

WOMAN DAVENPORT PLEADS FOR ANIMALS TORTURED TO MAKE MAN'S PLEASURE

II. NOT HARD TO SHOOT TAME BIRDS



AT LEAST once a year we read in the papers cabled news of some member of royalty enjoying the slaughter of the beautiful pheasants which their gamekeepers have so tenderly reared during the previous Spring. I remember once, when some offshoot of a certain king's family came to see him, he celebrated the occasion by a big hunt among the young pheasants that had just gotten their fine plumage. The dispatch read something like this:

"The king and his guest, Prince So-and-So, killed 700 pheasants today, and were so tired that they remained for the night at the King's country estate, at So-and-So. The King enjoyed the day and outshot his guest. It was the first shoot of the season and, considering the time of the year, the birds flew very well. The King and his guest will shoot grouse tomorrow."

When you read a dispatch like that, you wonder if the

fact that several hundred wounded birds crawl away to suffer for several days and finally die ever bothers the royal sports.

The cartoon above doesn't show royalty killing pheasants; it shows our home folks indulging in the slaughter. A King may be excused for killing pheasants, for he has nothing else to do to keep him from stumbling into all sorts of ruts. But with any one else it's different. This man in the picture doesn't want birds for eating. He is suffering from indigestion, and possibly gout. Still, he is immensely pleased at the shot he has just made.

Is it his desire merely to kill? No, he has a curiosity to see a beautiful creature suddenly fall from the air.

A man in Oregon, whom I knew, was going on one occasion for a 10-mile drive, and some one remarked that he had better take a shotgun, as the young China pheasants

were getting to be quite big. So he borrowed a gun. I went with him. We hadn't gone more than three miles when we saw, just over the fence, a fine covey of pheasants—father, mother and nine half-grown ones.

The man climbed out of the carriage quietly and tiptoed alongside the fence to where the blackberry bushes were thicker. Then, resting his gun on the fence, he took good aim. But he didn't fire, and I asked him why not. He replied in a whisper that he was waiting till he could get more of the pheasants together. While he was waiting the male pheasant, as beautiful a specimen as you ever saw, picked a grub from the ground and, with a low note, called some of his young near, and as they hunched around the proud and glittering pheasant covek the man with the gun prepared to pull the trigger. The next moment his dyspepsia gave him a twinge of pain, he paused, let the hammers down on

his gun and walked back to the buggy, some of the pheasants meanwhile flying away and the rest running off across the field.

When I asked him why he didn't shoot, he said: "Why should I have killed and crippled that beautiful family? I saw they were enjoying life even more than we, as they were not bothered with dyspepsia, and I didn't believe I had any right to inflict wanton pain on such beautiful, harmless creatures."

Think of royalty, of others who can afford the expense, wanting to rear pheasants, and then, when the birds are just getting their full plumage, ordering the men that have fed them from their hands to scare them up so that the owners can shoot them. And the hunters often in poor health from overfeeding. Just what sport there is in that sort of outing and "farming" is something I cannot fathom.

ADVERTISING AS MEANS OF OREGON'S DEVELOPMENT We Must Attract Not Millionaires, But a Multitude of Industrious, Thrifty Home-Builders.

BY JOHN H. WHYTE

(From an address by John H. Whyte, manager of the Astoria Chamber of Commerce, before the Portland Advertising Men's Club.)

In what manner, through what process, by what means, can Oregon be most speedily built up and developed to the high degree commensurate with her latent resources and possibilities? This is perhaps the most important question of a business nature in the mind of every alert Oregonian who has a dollar's worth of property of any kind, the value of which is capable of the greatest expansion through the state's development. The people of Oregon to create more value, more wealth in the aggregate, must make use of their raw materials through the manufacturing process, of their incomparable fisheries and limitless mineral deposits, their renowned agricultural and fruit-growing possibilities, their unsurpassed dairying facilities, their exhaustless lumber resources.

While this doctrine just enunciated may be too fundamental, too primitive to be interesting, it is also boldly asserted by some that there is nothing new under the sun, not even in logic, science, or religion, except in the modes of application. Then too these latter processes let us give most particular study.

