

IT IS TIME TO ACT

Some weeks ago I advertised that I wanted sufficient Klamath Basin merchants, property owners, ranchers professional men and others to join me in organizing a selling corporation to advertise in Los Angeles and Southern California the true merits of this country and the possibilities that await the investor.

The purpose is to bring more people to the Klamath Basin and Southern Oregon to cultivate and operate the vast vacant stretches of good land. Not to create any boom with its bad aftermath, but on the contrary to secure many buyers for all classes of Ranches, Stores, Business Property, Dwellings, Buildings Lots, etc.

This will cause a material increase in population and greatly assist the merchants in all lines who are confronted with rent, taxes and a limited volume of business at the present time.

Every property owner should keep sharply in mind that his property is valueless unless the merchant has customers.

I desire to organize a selling corporation composed entirely of Klamath Basin people—all the offices of the corporation to be held by local people. All the funds of the corporation are to be handled by the local officers and these funds will be disbursed by them. I personally desire only to do the selling and to handle the selling forces.

A good advertising campaign in Los Angeles will acquaint the outside world with the great facts about Klamath Falls. It will impress everyone with the industrial growth, the railroad development, the onward march which Klamath Falls has enjoyed in the past two years and which she is bound to enjoy in the next five years. There is nothing that can keep her back.

Then why, with these facts known to home folk should the outside investing world not also know them. The advertising campaign I plan will disseminate that information about Klamath Falls and cause a desire on the part of sensible, hard-headed business men to own property in this, the fastest growing community on the Pacific coast.

Millions of dollars of new capital and a vast army of investors can be attracted here on nothing but truthful statements of development. If such a campaign is not put on as suggested the growth, while assured, will not come in time to benefit many who are now here, neither will it come with the volume that it should.

Taxes and living expenses are constantly on the increase and to offset them you must advertise for new blood and new money to finance your needs, increase your volume and double your industries.

The city of Los Angeles welcomes you with an invitation to display your wares in the greatest show window the world has ever known; you are welcome to compete with any and all California communities and you will find none there who will knock any legitimate move to induce investors to locate in Klamath Basin.

Such adjoining cities to Los Angeles as Long Beach and Santa Monica use full page ads in the Los Angeles newspapers advertising their respective communities. That same broad spirit of Americanism which is so prevalent in Los Angeles

is the spirit we all want to show the world exists right here in Klamath Falls.

With four or five hundred men and women working under my organization in the Southern California country, everyone boosting and telling the truth about this section of the country, we can actually bring more buyers here than all of the local realty dealers in this city can handle. I want the real estate men and all others to join us—the more buyers they can handle the more money will be made for the people of Klamath Basin and the greater success will be our selling organization.

There will be no misrepresentation in my advertising. Klamath Falls and Klamath Basin need no misrepresentation. Los Angeles and other California investors follow the signs of improvement, development and progress. You have them here, but they must be advertised. Put Klamath Falls in California with her new railroads, her industrial plants, her program for future industrial growth, her agricultural advancement and the thousands of acres under irrigation but not yet developed, and you would see the most gigantic real estate activity ever witnessed on the Pacific coast.

Is there any good reason why the fact that Klamath Falls is located in Oregon only a few miles from the California line should be a barrier to such a program?

The opinion of this community's future as expressed by such men as Mr. Shoup of the Southern Pacific, Mr. Budd and Mr. Gilman of the Great Northern, Mr. Weyerhaeuser of the Weyerhaeuser Lumber Company, Mr. Fleishaker, the noted San Francisco banker and many others, cannot be wrong. And the opinion of these men will have a great bearing on the very work that we are planning for Klamath Falls.

When Clear Lake, near San Francisco, was put on the market in the Bay City only a few lots were sold. A campaign was opened in Los Angeles and 18,000 lots—the entire tract—was quickly disposed of to eager buyers. Every lot was sold and sold quickly. Ole Hansen, the former mayor of Seattle, founded the city of San Clemente between Los Angeles and San Diego. In less than two years four million four hundred thousand dollars worth of real estate was sold and they now have the finest looking city between San Juan Capistrano and San Diego. Many other cities fifty years old are still just straggling along. Ole Hansen advertised and he got results.

