

COMMERCIAL CLUB DOES GOOD WORK THROUGH QUERIES

System of Personal Letters to Prospective Settlers Brings Splendid Results; Successful Men Demand Facts.

One of the busiest and most important departments of the Portland Commercial Club is its inquiry department. Through it prospective settlers receive information on any subject that will either bring them or cause them to remain when they are here. The purpose of the department is not to entice people into the state under false promises or illusions, but to disseminate facts that will give the information seeker exactly what he wants, and nothing but the truth. The effectiveness of this system—now followed by many business men in the kind—has been shown by the tremendous influx of desirable settlers into Oregon.

W. L. Crissey, who has charge of the inquiry department, under Manager C. C. Chapman, and who had charge of it under Tom Richardson's management, says that the volume of work in his department is increasing very rapidly, as a result of the persistent publicity campaign carried on in behalf of the state. The publicity department of the club is in charge of Clark H. Williams.

Questions propounded to the inquiry department pertain to almost every subject under the sun. One man wants to know how much eggs are worth during the coldest month of the year; another would know how much they bring in summer; others again would know if it is possible to get steady work at once and at what pay.

In speaking of the character of the inquiries that come into his office, Mr. Crissey said:

Prosperous Men Make Inquiries.

"The most distinguishing feature of the immense correspondence reaching the Portland Commercial Club is its substantial character. Almost every letter mentions some capital, and if this has been accumulated by the man on salary, such evidence of thrift certainly points to even greater success in Oregon, where investment opportunities are so much greater than in the older eastern states, which have in a measure reached their development."

"There is a distinctly 'back to the land' flavor permeating this correspondence, too, and it is astonishing to read of the aggressive young fellows in business life who were reared on farms and who plan having a 'farm of their own in the very near future."

Back to the Land.

"Naturally, many letters of this kind would be included in the club's mail, for our advertising has been and is unique. It emphasizes the agricultural, livestock and kindred opportunities in Oregon, with but incidental mention of the metropolis. And this policy has been sustained for a half dozen years and more, so that its wisdom is no longer an experiment."

"It would be impossible to satisfactorily handle the many of the most important letters directed to the club without the help of Portland's business and industrial interests. Wholesalers are always ready to give suggestions as to locations over the state which would be advantageous to the retailer coming here with moderate capital; commission merchants cheerfully compile any data on prices paid truck gardeners and poultrymen; manufacturers tell the wages in their various departments. Appreciative acknowledgments of desired information furnished have been arriving at a tremendous rate lately."

Personal Letters Written.

"No matter how trivial the question, a personal letter in response tells the inquirer that his communication is getting individual attention. Liberal use of Sunday papers and other publications has been most effective, and 20,000 New Year's Journals are already on their way to people who have been interested enough to send us letters ranging from two or three lines to double that number of pages, within the last few weeks."

"The commercial organizations of the state were never so active as now, and all inquiries of state import are referred to these bodies. The result is that the inquirer soon owns a library of Oregon literature, filled with just the facts that he and his friends have wanted."

Careful With Advice.

"The Portland Commercial Club does not give definite advice, but it does send the most exhaustive information, and then the recipient makes his own decision. There has yet to be a case where the club was accused of misrepresentation."

"Oregon is going to get double the people in 1911 that she did in 1910—and the record was good one there. Oregonians generally are appreciating the importance of welcoming and helping these newcomers. In many of the smaller cities there are women's auxiliaries which make it their business to give a reception at least once a month, where the new women may become acquainted with the older residents and take their part in the community life."

"Energized harmony" was an expression which came out at a recent session of the Oregon Development League, and so term could more appropriately indicate the work and sentiment of the entire state."

WILL PRESENT BILL FOR NEW WILLAMETTE BRIDGE

The Tri-county Push Club, composed of residents of Yamhill, Clackamas, and Marion counties, is working for a bridge across the Willamette river at Butteville. A bill is contemplated early in the session of the legislature, providing for the structure. It is proposed by the club that a one mill levy be made this year for Clackamas, Yamhill, Marion, and Washington counties to raise half the amount, and another mill be levied for 1912 to complete the bridge.

