# '500,000 IN 1912' CLUB IS LAUNCHED

## Portland Commercial Body to Raise $100,000 Annually for Two Years.

## WILL EXPLOIT ALL OREGON

**Whirlwind Campaign Planned and Dollar Dinner Will Be Given March 26, When All Details Will Be Mapped Out.**

Through the medium of a "500,000 Club" and the intelligent direction of a committee of 25 members, the publicity department of the Portland Commercial Club expects to effect a complete realization of its slogan—"500,000 in 1912." At a meeting of this committee of boosters last night, it was decided immediately to inaugurate a campaign for raising $100,000 a year for exploiting Oregon and its resources during the ensuing two years. The members of the committee, to whose enthusiasm the enlarged plan of exploitation must be credited, attending last night's meeting at the Commercial Club, were: C. Hibbard, J. W. Ganong, George F. Johnson, M. G. Munly, Samuel Connell, I. Lang, E. Ehrman, T. N. Stoppenbach, F. O. Downing, Julius L. Meier, W. H. Hurlburt, C. C. Chapman, F. B. Holbrook, W. F. Woodward, Ellis G. Hughes, Dr. J. R. Wetherbee, W. J. Hofmann and C. W. Coddington, assistant secretary of the Commercial Club.

That the business men of the city may be made acquainted with the purposes for which the money is to be raised and the manner in which it shall be expended, the boosting committee has decided to hold a dollar dinner at the Commercial Club Tuesday night, March 23, when plates will be laid for the capacity of the banquet hall—300. At that time the "500,000 Club," suggested by C. C. Chapman, will be formally organized. The following morning the city will be canvassed systematically by not less than 50 soliciting committees that the annual publicity fund of $100,000 may be subscribed, if possible, in a single day.

**Plan of Raising Money Outlined.**

A systematic plan was adopted by the committee to insure the raising of the amount of money that has been decided upon. The large business interests of the city will be assessed subscriptions on the basis of those already provided by the limited number of representative firms that are providing the funds with which the publicity department of the club is now being maintained. All such firms will first be asked to duplicate the subscriptions already provided by firms of no greater prominence. Following this preliminary canvass, the city will be divided into districts geographically, one district being assigned to a vigorous committee, consisting of probably five live boosters, selected from among the most zealous members of the Commercial Club. The campaign for raising funds will then conclude with a whirlwind campaign in which the smaller contributors will be reached and from whom subscriptions of from 50 cents to $5 or $10 a month will be received.

To facilitate the raising of the fund that is proposed, the committee will order several thousand buttons, bearing the inscription "500,000 in 1912." The manner in which these will be disposed of has not finally been determined by the committee, but it is probable that the membership fee in the "500,000 Club" will be fixed at $1 and that one of the souvenir buttons will be delivered to every person joining the club and paying the membership fee. However, this and other details of the money-getting campaign remain to be worked out by the committee having the campaign in charge.

Enthusiasm of the genuine and unadulterated quality was uncorked at the meeting of the committee, at which Dr. Wetherbee, president of the Commercial Club, presided. In presenting the subject to the meeting, Dr. Wetherbee reviewed the big results that have been accomplished through this department of the organization with the limited means provided. He referred to the fact that during the last year $492,000 had been expended for exploiting the Pacific Northwest, outside of the money spent in Portland. He urged upon the members of the committee the need of raising more money if Portland is to receive its share of the advantages resulting from the extensive advertising this section of the country is receiving through the activity of commercial organizations in other cities.

**Example of Smaller Cities.**

Dr. Wetherbee, as an inspiration to the committee, pointed out that during last year 350 citizens of Eugene raised a publicity fund of $15,000, while Astoria, through 300 subscribers, produced $10,000 for the same purpose. The people of Salem, represented by 210 contributors, gave $12,000, and 380 residents of Yamhill County produced $10,000 for advertising their respective sections.

"It is expenditure of these funds," continued Dr. Wetherbee, "that is responsible for the five and seven-section tourist trains that are bringing thousands of new settlers into the Pacific Northwest under the colonist excursion rates. Our publicity department is advertising the state rather than the city, realizing that the city will take care of itself. It has been the experience of other sections that the city builds and prospers in proportion as the surrounding country develops."

Ellis G. Hughes related his personal experiences of 20 years ago, when he took an active part in soliciting funds for publicity work. In 1888, Mr. Hughes said that the business men of this city, when its population was probably 50,000, raised $32,000. This subscription was increased to $50,000 for the following year and to $60,000 for 1890. He expressed full confidence in the belief that the committee would have no trouble in raising a fund of at least $150,000 a year for advertising purposes.

