

OREGONIAN ANNUAL GREAT ADVERTISER

Portland and State Exploited Effectively by Array of Figures and Pictures.

STREET SALE IMMENSE

120,000 Copies of Big Edition to Reach Every Section of Union. Boys Wait All Night to Be Supplied—Loss Represented.

As an agency for advertising the superior advantages of Portland as a residence and commercial center and of Oregon as a state of diversified resources awaiting development, 120,000 copies of The Oregonian's annual edition issued yesterday are of inestimable value to the city and commonwealth.

As a means of attracting settlers, home-seekers, new industries and additional wealth to the state, the yearly pictorial, statistical and analytical supplement to the regular news edition has proved more powerful than any other single medium.

This is The Oregonian's annual contribution to the advancement and development of the state. The work required in compiling the information and illustrations contained in the 74 pages was done regardless of expense. It was the aim and purpose from the start to prepare the best, most complete and most accurate analysis of the old year's achievements and the new year's possibilities that more than 20 years of experience and well-organized effort on the part of a large staff of enthusiastic workers would permit.

Editorial Published at Loss. The paper, ink, labor and mechanical effort required in printing the complete paper exceeded in cost the receipts derived from the sales. From a circulation standpoint The Oregonian operated at distinct loss. The advertising patronage, which, in most such enterprises, affords some financial relief for the losses in the circulation department and the heavy expenses of the art and news sections, was not an important factor. It was apparent that many of the city's choicest advertisers failed to recognize in the annual edition the effective means that it offered of reaching people in the East. Whatever deficit was experienced in the counting-room is cheerfully acceded to the interests of the future welfare of the city and state.

Illustrative of the wide circulation that the annual edition will have in other parts of the world is the fact that fully 100,000 copies will be mailed. The regular circulation of The Oregonian (week-day) is approximately 53,000. It is estimated, from actual experience of previous years, that more than 85 per cent of the regular subscribers, after carefully reading the paper, wrap it up and mail it to friends and acquaintances in the East. If 20,000 copies of the regular circulation were mailed out, these, added to the 67,000 special copies, will give the annual edition a circulation outside the Northwest of approximately 87,000 copies.

The demand was steady all day yesterday and last night the prospects of printing a supplemental edition of 25,000 copies were considered. It is believed that when business men, who remained at home yesterday, come to their offices and stores this morning the demand will make a supplemental run necessary.

While copies of the paper were sent to all parts of the world, the destination of the great majority is the Middle West and the East. The addresses on a specimen bundle taken from one of the mail boxes late yesterday afternoon were: Allentown, Pa.; Buffalo, N. Y.; Beckwith, Cal.; Rochester, N. Y.; Kenosha, O.; Mumfords, Kan.; Frankfort, Ky.; Waukesha, Wis.; Kobe, Japan; Baltimore, Md.; Chicago; Greeley, Colo.; Terre Haute, Ind.; Dover, Del.; Salt Lake City; Perry, Okla.; Beaumont, Tex.; Butte, Mont. and Newburgh, N. D.

More than 400 newsmen vied to supply residents with copies of the paper. So eager were they to engage in this business that many of them remained at The Oregonian office all night, that they might be the earliest on hand in the morning.

Boys Wait All Night. When the business office closed at 11 o'clock Sunday night more than 20 lads were waiting in line. Although the paper was sold they remained faithfully until 5 o'clock yesterday morning, when the first papers were placed on sale. The office established a rule limiting the sale to each boy at 100 papers. None bought fewer than this maximum. On the other hand, many an enterprising youngster multiplied his purchases by five or six by forming in lines repeatedly and each time buying 100 papers. Many boys had taken orders in advance and were able to dispose of their allotment in the course of the day. When it became apparent that the boys would create confusion in their ambition to be first in line, four policemen were assigned to the task of directing them. To facilitate their work a rope was tied to the door of the office and stretched along Sixth street against the fronts of the buildings. The boys were lined up behind the rope and were served in order as fast as they filed by. A cash register placed on an improvised desk on the sidewalk on Alder street enabled the circulation clerks to handle the business with dispatch.

100 Men Wrap Papers. In the rooms of the circulation department 100 men were employed to assemble the four sections and place them inside the green wrappers for mailing. As fast as they were prepared they were piled in the business office, from which they were taken to the little street merchants. Groaning under their loads of added weight the regular carriers made their way industriously over the routes. Places to them had taken orders for extra copies and eagerly assumed the additional burden.

Sales on the streets opened before dawn. Most boys supplied their patrons with stamps and had writing material for addressing the wrappers on hand. The mailboxes failed to hold the slightest percentage of the bundles. The papers were piled up on the sidewalks around the boxes, and the collection wagons from the Postoffice made extra calls. An extra force of distributing clerks was required at the Postoffice. They started the papers in their destinations as rapidly as they were collected. Every train that left Portland yesterday carried its share of Oregonian annuals. Business houses sent in long lists of names with instructions that papers be mailed from The Oregonian office. These were sent out yesterday.

