

THE ADVOCATE

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"Don't ask for rights. Take them. An' don't let any man give them to ye. A right that is handed to ye by lawthin' has somethin' the matter with it."—Mr. Dooley.

"They have rights who dare maintain them."—James Russell Lowell.

Labour not to be rich: cease from thine own wisdom. For riches certainly make themselves wings; they fly away.—Proverbs 23:4, 5.

Stop My Paper

A very silly but funny thing about some colored folk when it comes to their own newspapers which say something about them, their lodges, their churches, clubs or other institutions they have to do with, they usually write or phone the editor to stop their paper. But not so with the white man's papers, which call them "big burly niggers," "coons," "shines" and other insulting terms, and refer to their women as "negresses," "wenches" and the like. Do these sensitive colored brothers or sisters stop the white paper? Not much, but on the other hand, if they are not subscribers they will chase some white newsboy to buy a paper that has nothing in its columns that is creditable to the race, except on rare occasions. Colored people should stop that sort of foolishness, for it's a well known fact that no civilized person can get along and keep up with the times and with the activities of their people and affairs of their country without a newspaper; and instead of the colored people getting all heated up and quitting when their paper says something that they dislike, they should subscribe and boost not only their paper but all legitimate enterprises fostered by their race. It is only by such support and encouragement of our own people that the race can ever hope to gain a commanding position and the respect and consideration of other races. Until our race learns to unite and combine its efforts along the lines of uplift, and encourage all worthy movements within the group, we shall forever remain on the tail end.

Laying up treasures in heaven is a mighty fine thing to do. But, my dear brothers and sisters, you had better lay up some treasures down here.

The Election Results

Many voters, no doubt, are sadly disappointed over the outcome of the election. Nevertheless, all good citizens will bow in humble submission to the will of the majority, that being a fundamental principle of our government.

N. A. A. C. P. Does Effective Work

The local branch of the N. A. A. C. P. is to be congratulated upon the interest it manifested in the recent election by endorsing a ticket which was widely distributed among colored voters whom, we are told, supported the ticket to a man. This is as it should be. In every city the size of Portland colored voters are banded together in a political way that it can be ascertained in advance just how the colored vote is going. It is to be hoped that this organization, which represents the best for the race, will continue its good work, and the colored voters should also be congratulated for standing by the organization in its efforts. And the faith in the organization is evidenced by the colored voters is well placed.

Mayor Baker

The majority of colored voters did not vote for the re-election of Mayor George L. Baker. They had good reasons, no doubt, for the course they chose, which led in a different direction. Mayor Baker has his good points, and like all other public men, he has his bad points. There have been utterances derogatory to his colored constituents made by the mayor which might just as well be left unsaid; there have been times when he was called upon to serve

his colored citizens which he failed to do. No man or woman who serves the public can have everybody for their friend, yet no man or woman who serves the public should pass up an opportunity to make friends. It is never too late to do good; it is never too late to make amends, and the mayor can regain the confidence of the colored citizens of the city, which once he enjoyed, by showing to them that he is the mayor of all the people regardless of race, color or whatnot. He has four years ahead of him, at least, in which to do this thing, and we believe and hope that he is going to do it. How can he do it? He can at least see to it that the colored people have some representative representation in the city administration; he can see to it that discrimination in public places of amusement, resort and accommodation is done away with, and divers other ways. There is something that Mayor Baker has in his robust and cheerful makeup which makes everybody who comes in contact with him feel like being his friend, and if the mayor wants to regain the friendship of the colored people he has only to show by words and deeds that he is their friend.

If churches would carry people to heaven this handful of colored people in Portland are on their way, for they have eight churches already and there is some talk of starting another.

Williams Avenue Y.W.C.A.

