

Do Not Let Land Get the Best of You--GET THE BEST OF LAND YOU CAN DO THIS BY BUYING PORT ORFORD ORCHARD TRACTS

We plant five-acre tracts and cultivate them for four years, turning over to the purchaser a first-class orchard for only \$200.00 per acre; a five-acre tract will cost you \$1,000.00. You can make a small cash payment and the balance either monthly, quarterly or semi-annually at 4 per cent interest.

Dairy and Truck Farms

We are also cutting up several thousand acres into small dairy and truck farms. One acre of this land, under proper care, will support two cows. From 600 to 800 bushels of potatoes can be raised to the acre, and all other root crops will do equally as well. This land will be sold on very reasonable terms at from \$100 per acre and up, according to location and distance from townsite.

Cranberry Lands

We have several hundred acres of the finest cranberry

land on the Pacific coast. We will plant this land and care for it until it comes into full bearing for \$500 per acre. A small cash payment will handle it.

Crittenden Canal and Flores Lake

Crittenden Canal, connecting the ocean with Flores Lake, will be under construction within the next 30 days and completed in the early fall, making Port Flores the finest harbor between San Francisco and Puget Sound, where the largest ships can enter the port at any time without being barbound. The making of this wonderful harbor is as simple as it is stupendous. Don't

criticise it until you have called at the office and inspected our engineer's plans, which, when successfully completed, will startle the engineering world.

Crittenden Townsite

The new city of Crittenden, that is now being platted on the banks of Flores Lake, overlooking the lake and ocean, is one of the prettiest townsites on the entire coast. Its beauty and commercial advantages must be seen to be appreciated. With the completion of the canal, VALUES WILL JUMP FROM HUNDREDS TO THOUSANDS OVERNIGHT.

**These Lots Will Be Placed on the Market the First Day of April at \$100.00 and Up According to Location
One Town Lot Will Be Given Free With Every 5-Acre Orchard Tract at \$200.00 Per Acre**

THE CLIMATE cannot be excelled on the entire Pacific Coast.

THE SOIL is an alluvial deposit of rich, black, sandy loam, washed down from the hills for thousands of years past, and is from 5 to 25 feet deep and will grow anything planted to the highest degree of perfection.

You will find here, growing wild, huckleberry TREES 35 and 40 feet high, salmonberry TREES 50 feet high, rhododendrons 60 feet high—something you cannot find in any other part of the world.

MARKETS—With the completion of the Critten-

den Canal we will have at our very door the markets of the entire world for everything we can produce.

If you are looking for a home or an investment that cannot be excelled anywhere, see Port Orford Orchard Tracts before you buy. Don't take our word, but go see for yourself.

Our Office Is Open Every Night Until 9 o'Clock, and Sunday From 10 A. M. Until 4 P. M.

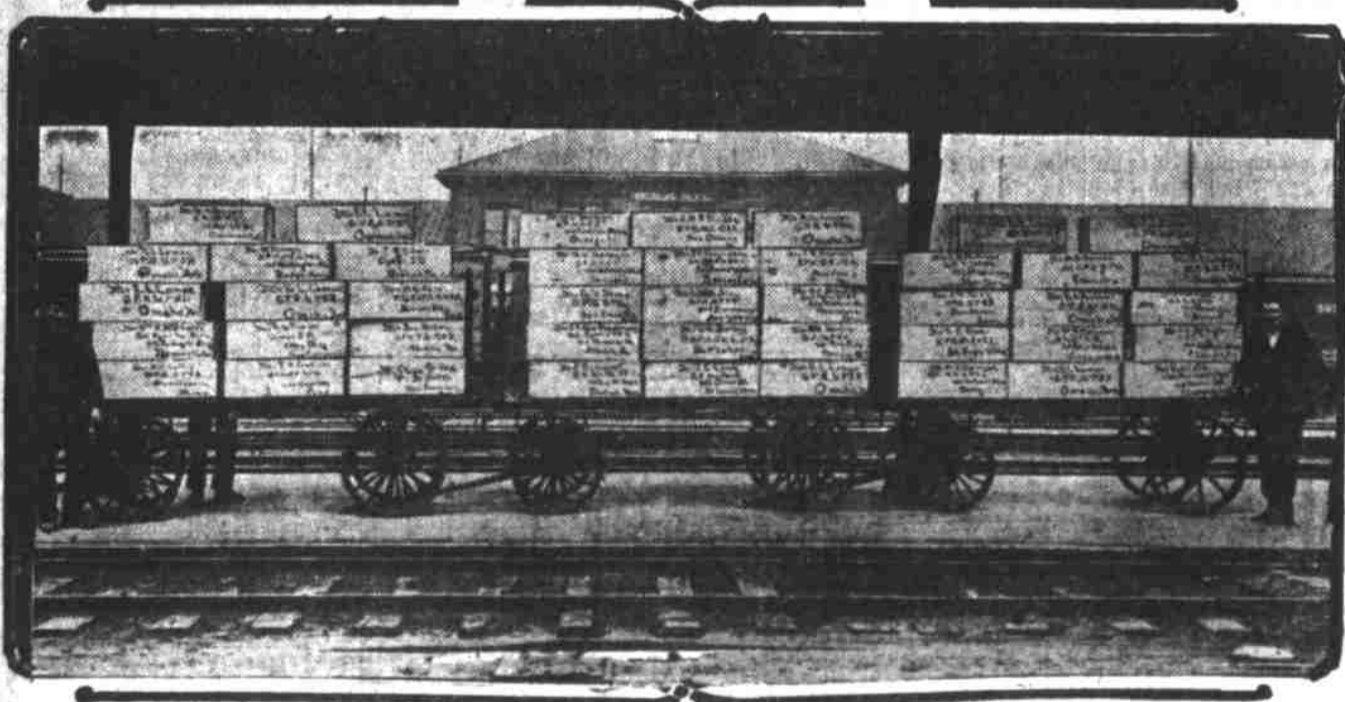
The LEE BOWDLER CO.