ANNUAL NUMBER OF MORNING OREGONIAN PROVES POPULAR ON FIRST DAY OF NEW YEAR.



Top, Stars in Front of Postoffice Are Best Sellers—Center, Boys and Carriers Obtaining Papers at The Oregonian Building—Lower Left, Boys Kept Busy All Day With Sales—Lower Right, One Portland Resident Who Remembered Four Friends "Hook East."

The Portland Railway, Light & Power Company gave orders for 500 copies. Other large firms ordered in heavy lots. Big Task Represented. The industry displayed by the newsboys was but the outgrowth of several months of steady and relentless energy on the part of The Oregonian's regular staff. Early in the season plans for building the annual edition were laid. Several representatives of the paper started to work in October to gather facts and statistics. As the first of the year approached, other members of the staff were assigned to the task. Writers who specialized in their work prepared stories on their particular subjects. A staff of photographers was required to work many days to obtain the pictures with which the paper is illustrated. The 16-page photo section, bearing full-page illustrations of Portland streets seemed to meet with gratification on the part of the Oregonian's patrons. This section presents in striking form the activity in the city. It was a revelation even to many residents of Portland. The statistics on the varied industries of the city and state were accumulated from actual records and are accurate in every detail. The edition as a whole is a perfect mirror of the remarkable and triumphant progress of Portland and of Oregon.

NOVICE'S GAS PLANT KILLS Everett Man Strikes Match to See If Contrivance Works. EVERETT, Wash., Jan. 1.—L. Keyes, a young married man, was killed at his home here today when a gas plant he had improvised out of an old coal-oil can exploded when he struck a match to test it. Coal \$6 up. Edsosen Fuel Co.

TWO THREATEN EXPOSE

MAX G. COHEN PROMISES TO "TEAR TOWN OPEN."

Captain Batley Also Said to Intend to Create Sensation—Indicted Men to Be Arrested Today.

With two men in public life now under indictment for alleged official misconduct, both of whom are reported to carry the fate of others in their keeping, with disposition to make revelations if too closely pressed, the airings of municipal scandals is said to be merely at its beginning. Max G. Cohen, attorney, under indictment on a charge of soliciting a bribe while acting as Municipal Judge, has openly avowed his intention to make, at a date after his trial, a written statement which, he asserts, will "tear the town wide open." Police Captain Batley has been credited with similar statements and is expected to make a vigorous and retaliatory defense when his case comes to trial. Captain Batley will retire from the force today under suspension following his indictment and warrant for his arrest probably will be served at the same time. Market Inspector Singer also will be arrested today on a charge of attempting to prevent a man from working for another, but his suspension is still under advisement with the Mayor, the evident leaning being toward retaining him. Developments regarding the indictment of Singer came yesterday when it was reported that labor unions were the advent of the new year in the approved fashion with blasts on horns

CONCORDIA CLUB IS HOST

Members and Friends Watch New Year Arrive After Dance.

Members of the Concordia Club entertained about 100 friends at a New Year's ball and supper in their club-rooms at 510 Morrison street New Year's night. Dancing began at 10:30 o'clock and continued until 12 minutes before midnight, when the guests were conducted to the dining-room. The room was fitted up in imitation of the favorite cafes of San Francisco and the Old World. The idea of the dinner being that of the "cafe chantant." The orchestra was stationed near the entrance, and in a cleared space among the tables singers and dancers from the theaters of the city entertained the guests. At midnight the guests welcomed the advent of the new year in the approved fashion with blasts on horns

Be it further Resolved



that I will start this great and glorious New Year, 1912 —Right

TODAY, I am going to start the New Year RIGHT for 25 Portland people by giving them their choice of the largest and finest of the 75 sites, now ready in Westover Terraces, for the sum of \$4000, which is the price of the cheapest lot in the tract.

Nearly everybody in Portland knows the property and can quickly see what a handsome New Year's starter this will make for the 25 fortunate first purchasers. So all I need add is, that every live and wide-awake person who can lay hands on the necessary money will do well to come up right away and make an early selection.

To the 25 first purchasers I say this;—Within less than twelve months from this date you will find that the amount you invest in Westover Terraces will have increased 100%. That is, I think, the boldest statement I ever put in any advertisement, but I believe I can prove it—and in less than five minutes, over the phone. So be it further resolved: that today I will take the first step towards Westover Terraces by calling up or calling on

F. N. CLARK

Selling Agent for Westover Terraces and Eastmoreland

818-823 Spalding Building — Phones: Main 2113, A7617

and showers of confetti and the streaming ribbons of the tissue-paper "serpentine."

All the rooms of the club were decorated for the occasion with draperies of large silk American flags.

