

Shall Oregon Advertise?

Will We Use Modern Methods to Insure a Great Future?

THE people of Oregon have decided by ballot that no exposition shall be held in 1927. It remains now to determine what other methods shall be used to make Oregon greater. Oregon must not continue to lag behind her sister states. Oregon must develop and utilize the vast resources which she possesses. Oregon must not continue undeveloped and largely unproductive.

The Oregonian believes that the best means of obtaining increased population and development for Oregon is advertising, and that a practical plan of selling Oregon to the world through advertising should be undertaken as soon as possible.

The Portland Chamber of Commerce is now planning to raise a fund of \$300,000 for a two-years' campaign to advertise and develop Oregon. It proposes to use \$200,000 of this fund in paid advertising space and \$100,000 for direct encouragement of Oregon development projects within the state.

It intends that this advertising shall reach tourists, farmers, stock raisers, orchardists and manufacturers, and shall encourage each of these to come to Oregon, enjoy its unsurpassed scenery and investigate its opportunities.

Portland and all of Oregon should support this Chamber of Commerce project. It should be co-ordinated with every other plan to advertise and sell Oregon to the world.

Oregon is like a big department store. The wares she has to sell are her untilled lands, her unharnessed water power, her splendid climate, the chance she offers for millions of people to become prosperous and happy here. These things must be sold to the world. We folks who already live in Oregon must be her floorwalkers and salespeople, and to accomplish the results which need to be accomplished we must have unity of plan and purpose.

Our Most Urgent Need Is More Population

Oregon has only 8 people to the square mile; California has 22; Washington has 20. Oregon has less than a million population all told. She can easily and comfortably support several millions and furnish, besides, a splendid surplus of food, lumber and manufactured products to the rest of the world.

When Oregon gets 20 people to the square mile, most of the economic problems which now confront the state will disappear. With 20 people to the square mile Oregon can have all the good roads, all the good schools, and all other public enterprises she needs. She will then have new thousands of flourishing businesses. Her idle acres will be occupied, manufacturing plants will be multiplied, comforts and conveniences of life will be more plentiful and easier to obtain. Oregon **MUST** get more people.

Let's Invite the World to See Oregon

Regardless of the fact that the proposed 1927 Exposition is not to be held, Oregon must invite the world to visit her, for the visitor and tourist are invariably the advance agents of the settler and the investor.

The biennial appropriations which the state legislature has been making for the use of the Pacific Northwest Tourist Association and the Oregon Tourist's Information Bureau have proven themselves excellent investments and should be continued. They are producing definite, recognizable results.

During the tourist season hundreds of people from other states daily visit the Portland office of the Tourist's Information Bureau to learn how they can see Oregon to best advantage—this bureau is the reception committee for Oregon's guests.

The Pacific Northwest Tourist Association is doing equally valuable work in bringing the tourists here. Its efforts have so changed conditions that Eastern railway passenger agents and tourists' booking bureaus are now advising tourist parties to spend days and weeks in Oregon, whereas a few years ago the only tourists which Oregon got were those who stopped over here a few hours between trains in their hurry to get to California.

Through these two agencies tourists in ever-increasing numbers are now coming to Oregon, but their work, valuable as it is, is only a beginning of what must be done. Oregon must have tourists by the thousands where she now gets hundreds.

The Tourist Has Built California

Tourists, attracted first by advertising, have been the foundation of California's splendid development. Hundreds of thousands of people who went there to see and to visit remained there to invest and to build. They come to spend a few weeks; they stay for a lifetime.

Ranches, mercantile establishments, factories, real estate developments—thousands of these institutions have come into being in California because tourists came to admire and enjoyed and remained to invest and to prosper.

The tourist flood continues in California. Tourists are now pouring a continuous stream of wealth into California's pockets. They are spending there **a million dollars every day in the year.**

Every tourist who visits California does his part to bring other tourists there. Almost invariably he sends his friends gift boxes of California products, and every such package which leaves California is labeled and packed so that it will advertise California all the more and induce other visitors to come.

What California has done, Oregon can do if she will take advantage of her opportunities.

Oregon has unequaled attractions to offer the tourist. Her matchless products, her snow-capped peaks, her green-bowered hills, her Alpine lakes, her colossal forests, her productive soil, and her incomparable highways will lure the sightseers of all the world if the world is made to know that these things are here and to realize something of their beauty and their majesty.

The Tourist Can Be Made to Build Oregon

If Oregon unitedly invites the world to visit, the world will remain to build.

The Chamber of Commerce plan, which provides for only two years of advertising, should be, however, but the beginning of a larger plan. Aggressive advertising of Oregon should be continued for at least ten years, and the general plan should be prepared now. Every section of the state should be considered in the plan and every section should reap its proportion of the resultant benefit.

Such a campaign will cost money, but it will be the most profitable investment that Oregon can make.

Oregon is in competition with more highly developed states to the north and to the south. Both of these states have been and are being widely advertised, while Oregon has done little.

Their advertising has paid tremendously. Their census returns, their bank clearings and their assessed valuations all bear unmistakable evidence of this fact. And they are continuing to advertise—spending each year larger and larger sums to tell the world of their attractions and their opportunities and to insure a continuance of their growth and prosperity.

Arizona, a state with few of Oregon's resources, has just raised a fund of \$160,000 to begin an advertising campaign.

With such convincing proof on either side of us of what aggressive action will accomplish, Oregon should no longer hesitate. A greater, more prosperous Oregon can soon be ours if we **act and act unitedly.**

But time waits for no man. The action must be now.

Here Is a Record of Action!

How California Is Sold to the World

California is the best-advertised section of the world today. Here is a list of the various community advertising funds being spent for California in 1922:

Northern California Publicity Fund.....	\$ 400,000
Los Angeles All-Year Club.....	200,000
San Diego-Southern California Club.....	100,000
Los Angeles Chamber of Commerce.....	75,000
Tentative Oakland Chamber of Commerce.....	100,000
San Joaquin Valley Cities' Combined Campaign.....	75,000
Hawaiian Tourist Bureau (which has a California background).....	50,000
Total Community Advertising.....	\$1,000,000

But this is not all of California's advertising. Many of her gigantic industries, brought into being chiefly by tourists who located permanently, advertise their products as California products, and thus continue to increase California's fame.

Two thousand people are coming each day to live IN ONE CALIFORNIA CITY, largely as a result of this advertising.

Similar advertising can double Oregon's population in a few years' time, and this new population will create here new industries which, in turn, will do new advertising of Oregon products, starting the endless progression toward maximum Oregon development.

Here are some of the advertising expenditures of California industries for 1922:

Sun Maid Raisin Growers.....	\$2,500,000
California Prune and Apricot Growers.....	400,000
California Packing Corporation.....	500,000
California Walnut Growers.....	200,000
California Olive Growers' Association, also individual olive interests.....	100,000
California Peach and Fig Growers.....	250,000
California Pear Growers.....	40,000
California Almond Growers.....	50,000
California Fruit Growers (Sunkist Oranges, etc.).....	600,000
Booth & Co. (Sardines).....	50,000
Citrus Soap Co.....	100,000
Hawaiian Pineapple Association (Not strictly Californian, but all the advertising bears a California signature).....	250,000
Total Advertising of California Products.....	\$5,040,000
Grand Total for California.....	\$6,040,000

The Oregonian Urges the People to Join in an Aggressive Campaign Advertising Oregon to the World