

\$1,250,000 TO BOOST NORTHWEST

Harriman Lines Appropriate Largest Sum Ever Given To Tell of Resources of States On Pacific Coast--Campaign On Colossal Scale Will Be Waged to Bring Eastern People West to Develop Country--All Sections to Benefit

One and a quarter million dollars for advertising the resources of 10,000 miles of railroad in one year is the answer of the directors of the Union Pacific and Southern Pacific systems to the calamity howler. This remarkable appropriation, the largest by far in the history of railroad advertising, spells prosperity in capital letters for the United States in the next twelve months, for this stand in favor of aggressive but judicious advertising has not been taken without careful and conscientious weighing of the business, the crops, the emigration, the rate decision and all kindred problems which have direct bearing upon railroad and, incidentally, upon national prosperity.

The passenger representatives of the Union and Southern Pacific systems and the Oregon Short Line met in Chicago, Feb. 8, and decided upon the expenditure of \$1,250,000 in advertising the facilities offered by these railroad systems and the industrial opportunities offered by the commun-

ities and country they serve during the present year. No hesitating note, this, no croaking voice of the pessimist who has been so largely in evidence during the past few years of railroad inquiry and railroad legislation, but the healthy, stimulating and vigorous expression of a strong, courageous management, unafraid and alert. Too long has the emigrant hung on the borders of the Atlantic coast, too long has the American farmer boy followed the call of the wild to Canada, and today the farm lands of the West and Northwest are to be faithfully portrayed, and their opportunities shown to compete with any section of the world.

"This large amount," says one of the high officials of the Union Pacific will be divided between the Union and Southern Pacific, the latter getting three-fifths and the former two-fifths of the amount. A large share of it will be devoted to newspaper advertising. Most of it, of course,

will be spent in the United States, but a considerable sum will be used in showing the people of the other countries the advantages of living in the Western part of these United States.

Land beckons to the men of the cities and the more populous communities, who long with all their hearts for a bit of land to call their own. Difficulties which seem insuperable and obstacles apparently insurmountable vanish when, under the direction of a capable advertising manager, the way to the land and the way to get the land are plainly shown to the omnivorous readers of America.

The advertising for each of the lines composing the systems will be handled from their respective general offices and the railroads will co-operate with local boards of trade and commercial clubs, and will cover not only agriculture, but all lines of industry which will be helpful to the community.

Mr. Rose had a strenuous and hilarious time during the "axin," but finally succeeded in getting Priscilla Anne, whose anxiety to get him was whetted by the fact that he had a fortune of "forty-to-dollars and three pair of ole shoes."

An acrobatic act, under the title "The Contortionist and the Clown," by Chester Walton and Lou Baldwin, gave the audience a genuine surprise, as both these performers proved themselves to almost be in a class with the best professionals. A Dutch Comedian sketch pulled off by Dean Twelves and Chas. Moody had the real twang of German comedy, with dialect, topical songs and horse-play that left no room for a dull moment.

An original act by Walter Mason in a monologue song and dance stunt, with harmless, witty digs in a Scotch burr that wouldn't come off, pleased the audience so well that he was forced to respond to an encore.

Mr. Moody, whose versatility was cause for wonder, wound up the program with the impersonation of a chaplain, who was dubbed "Charlie." Clad in a silk hat, dress clothes and side whiskers of the pattern known as placidly weepers, he discoursed on various experiences in a lisp, feminine voice that caused the vigorous manhood of the Upper Valley to roar with mirth.

At the conclusion of the performance an impromptu dance took place, which was enjoyed by the audience and the "artists," music being furnished by the Parkdale orchestra, a notable feature of which was the cornetist, who, although a white-haired veteran, played his instrument with the zeal of Levy in his palmy days.

