

A REVISED PLAN

When the Klamath Citizens Incorporated was first brought forth as an idea and a plan it was backed and supported by practically all the leading and prominent citizens of the county. There was a positive feeling, and that feeling exists right now, that some such plan should be adopted and the merits of this great country with fast development put before the outside world thus attracting settlers and investors. It is no wild guess to assure every owner of a large tract of irrigated land that no individual can afford to carry and develop large irrigated bodies of land with their overhead and water charges. Naturally the proper solution is to cut up the large holdings and have more people on the land.

The town property in Klamath Falls, in many instances, needs new ownership. This is said in all kindness, for new owners will see new opportunities and develop the property much faster than will the men who have held it for possibly the past generation. The old saying that people who live close to an object seldom can see that object as it really is, still holds good, and the people who have for years pushed along in a community seldom can visualize what is really in store for that community if proper energy is directed toward bringing it to the front.

The Klamath Citizens Incorporated was destined to do the very thing that all know is needed—namely to advertise to the outer world the merits of the land, the endless supply of water, the low prices asked for good real estate, and also to outline some development for the city itself which in turn would reflect greater values in the town and city property.

I have found the spirit of the people perfectly wonderful in responding to the selling plan. I have found no knockers but countless boosters. I have found universal approval and an expressed belief of the success of the enterprise. But, I stated when I first mentioned the campaign that it was no use to start it along the lines originally outlined unless a sufficient amount of capital could be raised for extensive advertising. There has been considerable money subscribed and there could be some more secured, but this community was overtaken with low prices on its large crop of potatoes, it has encountered a very dull lumber market, the two combining to lessen the supply of ready money which naturally would have flowed into Klamath Falls this fall and winter. For this reason I am convinced that the Klamath Citizens Incorporated cannot be organized at the present time as was first outlined and intended, due entirely to lack of sufficient funds to carry on the extensive advertising campaign that had been expected.

This is to be regretted but it is not to be considered final in the effort to put this county to the front. True, things can not be done on as large a scale nor can results be expected of the size that would have followed the first plans, but there is yet an opportunity to sell much of Klamath Basin in the south, and there is still the probability of being able to bring forth the original plans to fruition at a later date when the general conditions in this part of the coast country will have righted themselves.

At present, however, it is my judgment that no further effort should be made to follow the original plans and I have decided to enter the selling

field in my own offices in Los Angeles not asking our home people to subscribe any funds whatsoever. This means that I will operate in as broad a way as I can using my own resources and paying for what advertising I feel that I can afford to buy. I will have an organization of nearly two hundred salesmen and saleswomen equipped with photographs and literature pertaining to the Klamath Basin. Every piece of literature will state nothing but facts and every salesman will be schooled in the truth about this community with instructions to use no statement that can not be backed up by fact.

Being firmly convinced of the merit of this section; firmly convinced that the industrial and agricultural picture is sufficient to justify honest investment in real estate here I shall proceed along lines that everyone will be proud to endorse and sell Klamath Basin as fast as my organization can handle it.

What I will ask of the property owners here—those who desire to sell some of their holdings—is an option or contract to sell such property. Remember, the property that is priced reasonably and fairly will naturally sell better and sell first, so when you ponder over your holdings and decide that you want to sell some of them do not inflate your prices.

I want everyone to know that I appreciate the work done and those who subscribed to the original fund are to be congratulated on their desire to enter into a plan which was sound but handicapped by the slack business conditions that overtook this section making it hardly possible to raise a needed amount without working a hardship on the community.

Those of you who come to Los Angeles in the next few months will be mighty welcome at my headquarters and no doubt in many instances you will be asked to tell strangers the truth about your own country. In this way you can render assistance to the movement and help create an activity here that is entirely justified. You should have no qualms of conscience when you proudly tell a stranger that the Southern Pacific's main line was completed this year and last April exquisite passenger trains made Klamath Falls one of the principal stops. You should have no qualms of conscience when you tell the man who is anxious to find a live community that the Great Northern railroad is in Klamath Falls thus giving the city two transcontinental railroads. Neither should you shrink from telling anyone that the Weyerhaeuser lumber manufacturing plant will be built soon—a plant that will cut one hundred million feet a year, nor should you hesitate in stating that the United States government has its large irrigation projects completed and is now ready for many settlers. That is the kind of help I shall want from the good people of Klamath who expect to spend some time in the south this winter.

I will have option blanks printed and be at the Hall hotel for several days and invite all who have property to sell to come in and see me. With proper listings of property I will proceed to Los Angeles and there begin the work in a smaller way than we all had hoped to start, but nevertheless in a most sincere and earnest manner.

Very sincerely,

BOB COYNE