

### FISH DEALERS DUPE BUYERS, SAYS AYER

Chinook Belittled While Retailers Unload Higher-Priced Salmon.

### HOAX OF HUES "PUT OVER"

Columbia River Catch, Although Not so Red as 20-Cent Competitors From Coast Streams, Held Just as Good as to Food Value.

Retail fish dealers in Portland yesterday "put one over" on the public.

Chinook salmon, now having the greatest run the Columbia River has ever known, is tinted a pale pink and sells for 15 cents a pound.

Salmon from the coast streams, redder of the red, but no better as a food, sells for 20 cents a pound.

Caught with an over-supply of the latter, the retailers discouraged their patrons from buying the chinook by contrasting the hues, inferring that there is a wide difference in their respective food values. The uninformed either bought the redder fish or none at all.

### Chinook Urged for Canning.

Experts declare the pale pink Columbia River salmon first-class food and urge the public to buy it, especially for canning.

Federal Food Administrator Ayer declares that it was a case of the retailers trying to work off a big over-supply of the red fish at 20 cents a pound, as against the pale pink at 15 cents.

Expert testimony of men engaged for many years in the salmon business, that the pale pink is equally as good for family use or for canning as the redder ones, was obtained by Mr. Ayer when he called a conference with the wholesalers. Every wholesale market in the city was represented and it was the unanimous statement of the men present that the Portland public was "guiled" yesterday by the retailers, many of whom actively engaged in methods to mislead the very large number of men and women who thronged the markets all day long.

### Wholesalers Do Their Part.

A favorite means of "fooling" the public and the one which was generally adopted—apparently by agreement—was to display immense amounts of the beautiful, red salmon and, alongside of it, to put one or two poor specimens of the pale pink. When asked by customers for the "15-cent salmon," the retailers would point it out and belittle it, leading people to think it was inferior. Those who were uninformed as to the relative values bought none or chose the redder fish.

Mr. Ayer was patient with the dealers until he discovered their scheme. He found, upon conferring with the wholesalers, that they had done their part and just as they were about to continue to do so, just as long as the Columbia River run is on and they can get the supply.

The wholesalers are selling to retailers at 8 cents per pound, so there is no reason why the retailers cannot sell at 15 cents for the purchases and less for a whole fish, if they were according to Mr. Ayer and the wholesalers themselves.

### TRAPS ARE SET TOO SOON

One Owner Fined \$250 and 6100 Pounds of Salmon Confiscated.

Salmon trap owners in the Columbia River above Tongue point proved to be "sneakers" and operated their traps prior to the opening of the fishing season at noon September 10. F. A. Munson, of Altona, Wash., was arrested by Deputy U. S. Marshal and Rathbun when his trap was found to be in operation early on the morning of that day. He pleaded guilty before Justice of the Peace Carney at Astoria and was fined \$250 and costs of \$10.

A similar charge was brought against John Oppe, of Knappa, and he was brought to book at Astoria and pleaded not guilty. His trial has been set for September 11. Salmon to the amount of 6100 pounds were found in the two traps, it is declared, and was confiscated.

### BLAZIER RESORT DOOMED

North End Place Allows Gambling and Must Close.

Blazier's resort for men in the North End will be put out of business 30 days from today. The City Council yesterday, by vote of 4 to 1, passed an ordinance revoking the license of the place on charges of permitting gambling. The opposition of Commissioner Kellner to the ordinance made it impossible to put the place out in less than 20 days.

A hearing was held about 10 days ago, at which it was proved to the satisfaction of the majority of the Council that gambling had been permitted. Similar charges were heard against the Fritz place in the same part of the city, and the license there is due for revocation 30 days from next Wednesday.

### UPPER HIGHWAY CLOSED

Autos May Be Shipped to Hood River From Dodson.

Because road workers are now engaged in moving their equipment to carry out improvements planned for the upper portion of the Columbia River Highway, County Engineer Yeon announced yesterday that it will be necessary to close the highway temporarily between the Dodson and Cascade Locks.

