

## ADVERTISING IS KEYNOTE OF PROSPERITY

By Lewis M. Head.

To sit down and start calculating upon the part that advertising has played in the development of the state of Oregon is a task to make a strong man tremble. Nobody knows, nobody can tell. The best any one can do is to give the best results in scattered bits, deducting from them an intangible mass, which may, for the time being, be denominated the part that advertising has played.

In my own instance I first knew Spokane because of its falls, Seattle because of its Alaskan trade and Portland because of its Lewis and Clark exposition. Of Oregon five years ago I think I can safely say that I knew practically nothing, and so far as I can now recollect, the name of this state was not on my lips from the time I left school until I landed here, a little over two years ago.

This condition prevailed at that time throughout the nation. As general proposition, therefore, it is safe to say that until four years ago neither Portland nor Oregon were known for what they really are, or for what they really might become, east of the Mississippi river. Of Portland and Oregon, therefore, it may be said that general interest in them commenced about four years ago.

The question now resolves itself into a comparatively easy proposition. What may be said to be the reason of the phenomenal development of Portland and Oregon during the last four years? Dozens of answers may be given and each will contain an element of truth. Dissatisfaction with the east, lure of a new country, the intrinsic genuineness of this section itself—all have merit in explaining this development. It may be asked, therefore, in all fairness, through what particular channel were these facts conveyed to the human mind. Broadly speaking, it was advertising. Broadly speaking again, advertising has not only played the principal role in the development of Portland and Oregon, but has played a similar role, the entire east, from leading man to chorus girl.

Advertising, however, may be classified under thousands of different heads, such as private correspondence between the new comer and the eastern resident, the circulation of our state newspapers throughout the east and our magazine; the intercourse of our people with the eastern people traveling. But generally, the intelligent, forcible, systematic publicity efforts that have been extended by our commercial organizations, our publicity bureaus and our business interests. To even dare to estimate the financial cost of this work would be presumptuous. The net value of the results of this work is beyond computation.

It is interesting, from the advertising man's standpoint, to recognize the complete revolution of advertising methods in the west, as compared with those of the east. In Chicago, New York, Philadelphia and Boston the advertising writer's greatest difficulty is in finding enough arguments and enough truths to convince the reader. In the west the advertising writer finds it difficult to temper his reading matter down to sufficient conservative statements to get the eastern man to believe it. The greatest handicap that Portland and Oregon have had in introducing themselves to the eastern man and woman is the multiplicity of actual facts which seem too good, too optimistic, too impossible for the eastern mind to contemplate.

Advertising of one sort or another has actually built the city of Portland, has actually developed the state of Oregon, has actually made it possible for the building of every city in the state, has actually interested more thousands and hundreds of thousands of minds and as many millions of dollars in the opportunities of this state and city than



Lewis M. Head.

any other one influence that can be named today. It has played the greatest part and will continue to play the

greatest part in the future of this state and city.

Take the city of Portland and explain, if you can, upon any other basis than advertising, why within two years the street car companies have been forced to extend their service two or three miles further east than ever before, owing to the fact that people demand transportation to the many new districts that are being bought, platted, exploited and sold along the edges of the city, whose boundaries are constantly pushing farther and farther away from the center.

Were it not for intelligent, honest and courageous publicity of our resources, our opportunities and our advantages, we would not have had railroads, steamship lines, population or development. We must go further back, however than our fair to give proper credit. The uncovering of the vast region of vast virgin fields belongs, primarily, to President Jefferson, his intrepid subordinate, Lewis and Clark, John Jacob Astor and the early pioneers. Upon all of their efforts were our superstructures reared.

While the methods have changed since the early days, the principles are steadfast. We must still take the bushel basket from over the candle to provide illumination for the guidance of the traveler. Our land particularly needs farmers. Get them and cities will grow; the railroads will build; the people will prosper and Oregon will fly higher with her own wings. We must, by every known method, channel and medium, selecting the most effective means for arriving more quickly at the goal.

## TWO HANDSOME THEATRES PLANNED

With eight good theatres, Portland has as much to offer in a theatrical way as any town of half a million inhabitants. From the Helig, where all the good attractions seen in New York are exhibited, to the bright little vaudeville houses, every variety of amusement can be found. Plans are under consideration now for two handsome new theatres—due to be a part of the proposed annex to the Hotel Portland on Yamhill street, opposite the Portland and Taylor streets.

Designs for both these buildings call for exceptionally handsome theatres, fireproof and with a seating capacity of 2000 each. In addition to these there is the Marquam—now the Orpheum, which is crowded nightly, the Bunker where the popular priced high grade attractions can be found every night, the Bungalow where one of the best stock dramatic companies in the country has its permanent home and the Grand and Pantheon, where three excellent vaudeville shows a day are given. Each of these theatres has its own particular clientele that could not be induced to go elsewhere, but all are well patronized by the mass of the theatre-going public as well.

