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THREE DAY DEVELOPMENT CONGRESS NOV. 28-30

MOST PROMINENT BOOSTERS OF FOUR STATES WILL BE IN SALEM HALF THE WEEK

Specialists in Community Building Coming to Tell What Has Been Done and How, to Develop Oregon--Visitors Will Witness Remarkable Growth of the City That Has Jumped From Less Than 5000 to Nearly 20,000 in Ten Years.

The firmament of Pacific Coast commercial executives has been ransacked for stars to scintillate at the convention of the Oregon Development League, to be held at Salem November 28, 29 and 30. Ors of the first magnitude have been selected and they will shine effulgently at the coming gathering.

It is the most brilliant publicity men and boosters who have been signed up for the addresses at Salem and the East has even been drawn upon for material to round out the three-day session. Progress is the word all along the line and as the time for the convention draws near, a great deal of business is being aroused. It is promised that the coming session will be the biggest gathering of community publicity and exploitation workers ever seen on the Coast.

Howard Elliott, president of the Northern Pacific Railroad, has been interested sufficiently in the forthcoming convention to agree to stay in the West a week longer in order to deliver an address along the lines of what the Northern Pacific expects to do in future to advertise Oregon to the settler who is leaving the East for newer and better fields. The Northern Pacific is spending a great deal of money in arousing the East to what the West has to offer. President Elliott will tell of this work and suggest methods of co-operation on the part of the various state communities whereby the fullest possible returns may be secured.

Frank E. Morrison, secretary of the Success Magazine and former secretary of the Quoin Club, one of the foremost magazine men in America, will come direct from New York to address the convention. He of paid executives and the choice of disregarded invitations to make talks along his route west because of lack of time and will go straight home from the Salem convention. When fall will be dealt with by men who

such men as Mr. Morrison will take ten days out of a busy life to make this trip for the purpose of addressing the Oregon Development League, the importance of the gathering may be appreciated. Mr. Morrison's message may be regarded as that of the magazine publisher to the Pacific Coast country and will be of great interest.

President Theodore B. Wilcox of the Oregon Development League, probably Oregon's leading business man, will preside at all the sessions. He has headed the organization for the past six years and has kept in close touch with the progress of the various sections of the state during that time. His address at the convention, as well as incidental remarks from time to time in the discussions will be of very great interest to all who are interested in the material side of things, and every one who attends will be.

Railroad men of prominence, in addition to President Elliott, will be in attendance to tell of what their various lines are doing to bring out better knowledge of Oregon among the people of the East. The Union Pacific and Southern Pacific have signified their intention to have representatives at the session but as yet their selections are not announced.

Commercial Club methods of organization, sustaining interest, collecting funds, routing General Apathy, killing the growth of moss, avoiding factional strife, organizing committees, and similar topics will be discussed on opening day, November 28, after the smoke of the opening volleys of welcome and the responding salves America, will come direct from New York to address the convention. He of paid executives and the choice of disregarded invitations to make talks along his route west because of lack of time and will go straight home from the Salem convention. When fall will be dealt with by men who

have had to meet these situations for years. Things to avoid will be discussed as frankly as things of good report.

Secretary C. C. Chapman of the League is a man who has had a world of experience in these things and he will be expected to come to the front with ideas and suggestions.

Coming from a victorious campaign in Southern Idaho, where a strong league of commercial bodies has been kept in line for a long time and is now stronger than ever, Reilly Atkinson, secretary of the League of Southern Idaho Commercial Clubs, will have much to tell of his work and the things that have made it successful. He has just been unanimously re-elected, making it plain that his work has been of a high order.

Secretary J. E. Barnes of the Southern Washington Development Association, is an alert, aggressive organizer who has bound the communities of Southwestern Washington into a strong, centralized machine. It is doing things and Secretary Barnes will tell about it. His address will probably include some things that are rather startling, for he speaks plainly, without seeking out the honeyed phrase. Considerations of policy never interfere with him in telling the plain truth.

Secretary C. A. Malboeuf of the Medford Commercial Club is an ex-railroad man who grew up in the traffic department of the Southern Pacific. He is making Medford better known and will be heard from as to the right methods to use.

Secretary J. S. Van Winkle, a capable executive, will tell of the things being done to help develop that Willamette Valley center. Secretary A. S. Ashley of the Baker Commercial Club also came from the railroad service and is making a success of his work in Eastern Oregon.

Out-going and in-coming governors of Oregon are listed for addresses on the afternoon of the first day of the convention. Jay Bowerman and Oswald West, who held the center of the stage prior to the late election are agreed on the purposes of the Oregon Development League and will show their sympathy with it. It is proposed to establish an immigration bureau and a statistical bureau, both under state supervision, and the opinions of the two leaders of these matters will be of interest.

Francis Hope, of the California Development Board, which is doing a great deal to forward the interest of that state, is on the program for Monday evening. Secretary R. J. MacLennan of the Spokane Chamber of Commerce, who has one of the most effective publicity organizations on the Pacific Coast, will tell of his methods. Secretary A. L. Sommers of the Tacoma Chamber of Commerce, although but 26 years old and one of the youngest commercial executives on the Pacific Coast, has made a big success of his work and was recently elected a director of the National

also to tell of the use of printer's ink.

Secretary H. O. Frohbach of the Ashland Commercial Club is one of the speakers who will be able to tell how Oregon impresses him, a comparative newcomer.

Secretary A. F. Hofer of the Salem Board of Trade and Secretary G. P. Schlosser of the Roseburg Commercial Club are extremely practical men in their methods of inducing immigration to Oregon and their ideas will be useful to others in carrying on the same work.