Advertising is a wonder worker when you have something worth while to sell. It has made fortunes almost overnight by telling the world the merit of an article or a piece of ground. When the Lord told the apostles to go forth to all corners of the earth and preach the gospel he expressed the term "advertise," for he urged them by word of mouth to spread the glad tidings.

Many people here state they do not want a boom. Neither do I. Do you call it a potato boom when buyers come here from a distance to buy your spuds? Is it a boom when cattle buyers come here to buy the Bill Dalton cattle? Is it a boom when the lamb buyers almost fight each other to buy the high grade lambs raised by the boys in Klamath and Lake counties? Then why cry "boom" when we suggest buyers for the land

that produces these high grade commodities and livestock. Some of our ranchers are hard up because they do not have sufficient capital to properly operate their ranches. Give them a chance. Bring in buyers who will buy a portion of these holdings and put more money into circulation among the ranchers so they will not have to bow lowly to the land bank or other money lenders.

Oregon has for years built a wall around herself. She has discouraged outside money; she has flung the wet blanket over modern business methods; she has witnessed the day when she is suffering for so doing. Klamath Falls has often been classed as a California town because her people are alert, wide awake and ready to do things. Let us emphasize this to the remainder of the state of Oregon by showing the results of a live campaign in Klamath Basin.

For once in our lives let us rejoice that we live in Klamath Falls. Let us boost the town and the county. Let us all believe we are O. K.; that our lands are a little better—and they are—than most other lands in the west; that the city of Klamath Falls really has the future that Mr. Budd, Mr. Shoup, Mr. Weyerhaeuser and Mr. Fleishaker think it has. Let us sell ourselves and our community to the world and make the world like the bargain.

I have not been able to speak to every man and woman in town and county. I wish that I could have done so. Many were out when I called, but I have tried to call on all of you. If your name is not on the list below do not think I have overlooked you, for your time is coming. I wait everyone with me or I will not start. Those who have escaped me will be rounded up by my young friends—Capt. Applegate and J. Frank Adams and a few other old ropers.

The following men and firms have signified a willingness to join me in the event that sufficient force and capital are forthcoming to put over our selling organization:

J. W. KERNS
CHARLEY RILEY
A. B. COLLINS
JOE McDONALD
BERT HALL
ELMER BALSIGER
REX BORD
FRED MURPHY
JIM DRISCOLL
JAMES JONES,
Falls Bakery
LOUIS JACOBS
C. R. DeLAP,
County Clerk
BILL LEE,
County Assessor
F. R. GODDARD,
County Judge
WILLIAM DUNCAN,
District Attorney
HORACE DUNLAP,
County Commissioner
E. J. MURRAY
BRUCE DENNIS,
Publisher
TOM O'REILLY
MONTE HAMAKER
LUKE WALKER
LINDSEY SIZEMORE

J. FRANK ADAMS
DR. G. H. MERRYMAN
W. O. SMITH
C. O. PRENTICE
WHITMAN DRUG STORE
STAR DRUG STORE
DR. J. G. PATTERSON
WILLIAM BALDWIN
ROBERTS & HARVEY
A. A. BELLMAN & CO.
CLAUDE McCULLOUGH
WILSON WILEY
R. C. GROESBECK
PERCY EVANS
CHRIS BLANAS
J. J. MILLER
A. R. WILSON
O. R. LORENZ
WALTON & WRIGHT
SLATER INVESTMENT CO.
R. E. BRADBURY
MORDOFF FURN. HOUSE
BLUE BIRD, Caterers
Dr. E. D. LAMB
JAMES SWANSEN
GENE HAMMOND
DR. G. A. MASSEY
HARRY POOLE
JACK RYAN

We are calling a meeting to organize and I wish everyone who has the interest of Klamath Falls at heart to be present at the Chamber of Commerce rooms in the First National Bank Building at Fifth and Main streets on Tuesday evening, October 25, at 8 o'clock.

BOB COYNE,
At Bert Hall's Hotel