303 to 313 Abington Bldg.

GENERAL SELLING AGENTS

Portland, Oregon

PORTLAND LEADS ALL OTHER CITIES IN QUALITY OF PUBLICITY WORK



Four Tons of Oregon Literature Bound for Prospective Settlers.

Portland and Oregon are unquestionably the lodestones for more people in these United States at the present time than any other prospective home country in the world. Take any man anywhere, anytime, who has any idea of leaving his home and starting a new one somewhere else, and ten chances to one he'll know more about Portland and Oregon, and can turn to more reliable facts about them at less notice than most Oregonians could find.

It's because the publicity people of Portland are on the trail of every possible settler. Talk about the secret police of Russia and the special Agents of the British government! They aren't in the running with the railroads and the commercial organizations of Oregon. Let a man tell his neighbor that he thinks he'll look about and try to start over again somewhere else. He probably forgets about it ten minutes afterwards and the next day if you asked him whom he told he couldn't tell you. In about ten days he gets a booklet describing Oregon. He isn't through wondering where it came from when he gets a whole package of them describing every individual community in Oregon and giving all the figures and facts about each.

Gets Personal Letters.

He gets copies of the Portland newspapers. He gets slips telling all about the rail rates out here. He gets personal letters from the Chamber of Commerce and the Commercial club, and from every railroad agent in Oregon. He visits the ticket agent in his own town and he talks Oregon to him before he knows it. He has heard

the train for the west and he doesn't get off until he reaches Portland. And the best thing about it is that when he does get here he knows so much about the state and about that particular part of it that he has decided to live in that he knows better how to make a living here than does the oldest inhabitant—and he almost always succeeds.

Portland has three hot beds of publicity—the Sunset Homeowner's bureau, the Chamber of Commerce and the Commercial club. The Homeowner's bureau has sent out 20 tons of advertising matter about Oregon in the past year. The results are being found in the big increase in colonists' travel to Portland and Oregon, shown in the first week of the two months colonist excursions. Figures on this travel show an increase of 301 over the Harriman line alone over the first week of the travel last year.

The same source—the Harriman lines—has issued 145,000 leaflets advertising the excursions to Oregon, has sent photographs of famous bits of scenery in Oregon everywhere in the world and keeps three men—a lecturer, a lantern slide operator and an assistant traveling over the country throughout the year, advertising Oregon and showing views of this state.

Portland Leads the Way.

The "community system" plan of advertising which was originated in Portland is generally regarded as being the most systematic and comprehensive publicity work now being done anywhere. Booklets are issued by the Homeowner's Bureau got up by at least five or six different papers, with

the workmanship and printing of the highest magazine grade and as beautiful photographs as can be procured. These books appeal largely to the better class of people and as a result the travel to Oregon this year has been of an unusually high class—the colonists are mainly highly desirable citizens, people of intelligence, some means and good common sense.

