawmills. We will have the sawmills, for we have the timber, billions of feet of which is in government reserves. The sawmill men will come, for they can buy their timber from the government without investing the immense capital necessary to insure a supply of logs. They pay the government as the timber is cut. That is why Klamath Falls is going to have the mills and factories to insure the payrolls that will form the great part of the foundation upon which the population of 25,000 will rest.

Alongside of the limitless resources possessed in the vast forests that cover hill and valley, stands our agricultural resources. Ten years ago there were but a few thousand acres under irrigation. Today there are nearly 50,000; by 1925 there will be over 300,000 acres. This will include 100,000 acres of marsh land along the shores of the Upper Lake and 54,000 acres of marsh land once covered by the waters of Lower Klamath Lake; 30,000 acres of lake bottom land, once on a time covered by the waters of Tule Lake; 30,000 acres in the new Langell Valley project; 10,000 in the Shasta View project, and over 30,000 acres in the Klamath and other projects. At the present rate of development, we will in five years grow annually, based on present prices, over \$25,000,000 worth of alfalfa. In addition we will raise hundred of thousands of bushels of wheat, oats, rye and other grain crops, potatoes, and other vegetables. Our marsh lands will be among the finest in the world, and will, when brought to the state of cultivation usually adopted with such lands, will be worth several hundred dollars an acre. Our valley and hill land is as fine as any on the Coast, and while we have our share of troubles to be found everywhere on earth, we will match up with any other section on the average production of our farms, and this is a story of averages and what they will do towards making Klamath Falls a city of 25,000 people in 1925.

Stockmen will tell you this is essentially a stock country. Well, if it is, who has any kick coming? Ask any stock man living, and he will tell you that a good stock country is one of the best to tie to, for there are no high tides of prosperity, the business level is almost a straight line. O. M. Plummer, manager of the Pacific International Livestock Exposition, in an interview published in this paper August 7th, says that the Klamath country is the most ideal stock country he has ever seen. If you doubt his judgment, visit the different valleys, as he had done before he made the statement. The cattle and sheep industry today brings into Klamath County every year millions of dollars, and it is but in its infancy. We are on the threshold of the introduction of pure bred stock, and when this is done, Klamath County will be one of the noted stock centers of the nation. And you know what that will mean for Klamath Falls.

To those who have been coming to Klamath County in the past, no word about the scenic wonders of the county need be said. They will tell the stranger that from the valley to the highest peak matchless beauty and grandeur is to be found. Search the world over and find another Crater Lake, the sapphire jewel of Dame Nature, the one piece of God's handiwork that still remains undescribed and unvisited. Match the grandeur and beauty of the Annie Creek Canyon, of Diamond, Odell, Crescent and other lakes; of its lava beds; of its mountains and valleys. This is one of Klamath's greatest assets—one that can be sold and re-sold, year after year, without loss or deterioration. Already tourists by the thousand are coming here every year, and when we get our system of highways completed—a system that will be second to none in the United States, the number will increase beyond computation, and what the tourist has done for Southern California, he will do for Klamath County and Klamath Falls.



25,000 IN 1925



Here he will find one of the best climates on the Coast and unexcelled hunting and fishing.

This is but an epitome of what there is here to make Klamath Falls a city of 25,000 by 1925. It has grown to its present size—6,000—from a few hundred in less than ten years. It has had handicaps—almost insurmountable handicaps. Like all new towns, it had the boomer to contend with and suffer from, and it had its internecine strifes that have resulted in making Klamath Falls the only city in the world that can boast of three court houses. We mention the court house situation for the reason that we want you to know the straight of it, and to explode something else that you have heard—that it is unsafe to talk about court houses in Klamath Falls. It is not unsafe—just tiresome, for we have talked about them for ten years. There is nothing mysterious about them. They are the result of what is going to make this city the second city in Oregon—something everyone wishes he had, and so few possess; something that has marked the builders of the West and every great enterprise since the dawn of creation—determination. That word tells the whole story. One set of men determined to build the court house in what is locally known as the Hot Springs Addition; the other set determined they would not. The first set won for a while. Then the other set got the upper hand and the second court house—that on the old site—is the result. Neither is yet occupied, for they are still scrapping over it, and will continue to scrap until the courts decide which is the winner. When that happens, then, like all good scrappers, they will accept that decision and turn their energies to something better. They are ashamed of their fight right now. Everyone of them wishes he was out. But pride and determination to win is keeping them in. It is the same old story you have heard so often, only this time court houses are the stake, and while it was hard on the city for a time, Klamath Falls has outgrown the scrap, and pays but little attention to it. Whenever it is mentioned we don't get sore, we just get tired. So, if you are interested in the subject, you need have no hesitancy in asking questions. The joke is on us, and we are going to accept it with a smile.

