

FOLKS "BACK EAST" TO HEAR OF OREGON

Have you any relatives or any friends in that faraway region generally described somewhat indefinitely and inadequately as "back East?" Of course you have.

What do they know about Oregon? Probably not much.

Why don't you let them know something about it?

Supply your own answers.

Will you join in a campaign of united effort, along with the other people in Oregon, to bring this state to the attention of the remainder of the country?

This latter question soon will be asked by the Portland Chamber of Commerce.

In a form to fit each particular community of the state it will be asked by the people of all Oregon by their respective commercial organizations.

It will be asked of the students of all the schools, the colleges and universities and nothing but an affirmative answer will be permitted.

So that this idea of informing the folks "back East" of the particular attractions of Portland and of Oregon may be thoroughly impressed upon every resident of the state the Chamber of Commerce has decided to set aside a "letter-writing week."

The name suggests the object. During this one week—probably the third week in January—you are expected to write to all of your friends and your relatives and tell them of the superior attractions of Oregon—her attractions for the tourist, particularly and for the prospective settler incidentally.

Meanwhile, the Chamber of Commerce urged, try to think up all the nice things you can about your city and state. Try to enumerate the advantages of visiting here—if visiting here. If the climate appeals to you as something worth mentioning—that is, favorably—why note it down and when "letter-writing week" rolls around, tell your Eastern acquaintances about it.

The same applies to the scenery.

If you are a good letter writer you can compose a communication of your own, sufficiently appealing, no doubt, to attract some of your folks out here next Summer.

That is the idea, anyway, of this letter-writing campaign.

If you are not so handy at writing letters, why some of the accomplished young men of letters around the headquarters of the Chamber will supply blank forms that you can follow. These same young men now are working on various form letters to fit almost every kind of situation. They will prepare a letter to be sent to business acquaintances, only. It will be quite formal, but somewhat cheery in tone and cordial enough to make the man who receives it understand that the writer really is sincere about asking him to come out and give this part of the country the "once over."

Then there will be a set of letters, altogether different, to be sent to your boyhood or your girlhood chums. They will contain blissful reminders of some of the intimate incidents of early young manhood, and contrast them with the peculiar activities of the Northwestern country in such a way that the friend of your youth will want to take the next train for Oregon.

The expert letter writers will not attempt, of course, to supply you with words for letters to your immediate families, but they will deal out an abundance of facts and information that you can use to fill in with when you write to the folks at home.

Meanwhile they want everyone to get busy and think of all the persons with whom they are on writing terms—even those to whom you have never written, for that matter. When you think of them note down their names and addresses. Then you will be in shape to do your share of the good work during the established letter-writing period.

This letter-writing idea has been under consideration by the Chamber officials for the past two or three weeks, and the more they considered it the more the plan appealed to them as a good, sensible, practicable way of bringing Portland and Oregon to the public attention.

The whole scheme was turned over to the publicity and conventions bureau, which proposes to labor with it until it is carried to a successful and glorious conclusion. Yesterday J. C. Ainsworth, chairman of this bureau, appointed the following committee to handle the details of the work: Julius L. Meier, chairman; Frank C. Riggs and Frank E. Smith.

This, apparently, is a committee of many novel, original and effective notions of its own.

One of the first acts was to arrange for co-operation with the postoffice officials. Postmaster Frank S. Myers was more than willing.

So one big attractive of letter-writing week will be a giant mail box in the middle of Sixth street, just west of the postoffice. At noon every day a big whistle will blow and everyone will be expected to deposit his letters in the giant box. A series of tram cars, operated by the mail from the bottom of the box to the postoffice. All this will be in direct charge of the officials and employees of the postal department.

Clipped from The Oregonian
of December 10

FINE GRADE HIGHER

Peculiar Conditions Exist in
Coffee Market.

EFFECT OF WAR IS SEEN

Central Americans Advance Sharply,
but Santos Grades Are Lower
Than Year Ago—Cost to
Consumers Unchanged.

