

DOES BILLBOARD ADVERTISING PAY? ALARM SOUNDED

Expert Discusses Question of Disfiguring Natural Beauties and Offending Good Taste by Garish Signs.

Does billboard advertising pay? Does it really pay to disfigure the natural beauties of a city as well as offend the good taste of thousands of its citizens, by plastering everywhere thousands of garish, highly colored signs which mar the allegorical beauties of everything from garters to automobiles.

These questions were recently discussed fully and frankly by one of the best known advertising managers on the Pacific coast. He not only spoke candidly about billboard advertising, but he predicted that the reading and buying public will yet revolt against the placing of advertising in places where advertising has little value.

In order to show how far billboard advertising will go, this advertising manager told of the efforts of a bunch of men to get control of the billboard privilege in Golden Gate Park, San Francisco, during the Schmitts administration, and how they very nearly succeeded in their "gettin' money" scheme to deface and defame one of the finest natural spots on the Pacific coast.

Here are some of this advertising man's ideas on billboard advertising and they are well worth reading.

Many Extremes.
"Is there a single thing, from a toothpick to the very blue sky of the heavens, that is not being used for advertisement?"

"If the present policy of money desire continues, and the turning of every ideal and every aim into a scheme or plan for 'gettin' money,' will there not be a revolution in the people's feeling toward advertising?"

"A certain civic enterprise is started. The first thing following its organization is the issuance of a house organ, and every effort made to fill it with advertisements."

"A theatre opens; its program is no longer a program, but 32 or more pages of advertisements, with occasionally a line or two of the cast."

"A church gives a fair, a lodge gives a dance, a concern gets out a bulletin—each sold to some advertiser or advertiser giving the most money."

"The billboard man cares naught for that fine home, the pride of some citizens, the admiration of the town, but plants a whisky or beer sign on the vacant lot alongside."

"The electric sign man gives no consideration to the beauty of that great building built as a monument by some public spirited citizen, but on a one or two story structure alongside erects a massive sign."

"Are not many of these extremes and methods really 'doing' advertising rather than doing for advertising?"

"If these things are carried to the full limit will they not cause the public to revolt? And it will only take, as it always the case, some extreme move to bring about extreme regulations and what is more effective, and severe, the public's opinion."

"Would Niagara falls be as attractive if across its face some great sign could be erected?"

"I am sure that while these extreme cases are seemingly good advertising stunts, they would not pay, I'll give you one illustration."

"Those of you who attended the Portland exposition—the prettiest ever held—will remember standing just inside of the grounds and gazing in admiration at the beauty of all that lay before you and looking across the lagoon to the left of the government island was a great big sign 'Somebody's Whisky,' a sign that was a blot and a blur on the beauty of the scene. The exposition directors used every means in their power to get that sign removed, without result, and what happened? The people of Portland got together and did all they could against that whisky, and I was told that this liquor which had a good sale in Portland, was absolutely put out of business. The people rebelled."

Sounds Alarm.
"If the advertiser and advertising suffers from these methods, will not the recognized media suffer the greater?"

"Seriously, am I not within the province of proper prophecy in sounding this alarm?"

"Are the extremes I have drawn attention to, advertising as we want advertising? I claim it is not advertising, but advertising proselyted."

"Let us regard advertising from that standpoint that will raise advertising, that will remove those feelings and prejudices that are rising and as a result of proper standards, make those recognized forms of media, the magazine, the newspaper, the trade journal, the billboard, the electric sign, the streetcar, the program, the advertiser's friend we want them to be, then in 10 years hence, these legitimate dollar for dollar value media will be stronger entrenched in the people's estimate and good will."



Willesley Court, four story apartment at East Fifteenth and Belmont, owned by Bailey, Taylor and Lambert. The building was recently doubled in size.

85 ROOM HOTEL IS BEING PLANNED

Geo. A. Housman Preparing to Build Hostelry; New Apartment House; Notes.

George A. Housman is preparing to build a big brick hotel at Twenty-third and Hoyt. Plans of the projected structure have been drawn, and it is expected that the contract will be let in a few days. The building is to be a four story brick, 70 by 100 feet, and will contain 85 rooms. The interior is to be of mill construction, slow burning type, and the exterior will be of pressed brick and terracotta. On each floor there are to be six private baths. In the basement will be a dining room with a seating capacity for 150 people.

The offices, lobby and lounge room on the first floor will be reached through a 20 foot court. Such conveniences as a private telephone system and an automatic electric elevator will be installed.

Architects Clausen & Clausen are getting up the drawings for a four story brick apartment house, which is to be erected in the Nob Hill district by a local investor whose name is temporarily withheld. The building will occupy a 50 by 100 foot corner, and will be of the mill construction type with a pressed brick and stone trim exterior.