The river boats will make stops at the McGowan cannery dock at Dodson, which is along the paved portion of the highway, and shipment of autos to Hood River may be made at that point.

### STREET EXTENSION UP

Council to Look Over Proposed East Side Improvement.

Members of the City Council will look over the proposed extension of Greeley street along the hills on the East Side this morning as guests of John B. Yeon and Amos Benson, who are the principal promoters of the project. Proceedings for the extension, which, if carried through, will be one of the biggest ever attempted by the city, will be started by the City Council if the project appears to be a reasonable one and for which there is a demand.

Read The Oregonian classified ads.

## MOVING PICTURE NEWS



Wallace Reid in "The Squaw Man's Son" at Columbia Theater.



Gladys Brockwell, Empress in "The Honor System" at Majestic Theater.

**TODAY'S FILM FEATURES.**  
Sunset—Dorothy Phillips, "Hell Morgan's Girl."  
Liberty—"The Whip."  
Peoples—Mary Pickford, "Rebecca of Sunnybrook Farm."  
Star—"The Argonauts."  
Columbia—Wallace Reid, "The Squaw Man's Son."  
Majestic—"The Honor System."  
Circle—"The Railroad Raiders."

**Peoples.**  
"Rebecca of Sunnybrook Farm" is another Mary Pickford photoplay triumph. The pictured Kate Douglas Wiggin story, which proved so popular in book and on the stage, provides a delicious bit of film entertainment. Without "Little Mary" the picture would be a success; with her in the title role the production is what the exhibitors style a "knockout."

The crowds which witnessed the initial screenings of this latest Artcraft photoplay yesterday were so dominated by the personality of Miss Pickford, who swayed them alternately from smiles to tears, that "Rebecca of Sunnybrook Farm" promises to start another argument as to which Pickford picture is the "best ever."

The film interpretation of the story furnishes spectators with a mixture of comedy and pathos, "Little Mary" proving herself mistress of histrionics, as well as those little cutenesses which so many contend are the chief Pickford assets. The part of Rebecca fits her like the proverbial glove. She hasn't had a part like it for some time, and she plays it as only "Little Mary" can. Her comedy bits are particularly effective, especially that involving the biblical quotations. The direction of Marshall Neilan is perfect, while the Pickford support includes such well-known players as Eugene O'Brien, Helen Jerome Eddy, Charles Ogle and Mary Dew.

The story has to do with the life of Rebecca, a fatherless lass, who is adopted by a pair of old aunts who are not fond of children. Her troubles with the cross aunts, the runaway episode, reconciliation, death of one of the aunts and reunion of Rebecca's family and promised happiness with the man she loves furnishes material for a picture sure to please.

**Sunset.**  
"Hell Morgan's Girl," the photoplay presentation of the San Francisco earthquake and fire, as well as life among the denizens of its notorious Barbary Coast, is the week-end attraction at the Sunset Theater, opening yesterday.

This Bluebird production, starring Dorothy Phillips, is a picture of five reels of stirring scenes depicting the many different traits of a woman, who though living in the slums, and, to all intents and purposes being one of its denizens, still retains the finer instincts of womanhood.

The human derelict, the wily political ward heeler and other species of human filth and jetsam have prominent places in the picture, which deals with the regeneration of a down-and-out by the daughter of a dive owner. The climax portrays the earthquake and fire of 1906 in the California metropolis, from which the principals emerge to begin life anew.

Miss Phillips gives a characterization in this picture which gives her recognition as one of the big stars of the silent drama. She has beauty, vivacity, talent and personality and fairly radiates these assets in a role of many moods. She is capricious, vivacious, captivating, terror-awakening and wifely love.

The saloon and dancehall scenes are

numerous and furnish many of the most dramatic moments of the play. A comedy and scenic are other subjects on the programme.

