



ADVERTISING BY COMMERCIAL CLUBS

BY TOM RICHARDSON. ADVERTISING has reached a high point in the United States and is today the greatest single item in the assets of our country.

Now cotton, corn and wheat have their season-advertising is a twelve-month harvest and no holidays. Necessity creates something of a market, while advertising intensifies needs and daily adds more demands than mere dull and tasteless necessity could invent, much less pay for.

firmly convinced that its percentage of improvement during the past twenty years is greater than has been achieved by any other branch of human endeavor.

By comparison the newspaper stands first among advertising mediums and the local newspaper should be, and generally is, the pulse of the community it represents.

advantage our products helped us all, but Tacoma and the audience is pleased at mention of the Lewis and Clark Fair, for "Watch Tacoma Grow" has become a classic and is easily the most remembered and most frequently used expression growing out of the fair.

Abuse is sometimes the very best possible advertisement. I know of an interesting case applying to Tacoma, which occurred on a train entering this city.

\$1 per plate and it always commands the capacity of the dining-room. We have a home for the interior merchant and editor, the representatives of other commercial bodies, and a home for the visitor.

The 1910 members pay an initiation fee of \$25 and dues of \$2.50 per month. The non-member pays the same initiation fee and \$30 a year dues.

was begun, while others pay \$50 per month, and others \$25, \$15 down and \$5 per month.

The greatest accomplishment of the Portland Commercial Club has been the organization of this state body, and it has been a success because Portland, in taking the initiative, has led the plan, untried, but which has been followed by the State of Oregon.

Tom Richardson Writes on "Community Advertising" and the Good It Does.

all of these were answered from the office of the Portland Commercial Club with from three to five different pieces of advertising matter, and the names and addresses were furnished to all of the different bodies throughout the state.

Quite recently we used 15,000 copies of local newspapers in answering inquiries, and 2000 German papers were necessary to reply to the inquiries in that language alone during a period of three months.

mine, hops, nurseries, livestock and poultry, and this and other advertising has caused many of our sub-organizations to receive exceeding 1900 inquiries.

The best and most effective work we have done in community advertising has been to interest the County School Superintendents, teachers and pupils in attendance upon the schools, and the school children are all busy writing to their old home papers, and to friends at a distance, and in many of the Oregon cities and towns 40 per cent of the high school children have come into the state within the past five years.

NEED OF STATE AID IN ESTABLISHING GOOD ROADS

BY J. B. ZIEGLER. IN PURSUANCE of my purpose to stimulate the public conscience on the subject of good roads, I will attempt to show wherein a law like that defeated by Governor Chamberlain's veto of the Johnson bill would apply to remedy certain difficulties of pioneer roadbuilding.

Without seeking excuses? Now, when it comes the turn of the rural community, the cold shoulder is turned. The icy stare takes the place of the warm personal appeal to fraternal patriotism.

except a short space at Cape Foulweather, and another at Depot Bay. At the mouths of numerous small streams coming out of the hills, the little marshy bottoms are terminated by a sea wall of pebbles brought down by the streams, making a natural ford.

he built. They extended the Newport district eight miles further up the beach than it had before existed, as far as Dyer Rock, and appointed an overseer, who refused to open up the road.

that it runs along the top of the ridge through the timber to a point immediately above Rocky Creek, and then zigzags down the precipitous side of the canyon some 500 feet to the bottom.

An Object Lesson Showing What the Johnson Bill, If It Had Not Been Vetoed Would Have Done.

Now under the plan contemplated by the Johnson bill all these errors of establishment and construction would have been avoided because under the management of an experienced road builder the money expended by the county in the three surveys, probably \$500 in all, would have gone far in actual construction towards their aim.

The matter of the Siletz road became a contention between me, whom chance had made its only aggressive advocate, and the four members of the County Court. I was amazed by the filibustering resorted to to defeat the project after it had been on the records, granted, and often felt that there had been an appeal to the state or any influential, intelligent, impartial authority, a needless lot of trouble would have been avoided.

SEEK THE UNOBTAINABLE; ATTEMPT THE IMPOSSIBLE.

BY J. L. JONES. SOME TWO years ago I found in a theosophic book the sentence, "Seek only the unobtainable." Through the Gates of Gold was the name of the book. I remember nothing about it but the title and the words of the strange commandment, "seek only the unobtainable." That is enough.

can see as much as the millionaire. He has the gold, but he cannot see the things that are invisible and hear heavenly airs that are inaudible to those whose ears are filled with the din of the world.

to walk on a water, "to chronicle small news, to publish the news, to take more corn to seed more than the full assurance of volume of exports, to live in sodden squalor, to die in stolid contentment and be buried in a hundred-dollar coffin."

I make these demands in perfect confidence that they must be allowed. I promise to give you the full assurance that it is absolutely true. What did Christ die for? Was it to establish the kingdom of Carnegie and Rockefeller, or to establish the kingdom of righteousness?

embarrassment of the ruling classes. Then they killed him, but he promised to appear again to their final disfigurement.

With Illustrations by Well Known Historical Persons Who Put Into Practice These Teachings.

Will he do this? Why do the churches pray for it? Will the prayers of all these good, pious people be of any avail? Will they never be answered, or hardly ever? Suppose they should be answered unexpectedly. What if he has come already in disguise like the priest in the play, "Measure for Measure" and that he is secretly spying out the country and finding out the games of the grafters so as to convict them out of their own mouths?

there is no use to make them. If they mean what they say then it is better to beware lest the answer come unexpected like a thief in the night. It would be a terrible disappointment to the Christians if their prayers should be granted before they were ready.

GOOD STREETS ARE OBTAINABLE UNDER CHARTER

(BY RALPH R. DUNNIWAY.) En route to Tillamook to attend the Spring term of court, I read this morning's Oregonian the article headed "Easier to Improve Streets," and which is a very persuasive argument for the property-owners of Portland to vote for certain charter amendments as to street improvements.

public partisan and unfair arguments from City Attorney McNary to the simple facts are that the City of Portland, in the present charter has very easy procedure and drastic powers over the improvement of streets.

It is very difficult to get two-thirds of the property in the assessment district to remonstrate on the 20 days. Much property is owned outside of the city. Property-owners are very slow to circulate remonstrances and are very loath to sign remonstrances.

the contract and make a poor job of it, and induce the Executive Board to accept it; that the property-owners must prove that the Executive Board has also been corrupted and guilty of fraud in order to get relief from poor work and materials at high prices.

of the strong reasons for this newspaper agitation over contested street assessments and charter changes to make street improvements easier is to prejudice future juries to be called in reassessment cases to stand in with the city officials and the street contractors, and decide against the protesting property-owners as a matter of course, in order to build up the city.

Ralph R. Dunningway Says Proposed Amendments as to Street Improvements Are Unnecessary.

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of the arts of contractors, the above argument of City Attorney McNary is very humorous. Let the city officials obey the law; let the contractors do honest work and their pay will not be delayed under the present charter. It will be hard to frame a charter that can compel property-owners to pay when city officials violate the charter and street contractors do not pay according to contract and that will wear.