FARM HIGH SCHOOL WANTED

Clark County Is Planning Novel Educational Institution. VANCOUVER, Wash., Jan. 1.—(Special.)—A high school, the chief study and feature of which will be agriculture, is to be established in Clark County, if the plans of patrons of the schools in the districts of Salmon Creek and Pioneer, Professor Jay V. Elke, County Superintendent, and his deputy, Professor P. Hough, can be realized. A meeting with this end in view will be held at the Salmon Creek schoolhouse Saturday, January 5, 1912. C. C. Thomason, a newspaper man of Salem, Or., will give an illustrated lecture on scientific farming. The plan is to have a high school, the major studies of which will be agriculture, horticulture, study of the soils, fertilization and kindred subjects. The minor studies will be English language, mathematics and history. An experienced man will be secured for principal, and a model farm will be put into cultivation and records kept of what can be done. Small farms in different parts of the county will be cultivated as he suggests in a scientific way. The results obtained will be sent throughout the county for the benefit of tillers of the soil.

DIVIDEND NOW IN SIGHT

Defunct Vancouver Bank May Soon Pay Second 10 Per Cent.

VANCOUVER, Wash., Jan. 1.—(Special.)—A second 10 per cent dividend may be paid to the depositors of the Commercial Bank of Vancouver early in the new year, if a couple of notes are collected. M. B. Kies, receiver, who paid one dividend of 10 per cent May 1, 1911, said tonight that he has \$18,000 in the bank, and that he will receive five or six depositors \$2100 from the dividend declared by Hugh Parcel, trustee of Moore & Hardin, bankrupts. Then there are two notes of \$600 each which are good, and it is expected they will be collected soon. This would swell the amount of money to approximately \$40,000, the amount required to pay the dividend. Dr. J. M. P. Chalmers and Roy C. Suggs, of the depositors' committee, returned today from Olympia, where they went to confer with Governor Hay, to have him appoint a special prosecutor in the case to be tried the latter part of February in Kalama. They have nothing to report.

RENT A NEW PIANO.

New pianos to rent at \$4 per month; rent allowed on purchase. The Wiley E. Allen Co., cor. 7th and Morrison.

CASH PRIZES

EVERY WEEK FOR ARTICLES ON "HOW WE WON OUR HOMES"

The Portland Realty Board invites the homeowners of Portland and vicinity to enter an essay contest for the best articles on the general topic, "How We Won Our Homes," and offers the following prizes each week:

- FIRST PRIZE, \$25 SECOND PRIZE, \$10 THIRD PRIZE, \$5

The articles should deal with actual, concrete personal experiences of home-winning and home-building, setting forth, step by step, the progress toward the achievement, from the time of making the first payment on a lot or acreage to the realization of the ambition. It is not necessary that homes be entirely paid for. Articles will appear in The Sunday Oregonian. Photographs are desirable, but will not be considered in awarding prizes. The right is reserved of running in The Sunday Oregonian stories not awarded prizes. The following simple directions should be observed:

- 1. Articles should not be more than 800 words in length. 2. The writer should be a bona fide homeowner, or a member of a homeowner's family. 3. Write on one side of paper only. 4. Sign writer's correct name and address. 5. Mail articles to City Editor of The Oregonian. 6. Prizes will be awarded Wednesday of each week.

GAS, DYSPEPSIA, INDIGESTION AND ALL OTHER STOMACH MISERY GOES

Take a Little Diapiespin Now and Your Stomach Will Feel Fine Five Minutes Later.

If your meals don't fit comfortably, or you feel bloated after eating, and you believe it is the food which fills you; if what little you eat lies like a lump of lead on your stomach; if there is difficulty in breathing after eating, eructations of sour, undigested food and acid, heartburn, brash or a belching of gas, you can make up your mind that you need something to stop food fermentation and cure indigestion. To make every bite of food you eat aid in the nourishment and strength of your body, you must rid your stomach of poisons, excessive acid and stomach gas, which sour your entire meal—interferes with digestion and causes so many sufferers of Dyspepsia, Sick Headache, Bloating, Constipation, Griping, etc. Your case is no different—you are a stomach sufferer, though you may call it by some other name; your real and only trouble is that which you eat does not digest, but quickly ferments and sours, producing almost any unhealthy condition. A case of Pape's Diapiespin will cost fifty cents at any pharmacy here, and will convince any stomach sufferer five minutes after taking a single dose that Fermentation and Sour Stomach is causing the misery of Indigestion. No matter if you call your trouble Catarrh of the Stomach, Nervousness or Gastritis, or by any other name—always remember that a certain cure is waiting at any drug store the moment you decide to begin its use. Pape's Diapiespin will regulate any out-of-order stomach within five minutes, and digest promptly, without any food or discomfort, all of any kind of food you eat.