# GARDEN HOME ACREAGE

THE HOME OF THE PORTLAND HUNT CLUB

## EVELYN ACRE TRACTS

Only seven miles from Portland, on the Oregon Electric Railroad. Rich soil—just the kind for fruit and vegetable gardens; lying alongside the-car tracks; station to be built on the grounds.

**Terms Easy: 10% Down; 3% Per Month**

Garden Home is the junction point of the Salem and Forest Grove carlines, the future home of the Portland Hunt Club and the nucleus for a suburban village already established. Land now selling in acres will soon be selling in lots. For further information see

## HOSSACK & GODMAN

Oregon Electric Depot, Front and Jefferson Sts. Phone Main 5426.

We also have numerous five and ten-acre tracts, on easy terms, at Tigard, Greenburg, Durham and Wilsonville.

# LEE-BOW PARK

## MONTAVILLA

ONE OF PORTLAND'S SWELLEST ADDITIONS  
CEMENT SIDEWALKS AND CURBS  
GRADED STREETS AND WATER MAINS  
WIDE PARKINGS  
ALL CLEAR AND LEVEL  
TITLE GILT EDGE AND IMMEDIATE POSSESSION  
NO TAXES—NO INTEREST

## Lots \$140 and Up

\$5.00 Cash and \$5.00 per Month  
10 per Cent Off for Cash

Only three blocks from double-track carline, 5-cent fare and 7-minute service—absolutely the cheapest property in town. See it before you buy elsewhere—then use your own judgment.

Come out today or any other day. Take Montavilla car, corner Third and Yamhill and get off corner Villa ave. and Hibbard st. Montavilla office, 108 Villa ave. Agent on ground all the time.

## THE LEE-BOWDLER CO.

303 TO 313 ABINGTON BUILDING

Office Open Nights

Both Phones

### NEAREST Possible Beaches to PORTLAND

# Necarney City Seabright AND Nehalem Bay Park

(New Townsites and Beach Resorts on Nehalem Bay)

### IMPORTANT NOTATION

The new P. R. & N. railroad, now being rushed between Portland and Tillamook, means much for the busy man of affairs for it will bring the above three beach resorts nearer to the city than any others, they being only 68 miles almost due west of this city. The new railroad brings these resorts 50 miles nearer than Seaside, 60 miles nearer than Long Beach, 110 miles nearer than Newport and 20 miles nearer than Tillamook Bay. Also under this head we wish to state that a large amount of improvements, including the clearing of the streets and the installing of a thorough water system, is projected for this summer.

## NECARNEY CITY

Is one of the most beautiful and enchanting beach resorts to be found on two oceans. Nestling almost at the foot of majestic NECARNEY MOUNTAIN, this tract of 164 acres, extending from the ocean back toward Nehalem bay, is an IDEAL BEACH RESORT. With a perfect beach and an elevation of about 40 feet, sloping gently to a magnificent natural park of second growth fir, spruce and hemlock, and the awe-inspiring mountain standing sentinel, NECARNEY CITY is indeed a place of idle rest and reverie for all seeking escape from the monotony of other resorts of that "sameness" which characterizes them.

