

Oregon Comes First-- and Then Portland

(Editor's note—The following article was contributed by J. P. Jaeger, chairman of the publicity committee of the Portland Chamber of Commerce.)

The state of Oregon has been unique amongst the 48 of the United States during the past year in having a godfather.

Portland assumed the position of "godfather" because it really wanted to make an effort to increase the population and the prosperity of Oregon. There may be some who will attribute selfish motives, but those of us who have mixed freely with the business men who have provided the funds, know that their first consideration was the well-being of the state and a sincere desire to help every community in the state to improve its own prospects, to secure more settlers, more industries, and more business enterprises, for its own good.

Of course Portland expected, if these results were obtained that naturally there would be more business for Portland—not exclusively so, but for everybody, and Portland would receive its fair share.

First Half Spent.
The first half of the three hundred thousand dollar fund has been spent. In the experience of the whole Pacific coast there has never been a more sincere purpose behind any body of men in the expenditure of a community development fund, nor has there ever been a so well coordinated and complete plan.

It embraced four main activities—better marketing conditions for the farmer, land settlement, an illustrated lecture tour, by Frank Branch Riley, and nation-

We Offer

A good 5-room home, not modern, on East Penn Ave. Two lots, garage, city water, lights. This property is good and is priced right. \$500.00 cash, balance at \$25 per month.

Here is a 4-room house connected with sewer on corner lot, 60x120 in good location. Price \$1250.00. Terms, \$250 cash, \$20 per month down to mortgage now on property.

A 5-room comfortable home, large lot, 25x152, a few trees, bushes and shrubs, on East Y ave. It is a bargain. \$1600.00. Terms, \$400 cash, balance arranged.

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Reliable Agents for Reliable
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al publicity through magazines, newspapers and special articles. In all of these activities the campaign has been successful and on a broad state-wide scope.

For instance, the efforts of the marketing committee, which has been to bring the growers of various products of the field and farm closer together and have them realize that their interests are mutual to so plan the sale of their products so they may get a better price and thus realize a greater profit from their operations, have been quite successful. This committee of the fund has worked unceasingly and unselfishly for the uplift and betterment of all the farmers in every part of Oregon, insofar as a few months' operations could accomplish these things. Many worthwhile organizations have been formed for the better grading and better marketing of our most important fruit crops.

Counties Organized.
The land settlement committee has organized the counties throughout Oregon whereby prospective settlers can be sent with a prospect of acquiring land upon which they can make a living, and securing it upon reasonable terms. In other words, in a few months almost the whole of the state has been prepared for the reception of newcomers and a public opinion has been created in favor of helping new settlers to come amongst them and to be made to feel that they were not coming amongst strangers but amongst those who would help and assist them in their problems. Visits have been paid to various parts of the state and valuable information obtained at first hand and settlers—as a result of this initial year's work—have been placed in many districts.

Frank Branch Riley has delivered over one hundred lectures before some of the best audiences in the United States, in exclusive clubs, before commercial organizations, luncheon clubs, transportation officers, ad clubs, newspaper and magazine writers, and has carried the lure of Oregon to these leading and influential citizens in a manner that no other man in the United States is probably so well qualified to do. His lectures have been successful and have created a profound impression everywhere.

The publicity department has carried on a nation-wide advertising campaign based principally upon an appeal to tourists. And why should this appeal be carried to tourists more than anyone else? Chiefly because in this way it is possible to reach almost every man in America. There are only a certain percentage of farmers, of business men, bankers and manufacturers, but all of these classes are embraced in the tourist, because everyone usually includes in his budget an item for a vacation. All these people have reserved for them a vacation period and the railroads make special rates for their vacations, therefore, in carrying out the instructions of the trustees the publicity committee in appealing to tourists have appealed to all the people of the United States.

New Order of Things.
Moreover the change in transportation that has taken place during the past 20 years—for there was hardly an automobile 20 years ago—and the vast progress and improvement which has been made in the construction and maintenance of highways has created a new order of things and made it possible for a great majority of people to enjoy a vacation at a minimum of expense.

The railroad companies in their great advertising propaganda have most attractively brought the attention of the traveling public to Oregon and the Pacific northwest and shown the pleasure and attractiveness of reaching this country by rail. Therefore, every class of people and every class of traveler has been reached this year by the advertising of Oregon.

In appealing for vacationists it has been realized that there are thousands of people who utilize their vacations for the purpose of seeking out a new location either for a home, for business for manufacturing enterprise, or as a settler upon the land, and it is estimated that at least 40 percent of the people who travel by motor are of this class.

Double-Barreled Appeal.
Therefore, the appeal to the vacationist is double-barreled. It brings the ready cash for the money invested in the advertising campaign and is the beginning—but only the beginning—for everything cannot be accomplished in a few months—of bringing into the state a high class, new citizenship. There is a vast increase in tourist travel and it is estimated that \$25,000,000 will be left in Oregon this year.

In various forms or other nearly 15,000 inquiries have been made to the Portland Chamber of Commerce as a result of this advertising. A proof that the plan adopted by the trustees of this fund, in this quarter of activities, has been almost a perfect plan, is that all the departments have worked together in unison for the benefit of the state. The publicity department supplies all the other departments with its inquiries for them to deal with because they are best fitted, through their intimate knowledge of the subjects inquired about. The committees have worked jointly on these propositions, each with the idea of spending the

money allotted to it for the best advantage of its own particular department, but all for the good of the state at large.

