

THIS TOWN IS A PRODIGY

Though Less Than One Year of Age, OTHELLO Challenges Large Cities of Washington for Commercial Supremacy—A Story of City Building

BY WELCH DAKEN.

I have seen fat and husky youths, who, at 15 years of age, weighed 200 pounds. I had investigated with interest, the cause of their excessive health, to find that some simple diet like buttermilk accounted for it. I had read of the prodigious intellectual feats of a youngster 11 years old, who entered Harvard university the other day. The everlasting question "why" urged me to seek the reason, which was simply that he had been taught the sciences from the tender age of 2. Othello, a six months' old town, on the new main line of the Chicago, Milwaukee & Puget Sound railroad in Washington, which I have both seen and investigated, is at once prodigious in size and in accomplishments, and I have learned why. But to tell the story of OTHELLO, I must begin at the beginning; the coming of the "Milwaukee."



1. Yards of Chicago, Milwaukee & Puget Sound R. R. at Othello, Wash.
2. Plant of American Slate Products Co., being built at Othello, Wash.
3. Machine Shops of Chicago, Milwaukee & Puget Sound R. R., at Othello, Wash.

When the great Chicago, Milwaukee & Puget Sound Railroad system reached the center of the state of Washington it came to a marvelous cross roads of two rich valleys extending east and west and north and south. The valleys, though in a wilderness so far as transportation facilities were concerned, had been widely known for many years, by the prodigious crops of wheat, fruit and grain they had produced, and the prize winning sheep they had given to the markets of the west. These are the Crab Creek valley and the Big Bend country.

A LAND OF PLENTY

If anyone had conceived of the importance of the spot at the crossing of these two valleys, from a commercial standpoint, he lacked either ability or finances to take advantage of his discovery for the most highly favored site for a city, in eastern Washington was a ranch until less than a year ago, when the railroad ran its trains across its new road and the city of OTHELLO came into being.

OTHELLO became a city by natural process. Trains were made up, engines were repaired, crews were changed, engines coaled and the vast work of railroading could be carried on with less effort and least expense at OTHELLO. So OTHELLO was made a division point. Shops, with machinery for keeping up locomotives, cars, air-brakes and the general equipment of a great railroad were built as quickly as human energy would permit. Round houses were built to house the engines which are housed at division points. A depot, in keeping with the pretensions of the town, with all the departments of modern depots, in the way of restaurant, waiting room and smoking room accommodations, was built.

OTHELLO AN INDUSTRIAL CENTER

OTHELLO became a town within a few days. Hotels were built to house the workmen who found themselves in the odd situation of living at a division point where there was no town. Following the hotels came hastily constructed stores, and a few roughly built houses. The Milwaukee Railroad company recognized the importance of OTHELLO and graded its streets and announced that a water works system would be built at once.

Trade from every direction began pouring into the young city and the shipments of wheat and farm products from the new point began to astonish the officers of the railroad, who looked over the shipping reports and were attracted by the big figures furnished by the new division point. OTHELLO became one of the principal wheat shipping points before the city was half a year old.

BIG FACTORY SECURES SITE

Then came the great event in the career of the prosperous young city. The American Slate Products company was organized by Seattle and eastern capitalists, to manufacture slate products under a German patent, to which the syndicate holds all the American rights. The materials manufactured are widely used and have taken the place of slate, cement and marble, in a large degree in Europe. The factories for making the products are necessarily large and employ a great many men. Fuel must be close at hand. Shipping facilities in every direction must be afforded, for the products of the big plant must be shipped to all parts of the country.

The officers of the American Slate Products company were approached and interested in the advantages of OTHELLO, as being the ideal location for their huge works. A trip to the city itself caused them to decide in its favor

and a deal was made whereby the R. S. King company, an investment house closely associated with the American Slate Products company bought outright, the city of Othello, from the Chicago, Milwaukee & Puget Sound railroad.

A part of the deal, which caused a great deal of discussion in financial circles a few weeks ago, was the agreement of the Slate Products company to locate its plant at Othello, and the R. S. King company gave the railroad company its bond with heavy sureties, guaranteeing that the plant would be built.

True to the promises of its backers in every way, construction work upon the great slate products plant is now under way and being pushed as rapidly as possible.

SHOWS REMARKABLE GROWTH

OTHELLO is enjoying a growth such as few cities have ever known. Its immense agricultural resources, alone, would be sufficient to assure it a future as one of the great cities of the state. Its fruit is of the same high quality, both as to the delicate coloring and the exquisite flavor, as the product of the famous Wenatchee and Yakima valleys. In fact, keen judges say Othello fruit is the perfection of pomology, possessing all that is highest in quality, of both the older fruit regions. Certain it is that the Moses Lake, Crab Creek and Big Bend valleys, which converge at Othello, are situated squarely between the Wenatchee valley to the north and the Wenatchee to the south. The chemical analyses of the soil give the same ingredients and in the same proportions as the wonderful volcanic ash ground of the Wenatchee valley, which is said to be slightly stronger in some desirable chemicals than the soil of the Yakima valley. The fruit of the Hood River country is said to be of practically the same quality as the Othello fruit.

Othello highlands, a large area of the choicest fruit land in the vicinity was bought up by a group of capitalists associated with the R. S. King company, and will be placed upon the market shortly, in small tracts, upon easy payments, to encourage the rapid development of the fruit industry in the vicinity. The highlands lay just back of the city and afford a gorgeous view of the surrounding country. The trains as they come into the city, from every direction are visible from the homes of the fruit growers. The Crab Creek valley to the north appears a beautiful panorama of green and gold and brown, at harvest time. In the distance Mount Rainier pokes her white dome above the coulees.