**Amount Fixed at $100,000 Yearly.**

I. Lang, Judge Munly, C. C. Chapman and George F. Johnson concurred in the idea that a substantial sum should be raised, and on motion of Julius Meier the minimum amount was fixed at $100,000 annually. Before adjourning the committee authorized the appointment by Dr. Wetherbee of a special committee of five members which should have charge of all details connected with the dinner Tuesday night, March 23, and the organization of the "500,000 Club." This committee consists of C. Hibbard, F. B. Holbrook, C. C. Chapman, Julius L. Meier and George F. Johnson. It held a meeting following the adjournment of the general committee and organized by electing Dr. Wetherbee chairman and W. J. Hofmann secretary. Messrs. Hibbard, Meier and Chapman were appointed a special committee to manage the dinner, while the details of organizing the "500,000 Club" were referred to another committee, consisting of Messrs. Hofmann and Holbrook.

**Increase Their Subscriptions.**

The movement in the hands of the committee of 25 recently named by President Wetherbee, of the Portland Commercial Club, to increase the advertising fund of the club is bearing fruit. The George Lawrence Company, which had formerly subscribed $10 per month, have voluntarily doubled their subscription. Hartman & Thompson have made a similar move, and W. M. Killingsworth has come in as a new subscriber at $12.50 per month, forwarding the club his check for $100.

Recent subscribers to the fund who have sent their monthly subscriptions to Chairman T. B. Wilcox are:

| | |
|---|---|
| Nicolai-Neppach Company | $10 |
| Baggage & Omnibus Transfer Co. | 10 |
| Jacobs-Stine Company | 10 |
| Portland Realty & Trust Company | 10 |
| Labbe Bros. | 10 |
| Western Clay Manufacturing Co. | 10 |
| Breyman Leather Company | 5 |
| Wm. D. Fenton | 5 |

# CASCARA TREES IN EUROPE

**BARK SUPPLY NOT CONFINED TO PACIFIC COAST.**

**Although Cultivated Abroad, There Is Still Profit in the Business for Oregon Peelers.**

PORTLAND, March 11.—(To the Editor.)—The undernoted extract from a recent English paper should prove of interest to your readers:

"CASCARA SAGRADA.

"Probably only a very few of the thousands who have faith in the medicinal properties of this popular drug are aware that, as in the case of quinine, cascara sagrada is obtained from the bark of a tree. Still more interesting is the fact that the tree is closely related to our native buckthorn, Rhamnus catharticus, and is probably quite as hardy in this country as that species. Cascara sagrada (cascara bark) is the product of Rhamnus purshiana, a tree from 35 feet to 40 feet high, with a slender trunk and numerous stout branches, deciduous, elliptical, finely serrated leaves from 2 inches to 7 inches long, small green flowers in axillary cymes, and globose black fruit, the size of peas. It grows wild on the Pacific Slope of North America from Northern California to Oregon and Washington, where about 1,000,000 pounds of the bark is annually collected for use in medicine, and as some 30,000 trees have to be destroyed to obtain this, the supply is not always forthcoming. Attention, has, therefore, been called in the last number of the Kew Bulletin to the importance of this tree. Mr. F. R. S. Balfour, when forwarding seeds of it to Kew, wrote that the tree is being rapidly exterminated, except in remote places in the Western States, and suggested that it might be grown in Western Ireland and Scotland. The tree is, however, already in cultivation in the gardens of Western Europe, and although it has not received any attention here on account of its medicinal value, it has proved quite at home in England. At Kew there are trees of it which were raised from seeds sown in 1892, and they are now over 20 feet high, although they are in poor soil. There they have proved quite hardy. In order to test whether the bark grown in England contained the drug in quantity and quality equal to that grown in America, one of the Kew trees was sawn off at the ground level last Spring, and its bark sent to the Welcome research laboratories for analysis; it was reported to be equal to the average American product. From the stump of this tree a crowd of shoots were developed, and grew to a height of four feet during the Summer. For this reason it is suggested that the tree might be successfully grown as coppice. Cascara sagrada bark varies in price from 20s to 50s per cwt. Well treated with regard to soil and other conditions, it is probable that the tree would grow as fast as the common buckthorn, at any rate in the warmer parts of the kingdom. There is at present a considerable demand for the bark in this country, and that demand may easily be supplied by home-grown trees. Young trees of it are offered by Continental nurserymen at a moderate price, and these could doubtless be obtained through nurserymen in this country."

The fact that buckthorn is of the same family as cascara has been well known to Eastern buyers, and has been used as a corrective of excessive prices for cascara sagrada.

Mr. Balfour's report that the latter is being rapidly exterminated, except in remote places, must be qualified by the statement that wherever it is given the opportunity, the tree quickly reproduces itself both from seed and its roots, so that in seven to ten years, dependent on the soil and the humidity of the climate, it is again ready for the peeler. It will, therefore, never be exterminated in our humid Western country, and is still in abundant supply.