The stranger in Oregon with the bump of advertising genius well developed could easily be delighted with the many rare opportunities he sees all about him of dazzling the mind of the far-back Easterner who may be seeking a new location for the making of a better livelihood, the

main reason all people migrate or change the place of their abode.

How the eyes of this stranger with this bump sparkle as he runs over in his mind the seeming ease of attracting immigration to a dairying country where a cow can be raised as cheap as a hen. Yes, this last assertion is strictly, literally true, for all over Western Oregon the grass is always green and always in the greatest abundance, and what else is so necessary for the welfare of a cow? And who among people worth knowing have not heard of Oregon's salmon? They may never have heard of salmon "checks" or of salmon "tips," or of smoked salmon—much to their loss—but they have heard of canned salmon and eaten it as well. And who is there among all those least acquainted with the apple industry who have not heard of the Oregon apple, of the apple from Hood River, the apple that is the favorite with the Czar of Russia? And among the men who are acquainted with the lumber industry, who does not know of the immeasurable quantities of Oregon fir and Oregon spruce and Oregon hemlock?

These are only a very few of the pieces this advertising expert could move about on the world's chessboard in playing the great game of publicity, now universally declared to be the most absorbing, the most entrancing, the most exciting ever invented by mortal, because there are greater stakes than any ever dreamed of at Palm Beach or Monte Carlo.

In this game as it is now played in America, very often one great city is literally waged against another. In playing this game under the modern and revised rules very often nowadays, one great merchant or manufacturer in reality beats his business establishment, his factory against that of his vis-a-vis, and

that, too, without batting an eye from fear, or wrinkling the forehead with a frown. Even the fortunes of a presidential candidate in this age of advertising, of publicity, depend more on the press bureau than the platform. And if there are several presidential candidates and one of them has a chain of first-class newspapers across the continent, and a multitude of the world's brightest newspaper men to conduct them, it is probably well to remember that he can enter the race handicapped to the end of the limit and yet be a favorite by some odds among those more politely denominated "up-to-date sports," but who are nevertheless noted for the agility with which they climb into the band wagon.

As for a modern city without a well-conducted publicity and advertising department, it is almost unthinkable. A city without these adjuncts could scarcely hope to grow big enough to be modern. If we can show thousands of mechanics, farmers, wage-earners, loggers, lumbermen, miners, clerks, fishermen and professional men definite places in Oregon where they can locate and make a living we will have no trouble in building up the state's population from this class of people very rapidly.

We must show them that in the West they will not need to depend to any extent upon an eleemosynary or semi-charitable institution, such as workmen's homes, municipal apartment houses for clerks, and the like.

But you may say, we more especially want the man of means to come to Oregon, the man of influence, the man who can make investments. Let me ask them what state of this Union, what section of this great republic has ever been built up by rich men? Did rich men come across the Rocky Mountains in the pioneer days by the tireless process of the

prairie schooner and the ox team? Were they the pilgrim fathers who first landed on the Atlantic Coast from England rich men? And however successful we might be in securing the investments of capitalists in Oregon, is it not a fact that we would still depend more on the men who chop down our forests, who dig deep in our mines, who toil in our orchards, who catch the fish for our fisheries, who make the butter in our dairies than we would on the man who furnishes us mere money, nothing but money? And is it not a fact that from among the men who need in any state, to make it prominent in manufacturing, trade, literature and the fine arts?

Therefore it seems to me that we want to pay much attention to the securing of good, industrious, thrifty home-builders from among the laborers, clerks and moderately salaried people of the East. Not that we do not need additional capital whenever we can get it, but that we need home-builders more, for capital is more likely to seek a place among us than the desirable home-builder of the classes I have mentioned, the most desirable classes.