STREETS BEING IMPROVED

The Othello Improvement company is inaugurating vast improvements to the streets and public utilities. Parking strips will lay between the streets and the sidewalks and their green carpets of grass and their friendly shade trees will contrive to make Othello a city beautiful.

Schools and churches have already been built at Othello. Social organizations and clubs complete the civic life of the new citizens. Hotels of high class are there to accommodate the travelers, who crowd the busy city daily. But there is room for more hotels and restaurants and boarding houses, for those already there are crowded to their limit and beyond.

RAILROAD PLANS BIG THINGS

Recently an announcement was made by President Earling of the Chicago, Milwaukee & Puget Sound railroad, that a line would be built north and south from Othello at once. In an interview in the Seattle Post-Intelligencer, President Earling said:

"Upon the completion of surveys, now under way, we will build a line both north and south from Othello, to reach the wheat fields that are already yielding and districts that will be developed with transportation facilities, etc."

With the completion of this north and south line of railroad, Othello will be at the cross roads of the great railroad highways of the Inland Empire. Its position as wholesale point

and as a commercial, manufacturing and shipping center will, without question make it one of the great cities of the state of Washington.

GREAT IN OPPORTUNITIES

Picturesque, indeed, is Othello. Its rise from the first settlement to the estate of a great city will be, in all probability the last of the great processes of city building the west will witness from the beginning. Spokane can never

live over again the days when those who owned a city lot or two, purchased for practically nothing, became millionaires in a few months through their holdings. Portland and San Francisco and Seattle are big cities now. They can no longer give to the pioneer who buys a lot or two in the center of the townsite, a life of luxury in return for his farsightedness, for the very good reason that none but a millionaire can now buy the lot in the townsite.

It is in her opportunities that Othello is great.

OTHELLO

AN ACRE OF RICH FRUIT LAND A BEAUTIFUL CITY LOT A CHECK FOR \$100 TEN CHECKS FOR \$50 EACH

FREE!

The Othello Improvement Company has large holdings of land at Othello. We own both fruit and farming land close to Othello, and valuable city lots in the city of Othello.

Othello will be one of the greatest cities of the west. We know that its unmatched strategic position as a shipping, manufacturing and wholesale point will attract thousands of people to the rapidly growing city. Also we know we might hold all our property, if we wanted to be narrow and stand in the way of the full development of the possibilities of Othello. But we take the broader view that if we sell a part of our holdings at reasonable prices, and allow those who want to come in with us now, at the beginning of the city's greatness, to make money, too, we shall make more in the long run. We believe our own holdings will be made more valuable by helping others to prosper at Othello.

We Will Give Away Absolutely Free the Prizes Named Above for Stories Which Will Help Us to Advertise OTHELLO

Our officers, our stockholders and the head of our sales department have tried to find catchy, attractive, impressive ways of describing the advantages of Othello for advertising purposes. The newspaper reporters and writers do very well in their way, but they take too much space to tell their story. It takes too long to read through their descriptions. What we want is something short, pithy, to the point. We want just exactly the kind of a little advertisement or story that some person who has never had any newspaper or other special training in writing will sit down and write up hastily. Such a brief story will have just the dash and life, just that quality of human nature and naturalness, that we want in our advertising matter about Othello. We will therefore give these prizes:

FIRST—AN ACRE OF FRUIT LAND AT OTHELLO HIGHLANDS, VALUE \$300.

SECOND—A CITY LOT IN THE CITY OF OTHELLO, VALUE \$250.

THIRD—A CASH CERTIFICATE FOR \$100.

FOURTH—TEN CASH CERTIFICATES FOR \$50 EACH.

The latter prizes will be accepted as payment upon any Fruit Land or City Lots purchased from us, just the same as cash.

These prizes will be given for the best stories, not to exceed 500 words in length, upon this subject:

WHY I SHOULD INVEST IN OTHELLO

For the best story, or essay, or composition, or whatever you choose to call it, the first prize will be given; for the second best, the second prize; for the next, the third prize; and for the next ten, ten prizes of \$50 each. Now you know about Othello. If you do not, call at our office at once and ask for any information you want about it. Then sit right down and write your composition and mail it to us. There is no telling who will get the prize. Advertising is the most remarkable process in the world. The very best advertisements and advertising stories are written by people who do not know a thing about the art of composition. The famous "Sunny Jim" advertisements for "Force" were written by a young girl not out of grammar school. The advertisement which will make Othello known from one end of the continent to the other will be written by some Portland citizen. No one is limited to the number of stories they may send in, nor as to the style of the matter, nor in any other way excepting as to the length. The contest will close Monday evening, February 28, at 10 o'clock. You may send in your story at any time before that date. But you should not put the matter off until you become indifferent. The best advertisements are written naturally and while the mind is full of the subject to be written about. Write it now. Do not wait.

All the letters must be in before 10 o'clock Monday evening, February 28, when they will be turned over to a committee of prominent Portland newspaper men, who will decide which of the stories are entitled to the prizes. We reserve the right to use any of the stories submitted which may not win prizes, and will pay a fair price for stories so used. For any further information regarding Othello, call or write

Othello Improvement Co.

P. B. NEWKIRK, MANAGING DIRECTOR

PACIFIC STATES PHONE MARSHALL 727

219-220 Commercial Club Bldg., Cor. 5th & Oak Sts., Portland, Oregon