The information that it finds an equally favorable environment in the similar climate of England, is only to be expected. When cascara was wrongly understood to be restricted to the western portion of the State of Oregon—which was the case up to 1904—it was not surprising that its future value was put as high as $1 per pound. Now, however, it is known to be equally abundant in Washington, British Columbia, and even in Southern Alaska; and if it be necessary to produce any additional argument to modify the ridiculous ideas of such dreamers, it may be found in the knowledge that the tree can be cultivated to advantage in Europe.

However, there is no reason why a good profitable market cannot be found in Oregon and Washington for cascara during this and subsequent years. The peel has been exceedingly moderate for the past few years, and far below the normal average consumption, which has been largely supplied from the hold-over stocks. There is still, however, a large carry-over from the crazy seasons of 1902 and 1904; but such stocks cost high and are held still higher by the ever-sanguine holders, who are the best living contradiction of the proverb that "Hope deferred maketh the heart sick." Their constant boast has been that they will get "10 cents for their bark or they will eat it," and while so far as known none has attempted this gastronomic and portentous feat, they are still generally demanding 10 cents per pound. Under the umbrella of this unreachable price the peeler of the 1909 crop can rest in the confident assurance of getting a handsome return for his labor. He should beware of the advice of the dealer who is carrying concealed weapons in the shape of holdover stocks and who is, therefore, an out-and-out bear, except when there are buyers in the market. J. B.

# FARMERS SAVED $45,000

**Storage Charges on Wheat Reduced in Umatilla County.**

PENDLETON, Or., March 12.—(Special.)—A reduction of 25 cents a ton in the warehouse storage charges on wheat was announced today by Will Moore and J. B. Montgomery, local representatives of the Pacific Coast Elevator Company and the Puget Sound Warehouse Company, respectively.

This brings the price down to 50 cents a ton, the rate the farmers tried to have enacted into law at the recent Legislature, and affects a saving of ¾ cent a bushel. These firms are two of four operating strings of warehouses in Umatilla County, and as the others will be compelled to follow the example set it means a saving of $45,000 annually to the farmers of the county.

When the charges were advanced to 75 cents two years ago it was said the high price of labor made it necessary, and now it is said that labor-saving sack-piling machinery makes the reduction possible.

**To Discuss Trolley Extension.**

VANCOUVER, Wash., March 12.—(Special.)—A mass meeting of the farmers living between the St. John Road and Orchards will be held at the Grange hall in Orchards Saturday evening to discuss the question of the extension of the electric line from its present terminus at the St. John Road to Orchards. Representatives of the Vancouver Traction Company, which owns and operates the electric railway, will be present, as will also a number of members of the Vancouver Commercial Club.

Large quantities of cherries are sent from Europe to this country, simply preserved in brine, to escape the high duty on fruits preserved in sugar. They are then made into "Maraschino" cherries.

# LOG PUT ON TRACK ON CAZADERO LINE

## Attempt Made to Wreck Early Passenger Coach Almost Successful.

## SUPPOSED WORK OF HOBOS

**Motorman Speeding Car When He Sees Obstruction, but Succeeds in Stopping in Time—Weight of Logs 100 Pounds.**

Lives of 60 passengers were imperiled on the Cazadero line at 11:15 o'clock Thursday morning, when a fiendish attempt was made to wreck the regular forenoon through passenger coach on the stretch of straight track near Nickum, where a high rate of speed is always attained. Only the alertness of the motorman and prompt application of the brakes prevented the coach from being hurled into the ditch by a heavy log laid across the tracks.

Officers have been working on the case since a short time after the attempt was made to wreck the car and several hobos, who had been hanging about Nickum earlier in the day, are now being sought. At first it was thought the work might be that of mischievous boys, but this theory was put aside when it was found that the log used weighed over 100 pounds and could not have been lifted by small boys.

What motive there could have been in ditching the outgoing car is not plain. Hobos are frequently driven off the Cazadero freight cars and it may be that some vengeful miscreant decided to get even with the company for the conduct of its employes. Although a straight stretch of track, where the cars go at a high rate of speed, was chosen for the attempt, this fact prevented a wreck, for the motorman was able to see the heavy rail from a distance of full 100 yards.

At the time the car was hurrying along at a clip of from 20 to 25 miles an hour. The grade is excellent and the carmen generally put on speed to make up on their schedules. Luckily Motorman Kleinschmidt was looking well ahead and saw the obstruction. The passengers were nearly thrown out of their seats by the sudden stop. The car was at a standstill with several feet to spare in less than five seconds.

The motorman and Conductor Huntington had to combine forces to move the heavy log from the track. It was found to be nine feet long, four inches thick and 18 inches wide. Laying it aside the trainmen continued on their run, notifying headquarters at the next stop. There was considerable excitement among the passengers when the serious danger that had just been passed became known to them.

