

Value of the 1913 Annual Edition

Mr. E. C. Leedy, G. I. A., G. N. Ry., St. Paul, Minn.

Dear Sir:— On Jan. 1st in a special annual number of The Oregonian there appeared a paid advertisement as per sample attached, which was furnished by our St. Paul office and which I did not see until it appeared in print and the inquiries began coming.

Every mail since has brought in these clippings cut out, with addresses of Eastern parties and they are still coming in every mail. The first ones came from people within the vicinity of Portland; the next day or two they came from nearby stations and are now coming from all states in the East, and, I suppose, will continue to come in for a long time yet. I have listed all of these addresses and have sent copies of the names to the Bend Commercial Club and Central Oregon Development League, who are taking up direct with the parties and giving them more detailed information. I have also mailed to each one a copy of our Oregon booklet and such other literature as I had respecting Central Oregon homestead lands.

It was quite surprising to me to see the large number of responses that we got to this ad and has impressed me with the value of The Oregonian as an advertising medium and its international circulation.

I am mailing you herewith a large package containing the original inquiries. I presume you will want to follow them up and divide them off according to the territory from which they originated and have our representatives look up the parties whose addresses have been given us.

I will supplement this later and perhaps several times with more names which I will undoubtedly receive. Yours truly,

F. W. GRAHAM, Western Industrial and Immigration Agent, Great Northern Railway.

TO EXCHANGE. ELEGANT 6300 acre wheat farm, 10 to 20 miles from Astoria, 10 to 20 miles from Astoria, 10 to 20 miles from Astoria...

WANTED—TIMBER LANDS. WANTED—An investment, 10 to 20 miles from Astoria, 10 to 20 miles from Astoria, 10 to 20 miles from Astoria...

SITUATIONS WANTED—MALE. WANTED—Position as landscape gardener, florist or superintendent on gentleman's country place...

WANTED—REAL ESTATE. WANTED—A good modern house or bungalow, Irvington, Ladd's Addition or Laurelhurst preferred...