

the children in our public schools write prize essays on the merits of home ownership and that the older pupils in the High Schools debate the subject from its various viewpoints. From an advertising standpoint you gentlemen will understand the importance of this as it brings the message home to the parents and becomes a topic of discussion in the family circle.

6. COMMITTEE ON RELIGIOUS ACTIVITIES: Appointed chairman of this committee should be one of the enthusiastic and progressive pastors who would appreciate the merits of this movement from a religious and moral standpoint. "Own Your Home" offers a wonderful theme for sermons. Home owners form the real basis for stable congregations. The chairman of this committee should arrange with the pastors of Protestant, Catholic, and all other religious societies to preach sermons on the various subjects that could be used in connection with the advantages of home ownership. Interest should also be aroused in all societies and departments connected with the various churches, such as Sunday Schools, etc.

7. COMMITTEE OF INDUSTRIAL WORKERS AND LABOR UNIONS: This committee should bring the "Own Your Home" message before all meetings of the labor organizations. Labor unions should be vitally interested as it greatly increases the employment of the city and will improve housing conditions.

8. COMMITTEE ON HOTELS AND RESTAURANTS: This committee is to see that the "Own Your Home" message is taken into all restaurants and cafes of the city.

9. COMMITTEE ON EXHIBITS AND MANAGEMENT OF HEADQUARTERS: The function of this committee is to see that the "Own Your Home" headquarters is well supplied with exhibits of building plans. Arrange with the various architects, real estate dealers, bankers, etc., to deliver addresses on various practical subjects relative to home construction in the headquarters and have a man in charge at all times who has sufficient knowledge of the building industry to render practical assistance to all inquiries.

10. COMMITTEE ON WOMEN'S CLUBS: On this committee should be a very active club woman who would arrange with the Committee on Speakers and Meetings for speakers to appear before the various women's clubs of the city on the merits of the movement. A member of the parent-Teacher Association should also be on this Committee.

11. COMMITTEE ON SPEAKERS AND MEETINGS: The principal function of this committee is to arrange for speakers to appear before the various civic organizations of the city.

12. COMMITTEE ON PRIZE CONTESTS: One of the principal duties of this committee should be to offer a number of prizes for illustrated posters conveying a graphic inspiration of the spirit of home ownership. This prize contest should bring in a great many posters which could be used to great advantage throughout the entire campaign.

There are a great many other contests, such as offering prizes for camera pictures of the most beautiful homes—not necessarily, however, the most expensive. This will furnish the committee with a great many interesting photographs for display at headquarters.

13. COMMITTEE ON CIVIC BODIES: This committee should organize a Speaker Bureau and provide speakers for all civic and commercial organizations. Special days should be set aside at all the prominent commercial organizations for "Own Your Home" speakers.

14. COMMITTEE ON THEATRES AND AMUSEMENTS: This committee has a great opportunity for lending substantial publicity to the campaign by running attractive posters and slogans and illustrated slides in the various movie houses in the city.

15. COMMITTEE ON INDUSTRIAL PLANTS: This committee should see that attractive posters are displayed in all industrial plants and mills and that each pay envelope contain a message on home ownership.

16. COMMITTEE ON MUSIC: This committee is to see that music is provided for at all the meetings where the "Own Your Home" campaign participates.

17. COMMITTEE ON PRINTING AND SUPPLIES: This committee is to secure as many donations of printing and supplies as possible from the different printing establishments and to see that they secure as low a price as possible on the enormous amount of printing that will be used in the Campaign.

18. COMMITTEE ON LOT DONATIONS: This committee should be composed of a few live wire real estate men who could secure donations of lots of the campaign for the purpose of having them auctioned off at campaign headquarters at different times.

In addition to the foregoing sub-committees used in Portland's campaign the following idea was carried out in launching the "Own Your Home" campaign with Mayor George L. Baker acting as Chairman.

Through one of our public spirited citizens, we secured for one year without charge the use of a 50 by 100 ft. corner not in the heart of our downtown district. The General Committee was successful in getting organized labor to donate sufficient labor to build a large bungalow about 40 by 85 feet., ordinarily costing about \$8500.00. The lumber association, plumbers and other industries interested, whose materials are essential to the construction of houses, donated sufficient material for the building. The Park Board of the city planted the area around the building with very fine shrubbery, set up window boxes and put in a sod lawn. The bungalow was complete in all details—modern fixtures, large fireplace, and was completely furnished by our public spirited furniture dealers.

The building is now being used as headquarters for the "Own Your Home" campaign. It was finished about December 27th of last year.

In planning the opening of the campaign on New Year's eve the committee hit upon two ideas which were very appropriate for the occasion. One was a New Year's resolution to "Own Your Home in 1919." We had a number of cards printed which were passed among the crowd and a great number signed up and left their names and addresses at the bungalow on the night of the opening, requesting further information.

The second thought was a wedding. This offered a great opportunity for newspaper publicity. The Secretary of the Oregon Industrial League assumed the responsibility of securing donations of presents from all manufacturers of Oregon products. He was successful to the extent of having about \$1000.00 worth of presents donated to the prospective bride and groom. When this announcement was made in the newspapers a number of applications from couples desiring to take advantage of the opportunity were received. The presents were placed in the bungalow where they remained for a week after the wedding. The bungalow was large enough to hold about 200 people, so it was arranged to have the streets around the place roped off and thoroughly cleared by the Police Department. On the night of the opening, the building and grounds were packed and the streets were crowded with interested visitors. The wedding was carried out in a very dignified manner. There was erected in the bungalow a very attractive altar backed with evergreens and flowers. The bride and groom attended by the bridesmaid and best man marched into the room while the band played the wedding march, and one of our popular pastors delivered a very fine sermon on the merits of the "Own Your Home" movement, and what it meant to the new couple to establish a firm foundation in life by planning on owning a home of their own.

After the wedding, Mayor Baker delivered a very practical address on what the home meant to stabilize the Government.

The Secretary of the Oregon Industrial League in presenting the presents to the bride and groom, gave a very live