The program was carried out smoothly and promptly, the stage direction being under the supervision of J. D. Gordon, J. S. L. Pelronnet and H. H. Haan, Jesse M. Puddy and Geo. L. Meyers were ushers. John Goldsberry, in addition to essaying a looking part in the performance, was advertising manager and advance man, and it is due to his efforts that the attractive program was a big financial success. Over three hundred were in attendance and a neat sum will be realized for the funds of the association.

Those present from the Lower Valley were Mr. and Mrs. W. N. Winters, Miss Dorsey and E. D. Currier, who were guests at the home of the Babsons, Miss Zena Seashrooke, C. A. Mosely and W. H. Walton, who were entertained by Mr. and Mrs. Pelronnet, and R. D. Gould and Thos. Stuck, Ed. London was present, having come up from Portland, and there were also several others from the latter city.

led his audience by producing a number of eggs from the mouth of an assistant, until the latter turned to leave the stage and it was discovered that the egg-laying man had a box strapped on his shoulders, from which the magician dexterously produced the hen fruit.

Mr. Edward Van Nuy gave a clever monologue, displaying no mean ability, and a sketch entitled "Axin' Her Father," with the following cast, was highly amusing: Pendleton Pepperson, S. R. McDonald, Priscilla Anne, L. H. Rose, Millie Jane, G. M. Uptegrove, Polly Lucetta, Edw. Van Nuy, Augustus Tyler, H. F. Goodlander.

Saint Valentine Fete Unique and Successful

Village Representing Times of Long Ago Attracted Big Crowds and Gaiety and Good Cheer Prevailed Affair Nets Neat Sum

Ye St. Valentine Village Fete given St. Valentine's day under the auspices of St. Mark's Church was all that was claimed for it in advance and more. For several hours the actors and visitors in the merry scene forgot the things of more modern days and revelled in the simple pastime of long ago. Although those

who took part in the entertainment represented in real life the latter day spirit of enterprise, they put aside for the time their personalities and became beings of real flesh and blood.

Pretty damsel coquetted outrageously, village swain were importunate, old ladies (save the word) indulged in gossip, and dignified gentle-

men in wig and silk stockings lent their approval and patronage. Above the din was the bell and voice of the town crier, while page boys ran to and fro delivering tender missives.

Entering, on the left was the post-office, not far away the bank in which Uncle Sam's money was changed into the legal tender of the village.

Nearly the sweetest shop did a thriving business while the fortune teller across the way imparted secrets of the future to the curious. The Inn where refreshments in abundance were provided was thronged and although nobody thumped on the table and demanded of the hostess pot of ale or flagon of wine, good cheer was not lacking. The village lout was in evidence and a wandering minstrel strayed about tinkling a mandolin in melancholy fashion. A real English Johnnie, clad in the scarlet coat and pill box hat so dear to the English maiden, was perhaps a little in advance of his time, but nobody minded the incongruity, and few knew that the coat had an honorable history having covered the back of the father of a well known Hood River man in the Crimean war and that it had borne many medals for brave service in Her Majesty's army.

And then, young ladies, in powdered coiffures, assumed them with the grace and readiness that a duck takes to water, and curls long since tabooed seemed not half bad when worn each side of a charming head. Austere and comely dames, with kerchiefs neatly folded across ample bosoms, went from shop to shop in search of bargains, sedately avoiding the department store scramble of degenerate days. About the whole was gaiety, color and the rattling of coin.

A special entertainment injected into the village bustle was given by one Clark and one Gilbert who did a German dialect sketch in costume; said Gilbert essaying the part of the Dutch girl to a T, while Clark was a characteristic stage Dutchman. To wash down their jokes the town

Elbert Hubbard Talks To Large Audience

Imparts Words of Cheer and Wisdom To Flock and Gains Converts to Joy of Living--Pleased With Hood River and Its People

Elbert Hubbard, philosopher, orator, author, humorist, apostle of the simple life and many other things, lectured at Hood River Monday night to a large and appreciative audience. Mr. Hubbard arrived at Hood River Monday noon, after completing a week's engagement at the Orpheum in Portland. He was accompanied by George Highland, a well known Portland business man and an ardent advocate of the teachings of the East Aurora sage. According to Mr. Hubbard the first dollar he received as a subscription to his magazine, The Philistine, the publication of which was commenced in a barn, was sent to him by Mr. Highland. The latter was about with Mr. Hubbard during the day and occupied a seat on the platform during his lecture.