**Columbia.**  
"The Squaw Man's Son," a sequel to the successful play and film, "The Squaw Man," will be shown at the Columbia Theater today, along with comedy and current events.

Wallace Reid and Anita King are the principals in this Lasky production, while Dorothy Davenport, Reid's wife; Raymond Hatton, Mabel Van Buren and Ernest Joy are other members of the cast.

The story has to do with the adventures of Hal Calitrop, heir to an English title, in Arizona. He is the son of Lord Effington and an American Indian, and is driven to the land of his nativity by the conduct of an uncongenial wife. He takes service as a guard for an asphalt concern in Arizona, falls in love with a lovely Indian girl, foils numerous plots to steal land and the girl, and finally the death of his wife paves the way for happiness.

**Majestic.**  
"The Honor System," the ten-reel Fox melodrama which has been breaking records at the Majestic Theater, will not conclude its engagement until Friday night.

This picture presents a remarkable blending of the spectacular and dramatic, with an injection of pathos and comedy, surrounding a theme of prison reform. Miriam Cooper, Charles Clary, Gladys Brockwell, Milton Sills and George Walsh are among the popular players in the cast. Sills is the chap who was Mrs. Vernon Castle's leading man in "Patria."

The story has to do with the life of the man who were making the city a typical Bill Hart bad-man town.

**Liberty.**  
"The Whip," the eight-reel picturization of the famous old Drury Lane melodrama, which has been meeting with such approval from fandom, will be held over for one more day at the Liberty Theater, concluding a five-day engagement tonight.

Horse races, auto wreck, train collision and fox hunt are some of the spectacular features of "The Whip."

**Screen Gossip.**  
Adele Farrington and Dorcas Matthews, in addition to Thurston Hall, former Baker Stock leading man, are to be with Dorothy Dalton in her first Ince-Paramount production.

Jack Conway had a fight on his hands last week when Ruth Stonehouse started to carry a basket of clothes out of a basement on her head, and

a steady patronage, built on service and consistently clever pictures. Today's programme no exception—here is a worth-while show.



HERE'S A PLAY BIG IN SITUATIONS RICH IN PLOT—STRONG IN HUMAN APPEAL

# The Squaw Man's Son

ADDITIONAL Gleeful Comedy Current Reviews

in which London society, its pretenses and plots, is contrasted with the life, virility and passions of the big outdoors—It's a sequel to "The Squaw Man." Wallace Reid heads a capable cast.

# COLUMBIA

congenial wife. He takes service as a guard for an asphalt concern in Arizona, falls in love with a lovely Indian girl, foils numerous plots to steal land and the girl, and finally the death of his wife paves the way for happiness.

life for a killing in self-defense. His life in prison, love affair and activity in forcing prison reform furnish material for one of the swiftest-moving pictures ever made.

The man who were making the city a typical Bill Hart bad-man town.

Sally, the negro mammy of the studio, said: "You shur won't disgrace my lil' missey!"

**Star.**  
"The Argonauts," the pictorial presentation of pioneer life in the West, picturing the invasion of California in the days of '49 by the gold seekers, and events culminating with the San Francisco Vigilantes will continue its engagement at the Star Theater throughout the week.

This production is a combination of historical information and story entertainment. The picture opens in New England, where a party is being organized for a dash across the perilous deserts to California and gold. Incidents on the plains, with Indian fights, are followed by scenes at the gold mines. Then comes lawless San Francisco, the formation of the Vigilantes and the dealing of summary justice to

Adele Farrington and Dorcas Matthews, in addition to Thurston Hall, former Baker Stock leading man, are to be with Dorothy Dalton in her first Ince-Paramount production.

Mrs. Vernon Castle has been engaged by courtesy of Pathe Exchange as star of the 1917-18 Ziegfeld-Dillingham show at the Century Theater, New York, but it is announced that this will not interfere with her appearance in Pathe features.



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