

BILLINGS OPENS PURSE FOR BIG OIL PUBLICITY CAMPAIGN

More Than \$3,800 Is Subscribed for Work at Commercial Club Luncheon.

Presented with a definite, concrete plan for establishing Billings as the recognized center of the oil industry in the northwest, 200 progressive citizens assembled at the Friday luncheon of the Commercial club yesterday, instantly responded with substantial contributions of money to support the movement. It was one of the largest, most enthusiastic meetings ever held by the Billings Commercial club. More than half those who attended signed pledge cards for amounts ranging from \$200 to \$5, each.

Enthusied by brief stirring addresses by W. A. Downing, formerly secretary of the Tulsa Commercial club, W. W. Gall, Oto North, chairman of the club publicity committee; former Senator W. B. George, Walter Clark and others, the luncheon guests signed for a total of \$3,835 before they rose from the tables. Five thousand dollars is the sum required to put the publicity proposition across, and the committee announced last night that a sub committee would collect the balance today.

Ray Hart started the stampede of giving by suggesting that instead of

appointing a committee to canvass the city at a later date, pledges be taken on the spot. Fifteen hundred dollars were subscribed in a few seconds in \$100 lots. Colonel H. W. Rowley topped the list with a pledge of \$200.

Roy J. Covert, of the Merchants National bank, who presided in the absence of W. P. Hogarty, vice president of the club, assumed the role of auctioneer to "sell" the proposition to the audience, and aided by the exhortation of Senator George and the other speakers, the remainder of the \$3,825 was subscribed quickly, the contributions being announced with such rapidity that Fred T. Lincoln, the club secretary, could hardly write them fast enough.

Mr. Covert started the meeting auspiciously with a reference to the inauguration of President Harding, and a call for two verses of "America" in his honor, led by George Baker.

Oto North, chairman of the publicity committee, announced the personnel of the collection committee last night and stated that the plan adopted at the meeting would be put into effect immediately. Gathering in of the pledges will begin at 9:30 o'clock this morning. The committee comprises Oto North, J. H. Nibbe, P. S. Goan, J. L. Alford, Harry Singer, Charles F. Ridley, O. C. Ager, Peter Rowan and W. E. Deshler.

The publicity plan, as detailed by W.

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Commercial Club Opens Purse For Oil

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Fri, Sep 4, 2020