Special Agent W. P. Lillis was at once dispatched to the place. He made an investigation to determine whether the log had gotten there by accident or design. It was found that the log had been removed from the mud a dozen feet from the track and that there could be no question as to the motive in laying such a log across the track. The Sheriff's office was notified yesterday of the affair and Sheriff Stevens will co-operate with Special Officer Lillis in hunting down the train-wreckers.

# GOOD IN PARCELS POST

**Small Storekeeper Would Benefit by Change, It Is Argued.**

PACIFIC GROVE, Cal., March 9.—(To the Editor.)—So much ink has been shed and wind wasted to prove that the poor country merchant would be ruined if he accepted the offer of the Postmaster-General to reduce the rates of transportation on his mail matter, that I think this letter from T. W. Cowan should be of much interest and use.

Parcels post has been an established fact in Great Britain since 1858. Nearly a quarter century of experience should suffice to prove a truth. Mr. Cowan here summarizes Britain's experience:

"For some years I have watched the controversy respecting parcels post and have been surprised at the objections put forward—objections that have proved to be groundless, considering the very satisfactory manner in which parcels post works in Europe. When I was in California I supplied a friend, who was president of the Postal Progress League, with statistics which showed what an inestimable boon parcels post has been to all classes and how, instead of being a hindrance, it is a stimulus to trade.

"I send an extract from the Shoe and Leather Gazette in which an endeavor is made to show that parcels post would be an advantage to the large mail-order houses, and an injury to the smaller local merchants. This is not true, for we have found it has been just the reverse. Small shopkeepers who could not keep a large stock of goods formerly, lost orders because they could not compete with larger firms who, with their large capital could afford to keep a large stock. Since the introduction of parcels post all this is changed and these small shopkeepers have been able to get a living, as they do not need to have a large stock on hand—samples of the different goods being sufficient. Customers select from these samples, and the goods are delivered at their doors in from one to three days at the same prices as would be charged at the large houses. The customer does not pay more, but the tradesman gets his legitimate profit.

"It does not appear that the wholesale houses have suffered in any way, and there is no doubt that the small dealers have been benefited, and that the benefit has extended to the purchasing public, for it has brought shopping facilities of the city within the reach of everyone in the country. No doubt express companies will suffer; but is it not an anomaly that it costs more to send a parcel from New York to San Francisco by express than it does from London to, say China, by parcels post? Even parcels from London to different points in the United States cost less for postage than the express charges in the country. If the express companies can make a profit on English parcels after deducting cost of freight by steamer across the Atlantic, they are surely charging too much for carrying parcels in the country. It is surprising to us that a practical people should have so long kept out of parcels post, and submitted to exorbitant express charges. No one in Europe would for one moment advocate doing away with the advantages we now derive from parcels post. I hope you may also soon share the same benefits with us."

A word to the wise is enough.

EDWARD BERWICK,
President Postal Progress League of California.

# MEDIUM WEIGHT SUITS, $15

These suits are made of fabrics of medium weight, according to the very latest Spring models, colors, weaves and styles, are strictly up-to-date and the suits will prove comfortable because a little heavier than the real Summer weight. Values are $20 and $25, Brownsville Woolen Mill Store, 3rd and Stark streets.

**Colt to Be Roseburg Booster.**

ROSEBURG, Or., March 12.—(Special.)—C. F. Colt, recently of La Grande, was last evening chosen by the trustees of the Roseburg Commercial Club as booster for that organization.

Asbestos is found in the Island of Cyprus, and a company organized in 1906, obtaining a concession in the island, began to open a mine early in 1907. Up to the end of that year 1000 tons of asbestos were mined.


# WHAT OF THE FUTURE?

**Have you prepared for it?—Have you made provision for the future of those dependent on you?—Do so—Invest a few dollars of your earnings each month in real estate—The foundation of most of the world's big fortunes have been based on real estate—It may be yours.**

# FAIRPORT

**Lies in the heart of the Peninsula and the future of the Peninsula is assured—In a few months more hundreds of people will be employed there in the packinghouses and sawmills—They will live in Fairport and Kenton**

# PAY TEN DOLLARS CASH

**For a Lot in Fairport and the Balance $10 a Month**

# LOTS $300

**Fairport adjoins Kenton, the Swift townsite—It is high, desirable property and will double and triple in a few months—Over $650,000 is now being spent to improve the Swift town—Every improvement for Kenton is likewise an improvement for Fairport—Call on us and we will show you Fairport in our autos. We are open Sundays**

# MIKKELSEN & TUCKER

GENERAL AGENTS

**301-302 Corbett Building---Fifth and Morrison Streets**