While some of his disciples have criticised Hubbard for going into vaudeville, saying it takes the dignity away from his work of stimulating thought, the latter says he has no apologies to make and is glad

Light and Power Co. To Push Development

Electric Power to Be Brought to Highest State of Efficiency as Fast as Possible--Company to Help Develop Country--Line to The Dalles

W. S. Grenier, vice president of the Hood River Light & Power Co., was at Hood River Wednesday looking over the affairs of the company which is inaugurating a system here for conducting the business end of the light and power industry that it has in operation elsewhere. In company with local manager A. S. Hall, Mr. Grenier met a number of the city's business men and city officials and expressed himself as well pleased with the Hood River people and the prospects here for a much greater development.

In a short interview with the News, Mr. Grenier states that the company will at all times conduct its affairs with an eye to the development of the city and valley and that it hopes to work with the community to this end.

The primary business of the company he stated was to develop the electric power it now owns or acquires later to the highest state of efficiency, both in point of service to the public and in utility to the company. The company he said expected

pump furnished cider. A soap vender hawked his wares successfully, attracting a large crowd by his homily on cleanliness.

When other amusements palled, the village green was cleared and the lads and lassies danced to the strains of tuneful music.

It is rumored that the fete added to the village treasury the neat sum of \$200.

ed eventually to be able to supply power for any project that might need it, and inferred that although it was not in the business of constructing or operating electric railways it would supply power for one if it was built as it had already done in several other cities.

The first matter Mr. Grenier said that was being taken up was that of connecting the power plants at Hood River and The Dalles, and on which a reconnoitering party is now employed between the two places. This will be done to give both Hood River and The Dalles the benefit of auxiliary power in case of an emergency. The company's plant at The Dalles has recently been completed and is a large one. When the line is connected up Mosler will be furnished with light and power.

In regard to the proposition of disposing of the water system to the city, Mr. Grenier stated that the company was willing to meet the wishes of the citizens on an equitable basis and if they wanted to buy the plant the company would do what was fair to all concerned.

It is understood that the company will send a competent engineer here shortly to go over the plant for the purpose of making a detailed report on its condition.

DECIDE TO TAKE BROSIUS PROPERTY

The congregation of members and friends of the Riverside Congregational church tested the capacity of the building last Sunday morning, and, after an inspiring sermon by the pastor, listened to the report of the trustees on the new building project.

The trustees presented the merits of four sites for the proposed building: The Chandler property on 9th street, the McDonald property on Sherman and State, the Franz and Blancher properties at the corner of 7th and Oak, and the Brosius place between State and Oak, on 9th.

After due discussion it was unanimously voted to accept the recommendation of the trustees that the church take over the Brosius place, and the trustees were instructed to get plans and proceed at once with a financial campaign, and, if possible, to consummate the trade with Dr. Brosius and build this summer.

It is the intention to build a large, thoroughly-equipped, modern church building, and the question is now up to the people whether they will make possible this commendable undertaking. Great enthusiasm prevails among the members, and with the proper support of the people generally, the new building is practically assured.

The deal includes the home of Dr. Brosius, which would be used as a parsonage. The church building would face on State street, with the building running back on 9th, giving adequate room for a basement. In the trade Dr. Brosius offers to take the present church property and \$4000 in cash.

know things that are worth knowing, and to do them.