The housing committee served chili and pumpkin pie Tuesday evening at the Y. W. C. A. Those who attended heard the election returns. The High School and the Grade School Reserves celebrated Halloween with masquerade parties. The Bible class is progressing under the leadership of Mrs. Cannon. Anyone interested in making Christmas gifts is asked to phone the "Y." A class will be formed at once if sufficient number are interested. The rehearsal for those in the Carnival of Nations will be Sunday at 4 p. m. Miss F. Shaw is directing the chorus. The Chalm School will open Nov. 14th; the first lecture is to be given by Mrs. Lee Hatfield-Burwell. All women interested in Chalm are invited to attend this group of lectures. Other lectures are, "The Charm of Health," "The Charm of Dress," "Spiritual Charm," "The Charm of Friendship," "The Charm of Good Manners," "The Charm of Being Well Groomed." The Blue Triangle Club is sponsoring these lectures and there is no fee charged.

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Piano Instructor Beginners MRS. WALDO BOGLE Pupil of Pearl Mitchell Studio 567 E. 35th St. S. Sellwood 1678

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News of the Churches

FIRST A. M. E. ZION CHURCH 417 Williams Ave., Rev. E. J.

SEVENTH DAY ADVENTIST 62nd St. and 39th Ave. S. E. Sabbath School, 10 A. M. Bible Study, 11 A. M. Y. P. M. V. society, 2 P. M. Mrs. K. O. Johnson, Leader. Visitors welcome.

ST. PHILLIPS MISSION Morning service, 11 a. m.; Sunday School, 12 m. Archdeacon Black in charge; Mr. B. Coles, lay reader. A cordial welcome awaits you at St. Phillips.

Mt. Olivet Baptist Church Rev. E. C. Dyer, Pastor

BETHEL A. M. E. CHURCH Larrabee and McMillen Streets Rev. F. X. Runyon, Pastor. E. L. Jameson, Assistant Phone East 2276

THE NEW BAPTIST MISSION 10th and Everett Sts.

SHILOH BAPTIST CHURCH 76th and E. Everett Sts. Preaching every Sunday afternoon at 2.30. Take MV car. Everybody invited.

QUEEN OF SHEBY Sterling silver Pearl Ring, set with a gorgeous MARIE ANTOINETTE Pearl, indestructible and guaranteed for life, has an Oriental sheen; can be worn at all occasions; must be seen to be appreciated. MONEY BACK guarantee. Price \$300. F. A. Walters & Co., G-113, Roebling, N. J.

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going away This is PLAY-TIME in Sun-swept CALIFORNIA GO THERE this season. Accept the invitation of the warm, sunny beaches, the healthful, outdoor recreation. Low round trip excursion fares are now in effect. Four fine trains daily over the scenic SHASTA route. For full information communicate with Southern Pacific JOHN M. SCOTT Assistant Passenger Traffic Manager Portland, Oregon EUGENE J. MINOR Accident and Health—Fire and Auto Insurance 419-421 Abington Bldg., 180 1/2 Third St. PORTLAND, OREGON