It is permissible to remind the various cities and communities of the state that these funds are not derived from taxation to be spent in the interest of the state but are public subscriptions and donations from the business men of Portland, and yet they are being spent as fairly and equitably as is almost humanly possible for the state, just as much as if they had been raised by taxation.

The members of the board of trustees are of the best known, leading citizens of Portland who have directed the policy under which the money should be spent, but who have left it to the various committees to supervise the details. All these men on all the committees have worked unselfishly and given an enormous amount of time to try and make this campaign a success.

The Trustees.
The names of the trustees are: A. L. Mills, chairman; Emory Olmstead, J. C. Alsworth, G. W. Talbot, Max S. Hirsch, Isaac D. Hunt, O. W. Mielke, Franklin T. Griffith, Roy T. Bishop, and Frank E. Andrews. The following are the chairmen of the special committees of the Portland Chamber of Commerce, to which the various sums have been appropriated, who have given an enormous amount of thought and time and trouble to the discharge of their duties: E. E. Fawcett, marketing; Whitney L. Hobbs, land settlement; Guy W. Talbot, Riley lectures; and J. P. Jaeger, publicity.

Time was not built in a day. No board of trustees in perfect, nor can any committee carry on its activities to the satisfaction of everybody. Results, however, for the first year in every department are sufficient to show what may be accomplished. The trustees have given the greatest deliberation to the problems that come before them. The committees have endeavored to discharge their duties for the best interests of all the state and they hope to the satisfaction of all the subscribers. The problems and policy for the coming year are now being discussed carefully, thoroughly and frankly, with the object of adding to the success of the past year, to take advantage of the results so far obtained, and in a manner that will create enthusiasm amongst all the members of the various committees so that in the end it shall be demonstrated that a public fund has to be spent wisely, unselfishly, with benefit to the subscribers and to the general public.

Chautauqua to Be Held in 1925.
VALE, Ore. — An unusually good Chautauqua session was held in Vale between the dates of July 8 and 12. At the close of the last program the manager announced that 60 signatures would be necessary to secure a contract for next year, but although that number far exceeded any of previous years, it has now been secured and the contract signed.

The Dalles to End Silk Lawsuit.
THE DALLES, Ore. — In view of a suit filed against the city of The Dalles by the Real Silk Hostelry company of Indiana, in the federal court in Portland, the city council repealed an ordinance under fire and ordered City Attorney Cella Gavin to make arrangements to settle the pending suit. The hostelry company objected to

an ordinance requiring a license for salesmen sent into that territory to take orders for future deliveries.

Stage Hits Pole 3 Hurt.
SEASIDE, Ore. — Three persons were severely injured when a Columbia stage line bus collided with a telephone pole near Seventh street and Teath avenue when the driver turned from the road in an effort to avoid striking a light coupe which suddenly swung across the road in front of the big bus.

Mrs. S. H. Madlock sustained a broken nose, an ear torn from her head and lost several teeth; Mrs. K. O. Hagerlund was cut about the face and Mrs. P. B. Sharpe sustained facial cuts.

Allen Pool Hall Man Fined \$500.
EUGENE, Ore. — Michael Brown of Westlake, the first alien pool hall proprietor ever arrested in Lane county, entered a plea of guilty when arraigned in justice court here and was fined \$500. He paid the fine. The law under which he was fined was sponsored by the American Legion, department of Oregon, and was passed at the last session of the legislature.

Churchill Returns.
SALEM, Ore. — J. A. Churchill, state superintendent of schools, returned from Washington, D. C., where he attended the convention of the National Education Association. Churchill went east by the southern route and re-

turned through Canada, visiting all cities of importance in the east.

Interstate Bridge Receipts High.
VANCOUVER, Wash. — Traffic receipts on the Interstate bridge, which spans the Columbia river between Vancouver and Portland, totaled \$12,677.50 for the week ending July 6. This is the biggest week's travel in the history of the structure, according to Superintendent George B. Stoner.

Seventy-eight members of the

REAL ESTATE BARGAINS

Beautiful five-room home and three lots at the corner of Fir and Y avenue. Bearing fruit trees, fine shade trees, blooming flowers and fine lawn, garage, bath, city water, electric lights, and fine garden. Everything in first class condition. Price \$2300. \$500 cash, \$35 per month.

FINE SMALL HOME
On second street. Good four-room house and large corner lot, 90x110, garden, strawberries, etc. \$500, \$300 cash, \$25 per month.

Some fine building lots in west part of La Grande, near Stange's new home.

PYRAMID LAND CO.
Main 785
F. N. Ford, C. L. Berry,
W. H. Berry
Bonded Realtors

Fearless Huntress



Mrs. Ernest Thompson-Seton on elephant in Siveko forest jungle, India, where she was guest of the governor of Bengal on a tiger hunt. She had many narrow escapes on 11 expeditions, during which the hunters met pythons, cobras and savage bears.

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Because it is entitled to win

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It's the Best in all the world. Ask Your Grocer.

Take no substitute.

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The Heacock Radiophone is as near perfection as they can be made at the present time. O. M. Heacock, who has over 15 years experimental experience, personally supervises their construction and many features that make it so perfect, are his own design. You must hear one to appreciate its value. Call us for a demonstration today.

We also handle other standard makes of radio. Prices range from \$30 to \$300.

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Enterprise, Oregon.

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