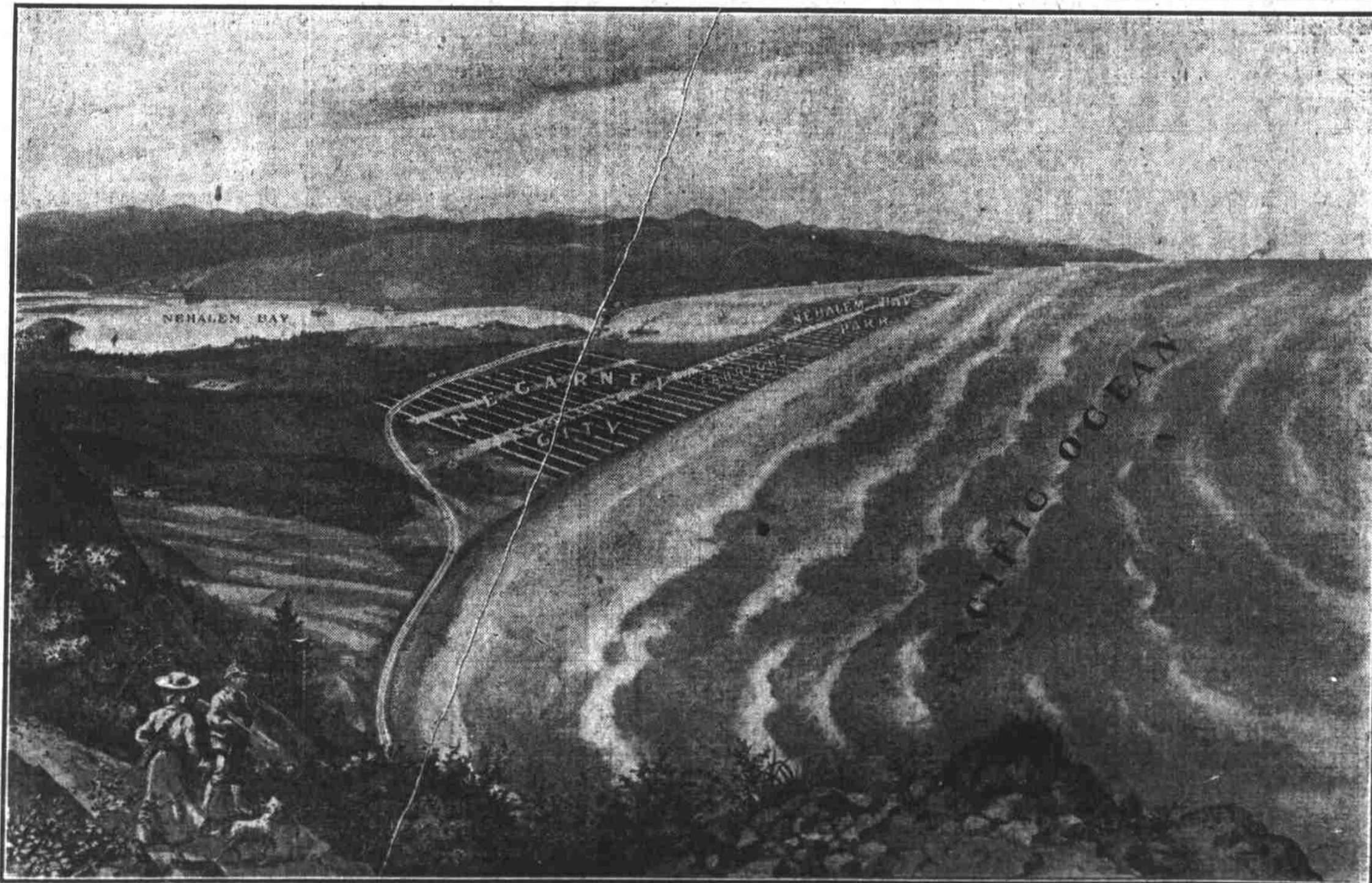
Necarney City is famous through the discovery of large quantities of "beeswax." Mr. Edwards, the original owner, gathered and sold more than \$1000 worth of this strange product. Indian legend has it that fabulous riches lie buried somewhere on the beach or on the side of the mountain. It is related that Spanish ships carrying untold riches were wrecked off the coast and that the salvage is hidden, and that some day the recovery of these hidden treasures will astonish the world. Be this as it may, Necarney City is destined to be the most popular beach resort on the north Pacific coast. Our advice to our most personal friends, and the public, is BUY AT LEAST ONE LOT NOW AND TWO OR A DOZEN IF YOU CAN AFFORD IT. Never again will such an opportunity present itself. On completion of the new railroad prices will likely QUADRUPE.

There is a half mile of ocean frontage and the beach extends out about a quarter of a mile. Every lot is good and is ready to build upon with little or no preparation. Our prices are lower than at any other resort and as it will not take more than 2 1/2 hours to arrive at this resort from Portland, it being the first beach stop on the railroad, we predict that not a lot can be bought within five years less than \$1000.

**PRESENT PRICE \$125**

TERMS, \$10 DOWN, \$5 PER MONTH

CALL AT OUR OFFICE FOR DESCRIPTIVE MATTER AND OTHER INFORMATION



The First Beach Resorts Reached by the New P. R. & N. Railroad, Which Will Bring Them 50 Miles Nearer Than Any Other Beach Resort.

## NEHALEM BAY PARK

Nehalem Bay Park is one-half mile south of Seabright and extends from the ocean to Nehalem bay, having one mile of ocean and one mile of bay frontage. NECARNEY CITY, SEABRIGHT and NEHALEM BAY PARK will be one continuous resort in a few years and building sites will be at a premium. On account of these resorts being the first reached by the railroad (within 2 1/2 hours from Portland), there will be a big clamor for lots on the completion of the railroad and prices will prohibit those who can afford to buy now from securing a lot. It is expected that the P. R. & N. railroad will be completed this year. Work is being pushed rapidly from both ends. By getting in ahead of the railroad you will get a desirable lot cheap and by buying several now you will make some easy money. **PRESENT PRICES \$75 TO \$125.** Terms, \$10 down, \$5 per month.

## NEHALEM BAY LAND CO.

280 Oak St., Cor. 4th. Board of Trade Bldg., Portland. Phones M-5465, A-3229

## SEABRIGHT

Seabright is the first addition to Necarney City. It is owned by H. C. Wortman and C. W. King (Olds, Wortman & King), which is a guarantee that agreements and promises regarding this truly beautiful resort will be fulfilled. There is no finer beach anywhere on the coast than right here, the lots are 50x100 feet and are all ready to build upon. Boating, bathing, fishing and hunting will afford a surfeit of pleasure for the pleasure-seeker. If you wish to locate here, better get busy NOW as the wise ones are making the best selections.

PRICES ADVANCED ON ALL THESE PROPERTIES 25 TO 50 PER CENT ON APRIL 15

**PRESENT PRICES \$125 TO \$200**  
TERMS, \$15 DOWN, \$7.50 PER MONTH