Butteville is midway between Oregon City and Salem, and there is no bridge for 50 miles along this part of the river. The rural districts are being rapidly settled, and conditions warrant some means of crossing the river at this point. It is estimated that the bridge can be built for \$90,000. The banks of the stream are sufficiently high at this point to allow river transportation and no lift or swing span suits the necessary.

Georgis Cotton School.

Athens, Ga., Jan. 2.—The fourth annual session of the Cotton School of Stockmen's Short Course opened today at the State College of Agriculture and in continues until January 12. The number of farmers who have registered for the course this year is larger than ever before.

"GIRLS" IS ABLY STAGED AT BAKER

Stock Company Develops Mirth in Fitch Comedy to Fullest Extent.

One of those charming comedies that combine humor and sentiment is "Girls," which opened a week's engagement last night at the Baker theatre. The capable stock company which Manager Baker has been fortunate enough to gather certainly had the "right" on the audience, not the aboriginal, but the K. K. O. As every one knows, or should know by this time, "Girls" is webbed about a man hating trio of maids who form a league the object of which is to wage eternal warfare against all things masculine. Of course the league lasts just as long as no man proposes to any of the fierce hater. But it serves to advertise them admirably and each succumbs at the first attack of the genius homo, armed with a question and a diamond.

The first and last scenes open in a studio of one room, where the three live on the scant earnings of free lancers in the realm of art and letters. Much of the fun of the piece is made out of the situations that arise from the vicissitudes to which the studio dwellers are put and is heightened when the young man about town seeks sanctuary in his apartment at midnight after being pursued by a jealous husband and walking a plank between two windows high above the street to make his escape.

Thurston Hall provides most of the comedy in the part of Edgar Holt, the man. His portrayal of the girl conquering dilettante is the equal of any seen here, either in stock or on the road. Miss Brenda Fowler, as Pamela Gordon, leader of the league, divided most of the applause of the audience with Mr. Hall. She was ably assisted by Miss Beatrice Nichols, who gave an insouciant delineation of the part of Violet Lansdowne. Lillian Andrews was responsible for more than one case of hysterics. Her laughable makeup of an old maid crazy to be proposed to and her droll antics kept her audience bubbling with mirth.

Walter Renford was certainly a tough messenger boy. If there have ever been tougher looking ones on the stage they haven't been seen in Portland. Some of the company might memorize their lines a little better, but outside of an occasional slip the dialogue was smooth and brilliant.

CONCILIATION VOYAGE OF FLEET TO GERMANY

(United Press Leased Wire.)

Washington, Jan. 2.—Because it is deemed wise not to ruffle Germany, the navy department is planning to send the ships of the Atlantic fleet to German ports on a special cruise next summer. Adverse criticism when the vessels were previously in European waters and touched other ports but failed to visit Germany, is said to be the reason for the proposed cruise.

Grants Pass Votes "Wet."

(Special Dispatch to The Journal.)

Grants Pass, Or., Jan. 2.—The election held Saturday under home rules was closely contested and a large vote was cast on the question: "Shall the city council be authorized to license saloons?" There was 49 majority for a "wet" town. Probably action will be brought to test the constitutionality of the home rule bill, as Josephine county voted dry at the last general election.

GREAT CLEARANCE SALE

Every Man's Suit, Overcoat, Raincoat, Marked Down Every Boys' Suit, Overcoat, Raincoat, Marked Down

This Is One of the Very Few GENUINE CLEARANCE SALES in Town

When You See It in Our Ad It's So

\$10 MEN'S SUITS now...\$7.85	\$10 OVERCOATS now...\$7.85	\$2.50 BOYS' SUITS now...\$1.85	\$1.50 PANTS now.....\$1.15
\$15 MEN'S SUITS now...\$11.85	\$15 OVERCOATS now...\$11.85	\$2.95 BOYS' SUITS now...\$2.15	\$2.00 PANTS now.....\$1.45
These Suits Are the Equal of Any \$20 Suit of Other Stores.	These Overcoats Are the Equal of Any \$20 Overcoats in Town.	\$3.45 BOYS' SUITS now...\$2.65	\$2.50 PANTS now.....\$1.95
\$20 MEN'S SUITS now...\$14.35	\$20 OVERCOATS now...\$14.35	\$3.95 BOYS' SUITS now...\$2.95	\$3.00 PANTS now.....\$2.25
\$25 MEN'S SUITS now...\$17.85	\$25 OVERCOATS now...\$17.85	\$5.00 BOYS' SUITS now...\$3.95	\$3.50 PANTS now.....\$2.65
		\$6.00 BOYS' SUITS now...\$4.50	\$4.00 PANTS now.....\$3.25