Conditions in the coffee market on the Pacific Coast this year are different from any time in probably the last 30 years. Notwithstanding the fact that Germany and Austria are closed countries, there must be considerable coffee reaching them through Sweden, Norway and perhaps Denmark and Holland. This, coupled with the fact that quality in the drink of coffee is obtaining more and more favor among the general public, has produced the peculiar condition in Central American coffees. More than 50,000 bags of high-grade Guatemala, Salvador, Nicaragua and Costa Rica coffees have been sold on the Pacific Coast to arrive. This means that the price has been fixed in the country of production and the coffees have been sold at this fixed price. This is perhaps more than twice as much as has ever been sold from these countries "to arrive" on the Pacific Coast. These coffees were usually sold on the "to arrive" basis to the European countries, but in ordinary years they have been consigned to the Pacific Coast. Prices on 24 of these grades are from 1 to 2 1/2 cents per pound higher than they were last year. In contrast to this, Santos

We Have Saved the People of Portland and the Northwest Thousands of Dollars on Coffee the Past Year—

When the coffee market dropped because of the closing of many European countries to coffee importations, we "dropped" the retail price of ROYAL CLUB and GERMAN AMERICAN—giving the consumer the benefit.

We were the only coffee roasters on the Pacific Coast to give the public the benefit of this reduced cost. Other roasters feared to reduce the price because of the necessity of raising it again when the market should advance. They pocketed the increased profit and said nothing.

It has always been our theory that it pays to be "square" with the public—that there is never anything lost by taking you into our confidence and giving you the benefit of any saving we ourselves enjoy. We had faith that you would appreciate the saving we had shared with you and would understand when necessity forced us to increase the price again.

That necessity is now a reality—as shown by the article reproduced herewith. High-grade coffees are advancing steadily. These highest-grade Central American coffees—together with the expensive Sumatras (used only in the most expensive blends) are all a part of the ROYAL CLUB blend. All have advanced decidedly.

ROYAL CLUB will advance to its former price of 40c January 1st. Lay in a supply now at the old prices and save money.



1 lb. Tin Now 35¢
After Jan. 1st 40¢
3 lb. Tin Now \$1.00
After Jan. 1st \$1.12

Royal Club Advances Jan. 1st Buy Now & Save Money

5 Pound 30¢ Tins Now The Pound After Jan. 1st 5 lbs. \$1.75

There is no better coffee on the market at 40 or 45 cents than ROYAL CLUB. Its wonderful, smooth coffee flavor and its delightful pungent aroma have won for it a host of friends.

In ROYAL CLUB we give the most in coffee value at the lowest possible price

We have put the entire value into the coffee—we use no fancy, expensive can—on the other hand, we give unusual care to its blending, neutralizing and roasting processes.

In ROYAL CLUB you will find the coffee you've been looking and longing for—a thoroughly satisfying beverage—fit for the most exacting requirements.

Order from your grocer today—serve this delightful coffee during the holidays—you may never have the opportunity again to buy so good a coffee at so low a price.

Lang & Co.

The "Royal Club" House

Portland, Or.

Two Farm Papers Unite.

The consolidation of two of Oregon's leading farm papers took place last month when the Western Stock Journal, published at Oregon City by Judge Dimick, was absorbed by the Western Farmer, of Spokane and Portland. The purchase means that the 6000 subscribers of the Western Stock Journal have been added to the Western Farmer's circulation

list.

In discussing the new policy of the Western Farmer growing out of the consolidation, D. L. Carpenter, manager, has said: "Our plans are to give greater attention to Western Farmer's stock department and to serve our entire circulation with special stock articles at frequent intervals. "Subscribers to the Western Stock Journal should feel very much grati-

fied, as the change of publishers gives them the opportunity of getting special stock articles from Western Farmer's editor, E. E. Paville, a most efficient agricultural editor and a man whose activities in the betterment of Northwest farm stock is attested by his work as secretary of the Washington Purebred Livestock Association and also as secretary of the Oregon, Washington, Idaho and Montana Swine Breeders' Association.

"The Western Stock Journal has always been a high class stock publication. In purchasing the journal we feel that we have acquired a desirable property."

TO EXCHANGE—Clear \$15,000 home in the best residential section of Portland for first-class improved ranch. Will assume. Address owner at 825 Thompson Street, Portland,

Oregon.

LOST—One rear auto lamp and two clincher rings from a Firestone rim, size 38. Finder please leave at this office. 3t.

LOST—One sorrel mare, branded J cross on left shoulder. Finder notify Robert Allstott, Eight Mile, Ore. and receive reward. 2t.