They are the kind that buy a home to live in, invest in a business or a farm and become valuable assets to the citizenship of the state. They come from New England—all the New Englanders haven't come west yet by any means—from the south which is just beginning to appreciate the future of the Pacific coast holds for its young men—and from that vast territory known as the middle west. They are coming on every train and they are building up the cities and valleys of Oregon in a way that no other state has ever been built up. Europe is sending its quota, too, and every large shipment of advertising matter that leaves Oregon for the east contains several boxes for various European countries.

Influences Noted Writers.

The work is not merely that of issuing booklets. It includes the vast field of magazine work—the influencing of magazine writers so that they will become enthused about Portland and Oregon and write about them. William McMurray, who directs much of the work here has an idea that if you enthrone a man with a subject he's going to become more valuable as a "boner" of that subject than ten men who are just told to do it. He makes

it a point to enthrone all his own assistants and they tour the country liberally inspired by the thought of making Oregon great.

This inspiration has counted for more than all the other features the work put together. It's really the secret of the Oregon publicity plan. It enthrone the would be colonist. Witness the letters received by Mr. McMurray the other day, and which is but one of hundreds received daily by the commercial organizations and railroads.

"Danville, Va., Feb. 23.—Sunset Homeowner's Bureau, Portland, Or.—Gentlemen: This is to tell you that I appreciate the information and the lovely and instructive booklets you so kindly sent me. Also, I received information from all along the line.

"Truly, the last west is the best west, for from no other quarter of the globe could one get so complete information. There is no doubt in my mind but that Oregon and Washington will give us not surpass Pennsylvania and New York states in due time.

"I'm well pleased at the prospect of going west and I'm going there. I have two acres of land just outside the city limits of Danville, and am saving a little monthly, besides. It will be ready in a month or a year yet but I'm coming, sure.

"The misty rains of the Pacific are the thing for prosperity, also good for man and beast.

"Climate is the main thing, as all intelligence proceeds from it.

"The establishment of the beautiful favors shown, I am very truly yours,

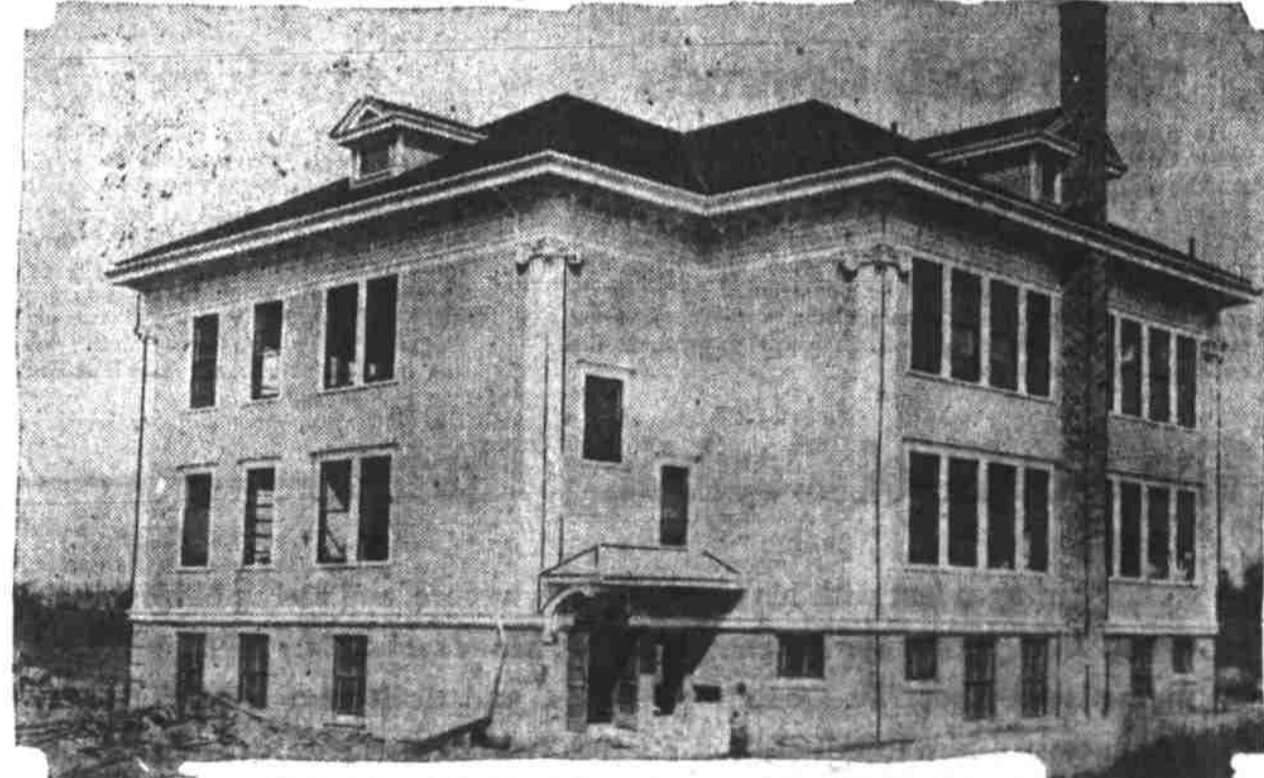
JOHN J. DOGGETT

That's the kind of letter that shows that the writer was enthused, and it shows that everyone who considers the advantages to be gained by living in Oregon must be enthused.