TO MAKE A LONG STORY SHORT—

Every Article in Our Store

Except a few contract items, is cut in price, and the reductions are decided and sharp. You cannot afford to go elsewhere to make your purchases. Try any of our five stores.

MOYER

3d and OAK
1st and YAMHILL
1st and MORRISON
2d and MORRISON
89 THIRD

Foster & Kleiser Signs

NEW YORK OUTFITTING CO.
CREDIT
WILL DRESS YOU WELL
165-167 FIRST ST.

High Grade Commercial and Electric Signs.
East 7th and East Everett sts.
Phone East 1111; 3-2324.

Lipman-Wolfe & Co.

January Clearance Sale

Starts Tuesday Morning, January 3d

Full Details of Which Appeared in the Sunday Papers

Inasmuch as every store in Portland will bid for your patronage, you may expect to be deluged with pages upon pages of advertising, claiming all manner of reductions, wonderful bargains and unequalled assortments.

Newspaper advertising when judiciously used is the best medium for any store to convey news of interest to its patrons and the public.

Throughout the United States the more conservative firms are using the simplest form of advertising, announcements which carry with them plain statements of facts—AUTHENTIC AND RELIABLE—the truth.

Many people have become so accustomed to seeing special sales advertised day in and day out throughout the year that they hesitate to purchase merchandise at regular prices. On the other hand, women who have investigated and have examined, either by purchase or inquiry, have found the bulk of these sales to be false, entirely the product of a clever advertising man's ability to juggle words into flowery sentences, in which fictitious values are used to inveigle the public into buying.

We have eliminated that word "Value" forever from our advertisements. It has been so ILL-USED and ABUSED, so MALIGNED, that today it means ABSOLUTELY NOTHING.

Have you ever taken the time to examine your purchases made at these special sales? Have you ever compared them in quality and price with those of reputable houses sold at regular? We have. We employ shoppers to attend every sale held in Portland of any note. We make purchases to convince ourselves that the day of sensational advertising and false statements must soon cease. There is an old saying, "You can fool some of the people all of the time, and all the people some of the time, but not all of the people all the time." For instance, a few weeks ago there was a widely advertised sale of ladies' vests at 14c; the value quoted was 25c. These vests were never worth and never sold for more than 15c. Yet throngs of people were buying them as bargains.

In our store this would have been impossible, for on every sale held here you find two tickets, the original ticket and the sale ticket. It is very easy for you to calculate the saving. The two-ticket system costs us about eight thousand dollars a year in extra help. Yet it has been found economical by all the reputable houses who use this system. It does more to build up the integrity and honesty of a firm than twenty pages of advertising every day.

In our January Sale we offer this year inducements in every department throughout the house. Sales of merchandise that has been bought expressly for our January clearance. Reductions will be very marked, offering to our customers the opportunity of purchasing first-class, reliable merchandise of merit at the smallest prices of the year. Should any purchase not be satisfactory, YOUR MONEY BACK. That's the easiest thing we do.

Calef Bros.
HOME FURNISHERS
360-70 EAST MORRISON ST.
PORTLAND ORE.

THREE STORES—Portland, St. Johns, Vancouver
MAIN STORE—East Morrison, East Third and Belmont

Grand Opening

Tonight 7:30 to 10 o'Clock
Good Music and a Good Time—Come

\$135 in Prizes Given Away

Everyone Who Signs the Cards Has a Chance
Everyone Who Comes Will Have a Good Time

TOMORROW
BEGINS OUR ANNUAL

Red Tag Clearance Sale

With the Greatest Bargains Ever Offered in Portland

Here Is a Sample of the Hundreds of Bargains

\$27.50 Dinner Set \$12.50

100 Piece Dinner Set, Pekin Blue and Inlaid Gold, Imported China for \$12.50