By attractively advertising our resources and opportunities we can as a state, or as cities, do much to induce both the desirable home-builder and the desirable capital. It has been my experience that the best results in advertising by a state or by a city, or by a county, have been obtained by terse, specific, definite ads, each containing but one purpose, that is, but one reason for the existence. Another and very important advantage of such ads which are really in the nature of

"readers" or "classified" is that because they are short they can be printed in a very large number of mediums with the same amount of funds. Suppose that an appropriate commercial organization of a city buys an entire page in a costly magazine or in an expensive newspaper, and uses this space in setting forth in glittering terms the splendid generalities of climate, health and the various money-making opportunities, to whom would parties who read that advertisement apply to ascertain the ways and means of coming to that portion of the country advertised?

The only answer is, to the commercial organization that inserted the advertisement. Then, unless that commercial organization was in the multifarious business of a real estate agent dealing in real estate; or of a promotion concern, establishing manufacturing plants; or of a colonization company locating colonies; or of a brokerage investment company soliciting stock subscriptions for new concerns and placing investments right and left that would necessarily need the ability of bankers, brokers, mining, timber and real estate experts; the advertising of these generalities would have no practical results excepting the replies were carefully distributed among the members composing that commercial organization who dealt in the line specifically inquired about. Then, in order to make the community advertising the most practical, why not prepare in advance to take care of all correspondence developed in a thoroughly business-like manner, just as thorough as if the advertising bills were being inserted and paid for by a private business house. And after such preparation had been made, I would recommend

such ads as these which have been taken direct from my workshop and think-box.

Come to the Great Golden West, where there are big men and grew up with them. Tell us what business you want to engage in and what work you want to do and we will locate you. We recommend dairying, fruit growing, lumbering or agriculture as the most rapid roads to completion.

We want 10,000 wood-choppers who will go into our back woods and chop their way out rich. Only a sharp ax and the ability to handle it are needed. Best location for portable sawmills.

Come to Golden Oregon, where working people don't have to live in municipal or charitable apartment houses. There are only a half million people in Oregon now; soon there will be five millions. You ought to take this ten-to-one shot.

Wanted to correspond with real estate and immigration agents who are in a position to organize and bring colonies of desirable people into Oregon. This is the best place on earth for a live real estate agent to locate.

Oh, you lumber people! There is ten times as much lumber adjacent to Astoria as there is to any other port in the world. There are only five ports on the Pacific and God will never make any more. All questions answered apologetically.

Astoria is the best place in the Northwest to locate a wagon and vehicle manufacturing plant. You can soon ship your Oregon-made vehicles through the Panama Canal and run out the Atlantic Coast business. Get up a co-operative company, a joint stock company or put up your own money and come to Astoria and investigate personally or write to the Chamber of Commerce.

Come to the Oregon dairying country, where a cow can be raised as cheap as a hen. Green grass all the year round, in a balmy climate. Oregon butter is always a premium and never sells at less than 22

cents per pound and often at twice that. This land, improved and unplanned and mountain forest land.

Come to the Oregon all-the-year-round-grass country, where sheep can be raised to a better advantage than anywhere else on earth.

Do you want a potato farm, where potatoes grow to the greatest perfection and where you can make \$600 an acre clear in a balmy climate? A ten-acre Oregon potato farm will make you independent for life; \$500 will start you.

Best location in America for a man or woman who wants to raise poultry. Most delightful climate, never cold and markets afforded all up and down the Pacific Coast and the Columbia River at the highest of prices by the cheapest of water transportation.

If you want to know where you can make a fortune raising alfalfa in our ideal climate, write Chamber of Commerce, Astoria, Or. for details.

Wanted, a colony of one thousand deep sea fishermen who understand their business with a hundred dollars each or more to establish a co-operative deep sea fishing colony in Astoria at the mouth of the Columbia River, where there is the very best chance on earth for such a colony. We are especially anxious to hear from anyone who can start this colony. If you can establish it, write us. If you want to be a member of it, write us and we will do the rest. The colony will manage its own business and have all the profits. You can choose your own manager and bring him with you. All we are interested in is the building up of the industry of this community. Send your most reliable representative here to investigate. A great fortune is to be made, and so cold weather, \$10,000,000 worth of deep sea fish exported from near by last year, and the demand cannot possibly be filled at the very best prices.

Wanted, to correspond with capitalists

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