The Portland Chamber of Commerce is also most impressed with the publicity work done here in behalf of Portland and Oregon. This organization receives hundreds of letters weekly from inquirers in all states of the union and from foreign countries concerning the prices of land in various parts of Oregon, from intending settlers, possible investors, tourists and from residents of surrounding towns who wish to purchase farms in Oregon. Full details are given in the Bulletin de- partment in Portland from whom they purchase goods. All of the letters are answered and various kinds of literature sent. If the information sent is not contained in the printed matter, full details are given by letter. Among the most prominent literature sent is the book on Oregon, printed by the Chamber of Commerce and the Chamber of Commerce Bulletin, which gives up to date statistics pertaining to the state and city. Also at intervals there are published issues of the Bulletin devoted entirely to certain industries such as poultry raising, walnut growing, etc. These books are fully illustrated and contain matter and facts which cannot be obtained elsewhere. A colored map of the state, on the back of which is a resume of the land and school land laws and other information of particular importance to the intending settler.

At the union depot in Portland is a large sign directing the settler, homeseeker, investor and tourist to the bureau of information and exhibit of Oregon resources of the Chamber of Commerce, located on the second floor of the Chamber of Commerce building. The employees at the depot also give this information by word of mouth. At the exhibit are shown products from all portions of the state—hurt-

JESUITS MAKE PORTLAND THEIR PACIFIC COAST HEADQUARTERS



St. Ignatius School at Forty-First and Powell Streets.

Fully \$70,000 has already been spent by the Jesuit fathers of the Catholic church in establishing near the end of the Waverly-Richmond carline their headquarters for all the territory west of the Rocky mountains. This includes the building of a school and provincial headquarters while probably much more will be spent improving the location in the future.

The establishment of the Jesuit headquarters here has been going on ever since the San Francisco fire when their headquarters in San Francisco were destroyed. They have built

a school for Catholic children, and also a building in which the provincial headquarters are located. Father George Deis Motte is the provincial. The Jesuits are a branch of the priesthood of the Catholic church, which takes for its work the task of educating the Catholic children of the country. They have schools all over the United States. In Santa Clara, San Francisco, Spokane and Seattle on the Pacific coast, and in many eastern cities they have colleges. At Columbia university already provides the children of the Catholics

church here a place for their higher education no effort will be made to establish a Jesuit college here. It has been almost a year since the moving and establishment of the provincial headquarters were completed. Previous to this time they had been located at San Francisco, but owing to the extreme southern location it was found inadvisable to rebuild the buildings after the earthquake and accordingly they were built here instead. The provincial father with his secretaries and the staff of the headquarters make quite a little colony.

Letters to their old homes were not as optimistic as they should have been. The result was felt by this state in the fact that immigration went more generally to other states and Oregon got merely the stragglers.

Many are the families which after having received literature from the Chamber of Commerce come to Portland and spend their way immediately to the Chamber of Commerce where they are well taken care of. The other day a man came into the secretary's office from Wisconsin. Two years ago he received a booklet on Oregon from the Chamber of Commerce. Since that time he has been trying to sell his farm which he finally succeeded in doing, and came to the Chamber of Commerce with the information that he has \$4000 in his possession, and that his family, of wife and seven children, are on their way also, and asking for more information.

When investors come to the Chamber of Commerce they are taken around the city by one of the officers of the organization and given all the information desired and introduced to various members of the business community from whom they are liable to secure information of the class they wish.

Last year the Chamber of Commerce printed a \$6,000 edition of a 64 page book on Oregon. Thousands of these were sent to the various railway offices in the United States, to real estate bureaus who have offices in the east; many were distributed by landers who visited in other states, and of course through the methods described above. The officials of the Chamber of Commerce prepare numerous articles which are published in local and outside papers, encyclopedias and other works of reference. Slides for stereograph purposes are furnished free to lecturers and photographers and cuts to newspapers and magazines.