In his lecture "The March of the Centuries," given in Hellbrunner hall he was at his best. After a brief introduction by Attorney George Wilbur, he commenced at the earliest history of educational enlightenment when Egypt was the center of philosophy, art and power and going down through the cycle of changes to show that in the march of the time nothing that is human is fixed or absolute, and that only change is permanent. From the beginning world power had waxed and waned from one people to another, made possible by force of arms and money until a mighty educational progress has made it impossible for one nation to control the world's affairs. The new things in thought he claimed were old things shining with reflected light; the human side of life was very much the same now as always, with its best compensations in a toll that developed strength to endure and an intelligence to grapple with it.

Socially he is unconventional, as free to take a joke on himself as another and much more interested in the toiler seeking light than in the aristocrat or pedagogue. When told that he ought to get his hair cut, he laughingly says he hasn't the price and goes smilingly on his way believing as he says in the right to do as he pleases as long as no one but himself is concerned, and allowing others the same privilege.

Truth, intelligent toil—to accomplish something good—something for the many instead of the few, is apparently his idea. His many-sidedness is an interesting study. This he explains by saying that he is only human with an insatiable thirst to

Romig Twin Sisters at "The Oak" To-night and Thursday Evening.

Bowling alleys now open. C. A. Richards & Co.

Turn Out En-Masse To Help Upper Valley

Minstrel Show Greeted By Audience That Crowds Hall To Limit--Performance Surprises and Delights Patrons By Its Excellence

Saturday was a red letter day in the Upper Valley, and its residents bent the knee to the Merry Monarch of Theatrics as exemplified by its talented sons in burnt cork and vaudeville. The amateur kings or merry making contributed of their talents in aid of the Upper Hood River Valley Progressive Association, and their subjects were legion. The theatre, otherwise Melsaac's hall, was packed from orchestra chairs to gallery. The "standing room only" sign was hung out early, but still they came. From under the shadow of Mt. Hood, from Portland, from Hood River, from Odell and from all sections of the Upper Valley came merry crowds—some in big sleighs with jingling bells, some horseback, on foot, in wagons. In fact, nobody who could get out of bed stayed at home, and a rumor gained credence that staid Mt. Hood himself moved a little nearer Melsaac's hall during the show and trembled slightly with an expression of approval.

The big audience was a revelation, for there from almost every state in the union, and some originally from foreign lands, was a gathering whose intelligence, refinement and progressiveness could be seen in a glance.

But the show, yes, it was good, very good, and the audience was appreciative. Of course it opened as all minstrel shows do, with an overture. Kingsley McGuffey was at the piano, and let it be said that Mr. McGuffey is some piano player. When the chorus died away and the interlocutor said, "gentlemen, be seated," the following Upper Valley soil ticklers were found in the circle:

C. C. Walton, Walter Mason, Dean Twelves, Chas. L. Moody, R. E. Babson, L. H. Rose, G. M. Uptegrove, Edw. Van Nuy, W. C. Smullin, John Goldsberry, H. F. Goodlander.

Jokes, songs and skits then came in profusion. The jokes were fresh and many of them clever local hits that scored in high favor. One that seemed to tickle the hearers was in regard to an ardent admirer of the Upper Valley who has tried in vain to acquire the gentle art of milking a cow. It was said that he had had three cows to experiment on, and that after milking on the last one for three hours he gave up in disgust, saying that the animal was gawking on him every minute. Mr. Walton

Events of World Wide Interest Pictured For Busy Readers



News Snapshots Of the Week

Burmester, president of the Chicago Anti-gambling league, filed suit against James Patten for \$5,000,000. To work for establishment of universal peace Count Apponyi, Hungarian statesman, is now in this country. The serious illness of James Whitcomb Riley, the Hoosier poet, alarmed his many friends.

Trial of Dr. Pantchenko in Russia is creating worldwide interest. The accused says that Count O'Brien De Lacy, also on trial, bribed him to poison his brother-in-law, Count Buturil, with typhoid germs. The uprising of Mexican rebels under the leadership of General Orozco has caused both American and Mexican troops to be sent to the scene of activities. Juarez, American soldiers are stationed across the Rio Grande at El Paso, Tex. In an attempt to stop excessive stock speculation Dr. Paul