THE MORNING OREGONIAN, 'TUESDAY, FEBRUARY 22, 1910.



OTHELLO-Company Will Give Away Fruit Land, City-Lots and Cash Certificates to Readers of This Paper Who Will Write an Advertisement.

Some people say there is a science | plan of securing the little story it of advertising. Also some people say that only by mastering a long course of technical training can one acquire the secret of writing an interesting story. But the Othello Improvement Company, the most progressive group of City Builders in the Northwest, believe differently.

The famous "Sunny Jim" advertisement, said by many experts to have been the greatest series of advertisements ever published, were written by a young girl, not yet out of her teens. She had never had any training for the work of advertisement writing, or even in the art of composition.

Jack London, one of the greatest, if not indeed the greatest, of modern story writers, boasts of the fact that to sit right down and write a little he has less than the average "school learning."

Neither of these cases, however, prove that a liberal education is not to be desired. But they both prove that the brightest, freshest, most natural ideas often spring from the mind unbampered by the traditions of schoolroom and rule book.

The Othello Improvement Co. has employed advertising experts, trained writers and teachers to write for it a little story to be entitled "WHY SHOULD I INVEST IN OTHELLO." The officers and directors of the company have tried their hand at the same subject, but without satisfaction be given to anyone asking for it at to themselves or their associates.

All the efforts have lacked that snap-that vigor-that unaffected naturalness which makes a story ring true and real. So the OTHELLO IMPROVE-

MENT CO, has decided upon a novel P. M.

PRODUCT-CAR TO TELL ALL



**Great Northern President Has** 

Unique Plan.

In Letter to Oregonian Railroad

Magnate Outlines Advertising

System, Which Has Proved Ef-

fective in Other Instances.

(Continued From First Page.)

that plan of advertising. The commer-

clai clubs and business associations in Dregon cannot afford to overlook this

opportunity for co-operating with the of-

ficial head of the Great Northern, who frequently has asserted during the last year that the time for this work of colyear that the time for this work on a second of the observation of Mr. It has been the observation of Mr.

Hill that there never was a greater de-mand on the part of the people in the more densely populated districts of the East for homes in the Pacific Coast states. For that reason he expects a heavier movement of emigration from the older settled districts to the West during the next year than ever before. To get its full share of benefits resulting from this advertising. Oregon must be equally active with the other states in the Pacific Northwest.

the Pacific Northwest. This missionary work by the Great Northern is being done in concrete form. These products are collected from the various sections along the line of its system and then exhibited in various parts of the country. The company has no land of its own to sell the homeseeker, it being the only transcontinental railroad that was built without the aid of a land grant or a subsidy of any kind. It is Interested, naturally, in building up the population in the territory tributary to its lines.

The exhibition which is now being conducted by this company in the Eastern states is not confined to any one state. Oregon is not very satisfactorily repre-sented in the exhibit but the display Mr. Hill plans to assemble from his state next year will be both complete and convincing.

The display is being exhibited by the company in various Eastern cities and consists of fruits and vegetables from Minnesota, Dakota, Montana, Oregon and Washington.

## "Almost Incredible," Says Comment

"The display of fruit from the Pacific Northwest," said the Boston Evening Record, "is attractive to the degree of fascination. A description of the exhi-bition of vegetables would almost tax the credulity of one uninformed of the iderful productiveness of the Far-Western country."

Western country." These products are displayed during the day in the car, which is stationed as nearly in the center of the city as it is possible, and in the evening an filmstrated possible, and in the evening an fluxfrated lecture is given in a public hall. Repre-sentatives of the passenger and immigra-tion departments of the railway company are in charge of the car. An idea of the public interest taken in both the exhi-bition and the lecture is found in the daily reports which are made by the men in charge to E. C. Leedy, general immi-gration agent for the road at St. Paul. The following statement was forwarded tree Youngeville, Pa., on the 3th inst.:

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tana homesteads.

Below-zero weather at Kane, Pa., falled to reduce the number of visitors to the company's car on exhibition February II. Even under adverse weather conditions over 1000 people viewed the exhibit, reported the company's representative as follows:

At 511 First st., furniture sale, 10 A. M., Ford Auction Co.



EDWARD HOLMAN CO., Funeral Direct-ors, 220 3d st. Lady Assistant, Phone M. 507,

EAST SIDE Funeral Directors, successor to F. S. Dunning, Inc. E. 52, B 2525.

LERCH, undertaker, cor. East Alder and 5th. Phones, 781, B 1888. Lady assistant.

HOUSEHOLD NEEDS