Manager D. C. Freeman of the Eugene Commercial Club has had charge of the publicity work of two world's fairs and he believes in using a large amount of advertising space. This best method of getting results will be disclosed in his talk.

Wednesday morning will be taken up by an automobile trip of inspection of the state institutions at Salem and the surrounding country, by the courtesy of the Salem Board of Trade.

The concluding business session of the convention, when special development methods will be the subject, will be held Wednesday afternoon. Demonstrations of moving pictures, such as are used for advertising purposes by the railroads, will be made and suggestions as to how the various communities can get the benefit of this sort of advertising will be made. The program is as follows:

Monday, Nov. 28--Morning Session, 11 a. m.
Called to order by Thos. D. Kay, president Salem Board of Trade. Address of welcome, George F. Rodgers, mayor of Salem. President's address, Theodore B. Wilcox, president Oregon Development League. Luncheon by Salem Board of Trade. Informal

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Leau, secretary of Spokane Chamber of Commerce; C. B. Yandell, secretary Seattle Chamber of Commerce; A. L. Sommers, secretary Tacoma Chamber of Commerce; Tom Richardson, founder Oregon Development League.

Tuesday, Nov. 29--Morning Session, 9:30 a. m.
General subject, "Pacific Coast Publications"--How to use them for community and colonization advertising and how communities can cooperate with them and obtain the advantage of liberal publicity; discussion of regular and special editions of monthly, weekly and daily publications; how local publishers and commercial clubs can co-operate. Addresses by O. C. Letter, city editor Oregonian; E. H. Shepard, editor Better Fruit; Fred Lockley, manager Pacific Monthly; R. J. Hendricks, publisher Salem Statesman and Pacific Homestead; H. O. Frohbach, secretary Ashland Commercial Club; John E. Gratke, publisher Astoria Budget; William Bittle Wells, northwest manager Sunset Magazine; Col. E. Hofer, publisher Salem Daily Journal. General discussion.

Afternoon Session--2:00.
General subject, "Eastern and National Publications"--How to use them profitably for community advertising; which publications are the best; large display of advertisements; small advertisements; classified advertisements; cost of inquiries and methods of follow up. Addresses by F. E. Morrison, secretary and advertising director Success Magazine, New York city; Parke West, editor country land department, Chicago Record-Herald; W. L. Crissay, chief of inquiry bureau, Portland Commercial Club; G. P. Schlosser, secretary Roseburg Commercial Club; A. F. Hofer, secretary Salem Board of Trade; D. C. Freeman, manager Eugene Commercial Club. General discussion.

Evening Session--8:00.
General subject, "Community Advertising by Railroads"--How communities can obtain benefit from railroad colonization methods, exhibit work and exploitation. Addresses by Howard Elliott, president Northern Pacific railroad; R. B. Miller, general traffic manager O. R. & N.; S. J. Ellison, general passenger agent Great Northern railroad; William M. Colvig, president Medford Commercial Club.

Wednesday, Nov. 30--Morning Session--9 a. m.
Excursion in automobiles courtesy Salem Board of Trade, visiting state institutions and farm and orchard country near Salem.

Afternoon Session--2:00.
General subject, "Special Development Methods." Addresses by C. S. Jackson, publisher Oregon Daily Journal, Portland; Charles H. Sarey, general counsel Great Northern railroad; Miss Susie Bannard, president Woman's Auxiliary, Medford; Fred Muller, ex-secretary New Orleans Board of Trade; S. W. Raymond, manager industrial bureau Portland Commercial Club; E. C. Giltner, secretary Portland Chamber of Commerce. Moving pictures as advertisement; discussed by an expert. Land shows, Conference on Oregon's plans for representation at the big land shows next year. Oregon day at Chicago land show. Greetings by telegraph. Reports of committees. Election of officers. Adjournment.

Evening--3 o'clock--Banquet to visiting delegates by Salem Board of Trade.

MRS. BROWN WILL EXHIBIT PICTURES

Friends of Mrs. W. K. Brown will be sorry to learn of an accident to her beautiful copy of Fery's "In the Heart of the Rockies."

Mrs. Brown had nearly completed the painting, on which she had been working for several months, and which she had expected, at the urgent request of a number of admirers of her work, to exhibit before Christmas, but will now begin a new painting, which if completed, will be placed on exhibition during the holidays.

Mrs. Brown, while independent of any system of instruction, worked under the severe, but friendly, criticism of an artist of some renown, and spends all her leisure hours in cultivation of her natural talent.

AMERICAN VISITS STRIKING COAL MINERS

[UNITED PRESS LEASED WIRE.]
London, Nov. 19.--The presence of William D. Haywood, of Colorado, a member of the Western Federation of Miners, in the Welsh coal fields, where extra police and militia have been required to check rioting of strikers, is interesting the authorities who have to cope with the situation.

Considerable tension now prevails among the miners. Several continental labor leaders are in the district, but the authorities are acquainted with their methods of conducting strikes, a knowledge of which is lacking in the case of American labor chiefs.

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SALEM, OREGON



Theodore B. Wilcox, President Oregon Development League.



Tom Richardson, founder Oregon Development League, who will speak at coming convention.



Howard Elliott, President Northern Pacific Railroad, who will deliver address at coming convention of Oregon Development League.



C. C. Chapman, Secretary-Treasurer Oregon Development League.

Albany Commercial Club; A. S. Ashley, secretary Baker City Commercial Club. General discussion of delegates. Address by Hon. Jay Bowerman, acting governor of Oregon. Address by Hon. Oswald West, governor-elect of Oregon. Appointment of committees.

Evening Session--8:00.
General subject, "Commercial Clubs Methods." Addresses by Francis Hope, chief of bureau of information and exhibits, California development board, San Francisco; R. J. Mac-

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