There will be five four-room suites on each of the upper floors, and one three-room suite in the basement. The usual disappearing furniture and other modern apartment house conveniences will be installed.

Messrs. Chambers & Widmer have let the contract for a combination three story store and apartments to be erected at the corner of Union avenue and East Couch street. The building will cost

BANK STOCK IS "ONE BEST BET"

Rise in Market Price Makes Lucky Holders Rich, Says Expert.

By John M. Oakison in Atlanta Journal. Investors in bank stock are the aristocracy of money makers. Probably no other business in this country is kept so free of adventurers and crooks. No other, certainly, can show as low a percentage of failures, considering its wide distribution and the amount of capital involved. In certain cities bank stocks have risen to dizzy heights of value, and in many other cities the values have gone up so fast that the investor's return has been far above the average.

Ordinarily investors don't buy bank stocks because, as a rule, the dividend return divided by the market price represents a low rate of income—generally close to 4 per cent. What the investor does not consider is that bank stock rises in market price as its statements show increases in surplus account.

The other day a few shares of a Los Angeles national bank, with a par value of \$100, sold for \$1000 a share, and \$1930 was bid for other shares. A San Francisco savings and loan bank, with shares of a par value of \$50, has sold its stock for \$2000. A Philadelphia trust company's stock has been quoted at \$1030 a share—par \$100. Other cities have made these records: St. Louis, \$250; Chicago, \$495; Boston, \$450; Hart-

ford, \$400; Pittsburg, \$300; Richmond, \$180; Atlanta, \$200; Kansas City, \$200; Cleveland, \$170; Salt Lake City, \$200; Houston, \$200; Detroit, \$200.

In New York is a bank with \$100,000 capital stock. Its shares have a par value of \$100, and they are held at \$450 each. Last year this bank paid \$100 in regular dividends on its capital stock, and in July, 1911, per cent extra.

These figures show that the man who bets on the banking future of the United States is making about as safe a bet as he can. Banking experience says so, anyway.

To the end of January the geological survey has caused the withdrawal from entry of 2,811,000 acres of phosphate lands in five states, indicating that the United States has the largest phosphate deposits in the world.

PLANS ARE DRAWN FOR A \$5000 DWELLING

F. A. Swingle has plans for a \$5000 dwelling which he will build on East Thirty-eighth street, near the Alameda, in Beaumont. The house is to have nine rooms, and will be of the colonial type. It is to have an interior finish of flat grain fir and white enamel, and will be floored throughout in oak.

Richard Martin has let the contract for an eight room frame cottage, one and one half stories, to be erected at Oak Grove. The exterior presents a pleasing appearance. Its estimated cost is \$4000. The living room, dining room and reception hall are to be beamed and paneled. In the living room will be a massive cut stone fireplace.

The Provident Trust company has ordered plans to be made of five one story bungalows, to cost between \$1200 and \$1500 each, and to be built in Glenclay addition, at Bertha station on the O. W. P. line. The houses will be five and six room, and will be modern cottage homes.

Shingled roofs can be fireproofed and let the contract for a combination three story store and apartments to be erected at the corner of Union avenue and East Couch street. The building will cost

waterproofed at little expense by coating them with hot coal tar and immediately covering this with pulverized brick clay.

PURCHASES RESIDENCE IN IRVINGTON DISTRICT

Charles R. Mitchell, the real estate operator, has purchased one of the Rice residences in Irvington. The house is located on East Fifteenth street between Knott and Statton, and was built by R. H. Rice. It is a two and one half story, 11 room structure, hardwood floors and finish, and is equipped with all of the modern conveniences. The consideration involved was \$1500.

Simple devices have been invented by an Italian soldier with which a stable ambulance can be built up from a pair of skis, an automobile and other military equipments.

A New Home Building Plan

The New "Home Contract" of the Oregon Home Builders.

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EVERYBODY CAN OWN A HOME NOW BY THE OREGON HOME BUILDERS' PLAN.

Our "Home Contract" Plan enables you to secure a home of your own design, without a down payment. Simply agree to pay a dollar, two dollars or three dollars, or whatever amount you can, each week or month. When ten per cent of the cost of your home has been paid in, we will immediately build any design of home you desire. Besides, every dollar you pay in will draw interest at the rate of 6 per cent annually which will be credited to your "Home Contract" and the entire amount applied on the purchase of your home. The balance can be paid weekly or monthly in installments that are less than rent.

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No down payment.	Save real estate man's commissions.
Terms like rent.	Home built according to your orders.
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