When you decided to come to Klamath Falls, there was another reason aside from the convention. Every man, woman and child in the world has a desire for a change. It may be great or it may be small, but it was that inherent desire to see if you could not better yourself in Klamath Falls that spurred you to make the trip. Now that you are here, look around. You today see the beginning of a great city—a city where great fortunes are to be made in the increase in values. There is not a piece of property in Klamath Falls but what will be worth from two to ten times what you can buy it for today. Look at its farm lands. Experienced men will tell you that you cannot buy alfalfa land like ours elsewhere in Oregon for two or three times what the farmers are asking for it—and nearly all of the land is suitable for alfalfa. Look at the marsh lands—look at them! The owners are giving them away when they ask you \$15, \$20 or \$25 an acre. That land in time is going to be worth \$1,000 an acre. True, it will take time to bring it to a high state of cultivation to make it worth that sum, but just remember that while that change is taking place you are making money out of every acre of it. There is some of this lake bottom land south of Merrill and around Malin that cut two tons of alfalfa to the acre the first year; on some other 100 bushels of wheat and other grain has been grown. This is not boom talk. These are facts. They are not written in the interest of anyone but the man who has a desire to better his condition. If you kick on what you see, Klamath County has no room for you, for no new country was ever built by kickers. They are always looking for something for nothing to sell at a fabulous price. Klamath County is looking for good, solid, level-headed, progressive business men, farmers and stockmen, and anyone that measures up to that standard is welcome. If he doesn't, he may find that his room is more welcome than his company. We have no boom in Klamath County and we want none. We had one once; and that is why you will now see that everything that is said and done has for its purpose a solid growth. That is why Klamath Falls is to be a city of 25,000 in 1925.

How about the Strahorn railroad, you say? Well, all we can tell you as a fact about it is this: Klamath Falls put up \$300,000 to build that line from this city to Dairy—twenty-five miles; it raised \$50,000 additional to buy rights of way and terminal sites. This was done on the promise of one man—Robert E. Strahorn—that he would build that road to connect with the railroads that are now touching the borders of Eastern Oregon. He told us that he would build to Sprague River this year, and he is going to do it. He has bought the right of way to that point, and steel for the line is either here or on the way. That part of the line will be completed this year. When it is completed, it will mean that several new sawmills and box factories will be located in Klamath Falls—seven, if all of the present plans are consummated. As the construction of the line progresses further, more factories will come.

What is back of it? Who is building it? Robert E. Strahorn is the hand at the helm. It would be useless to question him, for he is worse than the Sphinx—he can change the subject, and that is worse than silence. But we can surmise: The tracks of the Oregon, California & Eastern—that is the official title of the Strahorn line—will carry the trains of the Western Pacific from Nevada north to connect with some other line that will convey them to Portland and Seattle. They will carry the trains of the "Hill Lines" south to another line that will carry them to San Francisco and further south, perhaps. These statements are not facts—just surmises, but watch them—then you will some day understand why we believe that Klamath Falls is to be a city of 25,000 in 1925.

And while all this railroad construction is going on, you will notice activities in other directions—the Southern Pacific. This company has the right of way all bought and paid for for the Modoc Northern railroad—a line that will run southeast from Klamath Falls to a point in Nevada, where it will connect up with the main line east from San Francisco. It will give us an eastern outlet—just what we need for the full development of our timber resources. This line is coming just as soon as the railroads pass back into the hands of their rightful owners, freed from the curse and blighting influence to government "administration."

During your stay in this city while in attendance at the convention, you must overlook the many inconveniences you will suffer. Klamath Falls is short over 250 homes to take care of her permanent population. Hundreds have come and gone because they could find no place to live. We are doing the best we can to make you comfortable, but our available accommodations were taxed to the limit before the convention, and you can understand why we are "a little cramped for room" just now. If we had our wish granted, you would have a room and private bath, with all the comforts of home—such as you will get in 1925, when Klamath Falls is a city of 25,000—unless you have already listened to the knock of Opportunity and are numbered among the population that is to make this the second city in the state of Oregon numerically and commercially.