ATTENTION FOLKS MARATHON FOLD SHEFFIELD TERRACE TEXAS

To the person worshipping size as an indication of importance; to the person that bigness makes a strong appeal; to the person who finds inspiration in the use of the words tremendous, colossal and gigantic; to the person who finds pleasure in flirting with figures of the higher magnitude, could indulge in a riotous feast juggling with the figures which silently, yet eloquently portray the immensity of the American oil industry of today. The investigation, without limiting his vision to any one phase of the industry, would find himself instantly transported into figures of the higher order, a string of figures sufficient to stun the brain, figures that can only be handled with the greatest caution, and no limit can with safety be set on the probable future growth and expansion of this wonderful business. If the man of many years' continued experience in the development of the various oil fields of this country, will go where he can meditate undisturbed and with an unprejudiced mind review all the past years of oil development, he will wonder why he never regarded the past as money-making years, yet during the years under review the largest and most rapidly acquired fortunes the world has ever known were accumulated from the profits of this marvelous business. From every angle and viewpoint, the most conspicuous of which is the steadily mounting consumption figures of petroleum and its refined products which has not a parallel in the history of any commodity, point unmistakably to the future as the first real money-making years in oil development in this or foreign countries. What oil leases will be worth along this area in the future is an important study. The mercury in the oil producer's barometer rises and falls. States that were leaders in oil production a few years ago are scarcely factors in oil production today. The present relations of the figures of production with those of consumption of oil plainly suggest that such economy in the use of this commodity more needed article of commerce is the great problem of the age. In spite of our rapidly increasing production, petroleum must be recognized as a limited mineral resource in the world, and the responsibilities for properly conserving the supply are evident from the considerations. Its multiplicity of uses have more than kept pace with its multiplicity of production figures, until its preciousness is the leading fact to be noted of it. Too many people regard the oil business as a game of chance, a gamble, and engage in the business with the same feeling. It is no longer to be regarded, even by the outside public, as a gamble, a hit or miss business—it is a legitimate business worthy the attention and application of any citizen in the country. Geological progress and technical invention and skill have made petroleum a science rather than an adventure. A gamble is where one man wins and another loses. In the oil business when a man strikes it rich, no man is poorer as the result of his good fortune, as the profits come from nature's wonderful storehouse down deep in the earth. Anyone embarking in the producing end of the oil business can make a game of chance of his efforts to develop oil, by accepting advice from hotel chair warmers who probably never saw an oil field and from persons whose only interest is to profit by commission from the sale of stock. Later these men dearly love to tell how they came within an ace of winning. The opportunities for largely increased profits in the various phases of the oil industry have multiplied in recent years. The marvelous achievements of the petroleum chemist, enabling the refiner to break down the various grades of crude oil to all its component parts, recovering larger and larger

SUCCESS has already started the bubbles of joy to dance in fortune cups for lease owners along this great arch.

THE GREAT MARATHON FOLD

Oil field is synonymous of stored up wealth, liquid wealth in quantity staggering to the imagination. It is the stellar attraction to the exclusion of all other oil producing regions in the world today, the magnet that is irresistibly drawing men and women from all walks of life to pay it homage.

It is the land over which the magician's wand has waved, the land of gusher oil wells, and tremendous profit-making natural gas wells. It is performing the most wonderful miracles every day. Converting the doubter into a believer, the confirmed pessimist to the most optimistic, and the penny-tight old moneybags to the most enthusiastic investor.

It is possessed of the magic of transforming nickels and dimes into dollars, hundreds of dollars into thousands and thousands into millions. Master of legerdemain, this region of geyser oil wells changes the pauper overnight into a King of Gold.

Stored-up wealth quickens the pulse and moves the mind and body to action. Foresighted people are looking to the Marathon Fold oil field and are sending in their treasure ships. But you must have faith to attain the coveted goal of success, whose glittering crown is fortune.

When the history of this wonderful oil field is fully written it will relate the story of the most marvelous development of any age, clime or land has ever known. It is not doing things by halves, what has been shall be again, as directly ahead of the Marathon Fold oil industry lies a development without a parallel in the past, which will result in a financial harvest that defies the imagination to conceive.

HOT DOG! READ ON!

\$160 Investment 18 Months Ago Now \$120,000

160 acre Sheffield Terrace lease was originally purchased for \$1.00 per acre 18 months ago recently sold for \$120,000, thus a profit of \$119,840.

\$1600 Investment in Sheffield Terrace Lease Now \$192,000

160 acres purchased a short time ago recently sold for \$192,000. This lease was offered for sale in June at \$17.50 an acre.

Makes \$72,000 From \$3500 Investment

\$3500 invested in 100 acre Sheffield lease one year ago recently sold for \$72,000 or a fraction over \$514 an acre. This tract happened to be located about 6 miles away from any producing well.

\$12,800 Investment Now \$132,000

320 acres Sheffield lease purchased last March for \$12,800 sold 60 days ago for \$132,000 or \$412.50 an acre, a profit of \$119,200. The writer happened to know that this particular tract is every bit of 6 1/2 miles away from production.

\$1000 invested in 100 acre lease brings \$30,000 or \$300 an acre, making a profit of \$29,000.

Big Profit in 24 Hours

100 acre Sheffield Terrace lease purchased before noon of one day for \$12.50 an acre or \$1250 for the tract sold before noon of the next day for \$65 an acre, total cost of \$6500, a profit of \$5250.

