

Traffic Accidents Cost Oregon \$43,510,000 in 1952!



... the highest in Oregon history ... and \$10,000,000 over that of 1951. In 1952 Klamath County alone had 2,009 accidents, 403 injured and 28 killed. This would mean an economic loss due to traffic smash-ups last year in Klamath County of approximately \$1,334,870! Think of this great loss and damage to property ... the human sufferings ... fatalities! Be sure you have full and proper coverage to prevent financial disaster in case of accident ... then, THINK every time you take the wheel!

KLAMATH COUNTY INSURANCE AGENTS ASSOCIATION

DO YOU KNOW ...

that if you terminate employment with a firm where you have had K.M.S.B. coverage, you can immediately transfer to an individual contract at our office to keep this coverage continuous. Such contracts are payable quarterly in advance.

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SINCE, 1920!

Fifth Klamath Resource Recognized As That of Center of Distribution; No Limit to Extent of Development

Happy accident of Geography places Klamath Falls at hub of vast growing area of 11 Western states with outstanding network of rail and highway connections to all major markets

By R. KENNETH EVANS

This article will have to do with the Klamath County Chamber of Commerce but it will not be an all-inclusive "chamber of commerce" story — rather it will attempt to point up a chamber concept, that of Klamath's fifth resource. The other resources—agriculture, lumbering, manufacturing and processing, tourist and recreation—are well known. This other Klamath resource, which promises to become greatest of all, is just starting to be recognized.

This fifth resource is Klamath's by a happy accident of geography and by a fortunate development of railroading. It promises to become the most important of all because it is not expendable.

The fifth resource is that of distribution.

The happy accident of geography is that Klamath Falls is the central point of the 11 western states. No other point is nearer to all the centers of western population.

The fortunate development of railroading actually gave Klamath Falls three transcontinental rail-way connections: the Great Northern Railroad, north and south; the Southern Pacific, north and south; and the Southern Pacific east through Reno and Salt Lake City. Klamath Falls is the only point in the vast area west of Salt Lake City, and between Portland and San Francisco, with these advantages.

Important also is the network of highways radiating in all directions, and the very fine airport.

Getting down to cold, hard facts: a study of freight rates will show that, with the exception of Los Angeles, the expanding markets of the 11 Western States can be covered with the least freight expenditure from Klamath Falls, Oregon.

CHAMBER TELLS STORY
And that's where the Klamath County Chamber of Commerce comes in.

The chamber, of course, is an organization which exists because of self-interest—the self-interest of many business, industrial, agricultural and professional people of the county. Its aim is to foster the interests of Klamath County people and so one of its first objectives is that of telling and selling the story of Klamath Falls as a distributive center.

This story is told through personal contacts, through answer to inquiries and "leads" from its members and through plain old letter writing.

Here is an example of the many letters which go out, all over the country, from the chamber office each day:

"Mr. Manufacturer:
The West has shown tremendous growth in the past ten years. The next ten will see a continuation of this growth.

"Are you prepared to maintain your position in this market?
"If you can afford a plant at San Francisco, Portland, Seattle, Spokane and Salt Lake City,
"YOU DON'T NEED US!
"If you can't afford all those plants, but can afford one which will reach all those markets,
"YOU DO NEED US!
"You can reach more people at less cost from Klamath Falls than from any other point in the West, north of Los Angeles. Want the proof? We will gladly provide it."
"It should be explained that Los Angeles is the most advantageous point, with Klamath Falls number two, simply because about one third of the population of the 11 Western States is found in that Southern California area. Klamath does not have the immediately adjacent population and market of the major population centers, but more people are becoming aware of its strategic location in relation to the ENTIRE Western market."

CHAMBER GIVES FACTS
The manager and staff at the chamber are well aware of the facts of this case, and know how to present it. As an example, one manufacturer writes:

"Out of 15 Chambers of Commerce from whom we requested

information on which to base our decision as to plant location only the Klamath County Chamber of Commerce gave us complete data. This fact, plus Klamath's natural location in regard to distribution of our products on the Coast, has caused us to select your city as our site when we are ready to expand—which will be soon."

Proof of the pudding—that Klamath Falls is number-two as the most advantageous distribution point in the west, is found in this excerpt from a national manufacturer's letter telling why he selected a local concern to handle his products:

"This appointment bears out the potential of Klamath Falls as a distributive center."

DISTRIBUTION CENTER NOW
Further proof, and a little recognized fact, is that already, in the distribution of industrial supplies, there are only 12 cities in the entire region of the 11 Western States which handled greater volumes than Klamath Falls. In the Pacific Northwest, Klamath Falls ranks fourth in volume.

It is apparent that national concerns—dealerships of which are in distant cities—are beginning to realize the advantages of Klamath Falls possibly even more than the people at home.

It should be pointed out that distribution in itself—the warehousing, the shipping, the selling of merchandise—is an industry of considerable size. That, actually is not the most important part of the story.

The manufacturing and the service industries that stem from the distributive advantage are most important. As mentioned before, this source is not expendable. There is no limit to the growth of distribution.

Long after cities which depend principally and primarily on the development of local natural resources have reached their maximum peak, Klamath Falls can expect to continue on in further development as one of the great cities of the West, because there is no absolute limit to the business of supplying the needs of thousands and hundreds of thousands and millions of the citizens throughout the West from this natural distributive point advantage.

That is why the people of the Klamath County Chamber of Commerce, who are most aware of this great potential resource, are going about the generally intangible and thankless job of telling this story whenever and wherever possible.

Many of them have seen the vision and, like the president, George Davis, and the manager, Frank Tucker, they will tell you that the growth of this fifth resource will follow as surely as night follows day.

**Lucky Freak
Blows Up Dump**
SEOU, (AP) — First Lt. Frank T. Check of Seattle, living a reconnaissance. Shooting Star jet, blew up an ammunition dump Friday even though his plane is unarmed.

Check was flying reconnaissance over a North Korean village when one of his wingtip tanks developed mechanical trouble. He dropped the tank and it crashed through the roof of a mud hut.

The hut blew up with a great roar. Check apparently had hit a hidden ammunition dump.

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(A Quarter of a Million Dollars)



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No matter where you live, or what your occupation, you are affected by the activities of the

Klamath County Chamber of Commerce

The Chamber is operating a little differently this year. There are no standing committees. When something comes up for action, the appropriate committee chairman picks the best qualified persons — Chamber members or not — to deal with the problem. You are invited to call attention to matters of concern both to Klamath County and to you personally. The Chamber Committees which may work for you are:

★ INDUSTRIAL
DEVELOPMENT
★ AGRICULTURE

★ AVIATION
★ BUDGET-FINANCE
★ CIVIC AFFAIRS

★ FORUMS
★ INDIAN AFFAIRS
★ INTER-CITY

★ TAXATION
★ MEMBERSHIP
★ NAT'L AFFAIRS

★ PUBLICITY
★ ROADS
★ TOURISTS

★ TRANSPORTATION-
RATES
★ WATER POLICY

Your suggestion on how the Chamber of Commerce can help you personally, or help the people of Klamath County, is invited. Write, 323 Main St., or telephone 5193.

Tell me how the chamber can directly benefit my business →

Klamath County Chamber of Commerce
323 Main St., Klamath Falls, Oregon

Tell me how the chamber can directly benefit my business.

NAME

BUSINESS

ADDRESS