Another 100 acre tract purchased before noon for \$7500 sold the same afternoon for \$150,000, thus realizing a profit of \$142,500.

ATTA BOY!

On or about July 19 of this year the writer predicted through this paper that before snow falls this coming winter acreage in our vicinity will be changing hands at anywhere from \$1000 per acre upwards. We are happy to say that our statements have proven correct. We now predict that before spring of 1925 leases in this same field will be selling at prices ranging between \$1500 to \$10,000 per acre. Do you realize just what it would mean to you to own acreage in this vicinity? There is only one verdict possible for the Sheffield Terrace lease owners and that is SUCCESS.

percentages of the products most needed by the world, thus adding vastly to the earnings of the companies engaged in this wonderful business. Added to this, is a more comprehensive knowledge of the petroleum bearing rocks and its intelligent application which shortens the road to financial success. No longer need the oil producer grope blindly in the dark when exploring the earth for its liquid treasure, he can now bring to his aid the science of practical geology and get quicker and surer results, reducing to great extent the risk formerly associated with the exploration and exploitation of new districts. The excellence of the improved drilling equipment together with a wider and more dependable knowledge of these advanced appliances on the part of the driller, insures the drilling and completion of deep wells in all kinds of rock formation at a minimum cost of money and time.

Whether it tickles your optic nerve or not, Mr. Skeptic, this paper brings to you a message from the heart of an old time veteran oil man.

You can yet buy leases along this great arch with all the assurance of big return one could expect.

We predict that in a short time Sheffield Terrace will be turning out oil magnets like a hen hatching chickens. We have in our district what is conceived to be the richest potash field in the whole world. Potash gives land really a greater value than oil. We have both in our district—potash and oil. We don't mean that we have companies seeking potash and oil but we ACTUALLY have potash and oil. We have gotten what everyone seeks for—an opportunity to make big wealth quickly without taking a wild gamble. We have THAT opportunity and it is now offered to you.

THERE IS NO DISCOUNT. THE FACT THAT TODAY OIL IS THE INDUSTRIAL AND FINANCIAL GIANT OF THE WORLD—AND NO OTHER INDUSTRY IN THE WORLD PAYS LARGER RETURNS UPON AN INVESTMENT THAN OIL LEASES. WHY NOT BUY ONE OR MORE?

Our facilities for knowing and securing the best oil acreage in Sheffield Terrace are the best and are equalled only by the largest operators.

Buy your lease where satisfaction is a certainty and service is a pleasure. The best is none too good for our customers. Our holdings are large—our leases are cheap—our terms are liberal—our aim is to please—our policy is square dealing. We give prompt service, whether filling an order, or answering an inquiry, and it is our constant endeavor to do so capably and successfully manage our business as to preclude the possibility of having a dissatisfied customer.

All papers are properly and legibly drawn and recorded. Every lease is guaranteed, and our guarantee is worth one hundred cents on the dollar. A complete title is furnished. The ownership is absolute. No one can take it away. It cannot be juggled. It includes right to whatever surface is needed for proper development. There are none of the speculative risks of stock buying or oil operating. There is no division of ownership, nor division of the profits.

It would take thousands of dollars invested in stocks or bonds years of enormous dividends to equal the profits made over night on a \$100 investment in Texas oil leases.

I am not asking you to sell the rights on your life or will your soul for the purpose of buying leases; but I do say that you can afford to strain your pocketbook in order to buy Sheffield Terrace leases, and be a member in the next crop of millionaires.

If all the above has created a desire in you to possess some of this acreage, and if that desire is an earnest one, employ your power of mind over matter and make that all important initial step of securing first hand information as to the present purchasing prices. Let that strong dominant desire for financial independence possess you from the tips of your toes to the root of your hair—feel it surging through every part of your body—then don't stop until you reach your goal. For further particulars as to this "opportunity" see— J. A. MERCER 501-2-3 Panama Bldg. Portland, Ore.