

40,000 EASTERNERS
NEW WEST'S LURE

Illustrated Lecture Draws
Enthusiastic Audiences.

SCORES MAKE INQUIRIES

Frank Branch Riley Relates
Success of Tour on Which Wonders
of State Were Made Known.

The story of the wonders of the west was received with tremendous interest all over the east, according to Frank Branch Riley, speaking before the Progressive Business Men's luncheon at the Benson hotel yesterday.

Mr. Riley recently returned from an extended tour of all the large eastern cities, where his "Lure of the Northwest" lecture, illustrated with magnificent stereoscopic slides, was given before audiences numbering collectively over 40,000 persons.

More Information Sought. After every lecture, according to Mr. Riley, groups waited to talk to him personally about the scenic wonders of which they had received a glimpse.

Noted Engineer Plans Visit. Robert Ridgway, noted engineer, builder of the subway system of New York city, came three times to see the pictures and told the lecturer that he intended to make a personal trip to the west.

Proud of City's Slogan. "I am glad that Portland has a slogan," said Mr. Riley. "For you a rose in Portland grows will soon be known as well as some of the slogans in the east."

"HIP" ORGAN IS READY
INSTRUMENT WILL BE PLAYED
FIRST TIME SUNDAY.
\$275,000 Spent by Management to
Obtain Unit Orchestra Is One
of Largest Purchases.

The immense Wurritzer-Hope Jones unit orchestra, or better known, though erroneously, as the pipe organ, which the Hippodrome ordered last year, has been installed and will be officially part of the photoplay half of the programme, beginning Sunday afternoon.

Special emphasis will be given tomorrow to Cherry's tremendous reductions in skirts. Beautiful accordion plaited skirts of white panna will be reduced tomorrow to \$15.95.

SOCIETY NEWS

Waverley Country club is quiet this week because nearly all the golf devotees have gone to Vancouver, B. C., or are planning to go to the beach, mountain resorts, but there will be the regular dinner dance on Saturday night and for those who enjoy the club and its opportunities for exclusive entertaining, there will be the charm of the delightful setting and the restful surroundings of the club situated on the river bank where the air always is refreshing and the outlook picturesque.

There was a smart assemblage at the Hellig last night for Mrs. Fiske's opening performance and many of the society matrons dispensed hospitality by entertaining at box and line parties.

Several Columbia river highway picnic suppers are planned for the younger set for this week-end. Groups of young people, chaperoned by parents or relatives, will enjoy the scenery, the out of doors and a jolly supper.

Miss Louise K. Bowditch and Thomas A. Marlowe were married on Wednesday at 4 P. M. in Trinity Episcopal church, Dr. A. A. Morrison officiating.

The marriage of Wilma Barr Foley, daughter of Mr. and Mrs. Marquill Barr of Okaloosa, Ia., and George Churchhill Cook Jr., was solemnized at the home of Mrs. Cook's parents, after July 15 Mr. and Mrs. Cook will be at home in the Benson hotel.

The marriage of Miss Ruth Cleveland Nunn and William Henry Keenan of Portland was solemnized July 30 in St. Phillip's church, Dallas, Or. Father Hampton officiated, reading the service in the presence of a large number of friends and relatives of the couple.

Mr. and Mrs. Stephen Hart were married on Wednesday at 4 P. M. in Trinity Episcopal church, Dr. A. A. Morrison officiating.

GRESHAM, Or., July 1.—(Special.)—A. W. (Bert) Metzger, popular merchant of Gresham, slipped quietly into a coma at his home last night, a charming bride from Indiana, formerly Miss A. Beerra. Mr. Metzger was 60 years of age.

M. O. Evans, field manager of the Oregon Growers' Co-operative association, and Miss Elizabeth Strook of Chattanooga, Tenn., were married yesterday at Vancouver, Wash., by Rev. A. H. Thompson, pastor of the Methodist church.

Recent visitors in the city were Mr. and Mrs. Albin Schurr of Newark, N. J. They left Portland last week for an extended tour of Alaska.

Chi Chapter of Gamma Phi Beta was entertained Tuesday at a tea given in the home of Mrs. Ruth Stewart of Jordan street. The tea was served in the attractive garden of the Stewart residence.

An attractive young bride, a recent acquisition to local society, is Mrs. A. W. (Bert) Metzger.

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Cherry's
Greatly Reduced
SKIRTS

Cherry's
Greatly Reduced
MASON
JAR
and CAPS

STREET CAR HOLDUP
SUSPECT ARRESTED

Thomas C. Hayden Reported
to Have Confessed.

VOICE IS USED AS CLEW

Conductor-Motorman Declares He
Recognized Robber While He
Was Giving Orders.

Thomas C. Hayden, who according to police inspectors, confessed to the holdup of two street cars within the last few days, and who was arrested early yesterday morning after he was said to have robbed a Depot and Morrison car at the corner of Twenty-sixth and Raleigh streets, relieving the conductor-motorman, A. J. Woodstock, of \$25.65, was said to answer to the grand jury by Municipal Judge Rossman yesterday.

Hayden was said to have told inspectors yesterday: "I did it for my wife and baby."

Hayden, up to about two months ago, was employed as a conductor by the Portland Railway, Light & Power company. As a result he was familiar with the street-car schedules. He had recently been working in a foundry, he said.

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WOMEN'S ACTIVITIES

AT THE meeting of the executive board of the Portland Parent-Teacher council yesterday at the courthouse, Mrs. J. F. Risley, chairman of the Chautauque committee, reported that all arrangements had been made for Parent-Teacher day on July 14 at Gladstone.

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NAMES ADDED TO TABLET

Aberdeen Memorial Now Lists 40
Who Died While in Service.

ABERDEEN, Wash., July 1.—(Special.)—The memorial tablet to Grazing Harbor soldiers, sailors and marines who died or were killed while in the service of the United States, Twenty-one additional names have been inscribed recently on the tablet, which was unveiled at Montevideo on Memorial day by the Veterans of Foreign Wars.

The local post of veterans will participate with other patriotic organizations in Independence day parades, T. P. Darragh and Edgar Caruthers, both Spanish war veterans, have been added to membership of the post.

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for 16 Years I have used M.J.B. The Quality Coffee of America. A sure test of uniformity. Now, and for sixteen years VICTOR, the famous and exacting Chef of the HOTEL ST. FRANCIS has found the uniform quality and rich flavor of M.J.B. COFFEE a trustworthy ally to his famous meals.

WHY? Sold in One-Three and Five Pound Vacuum Packed Cans

M. J. BRANDENSTEIN & CO. Office and Warehouse 95 North Second Street Portland

Try this Dish Golden Age Macaroni. baked with cheese makes a wonderful, big dinner for a dime. Insist on Golden Age because it's made the American way by machines. It's pure, sterilized, machine-dried—no hands touch it until you open package.

HEAL SKIN DISEASES Apply Zemo, Clean, Penetrating, Antiseptic Liquid. It is unnecessary for you to suffer with eczema, blotches, ringworm, rashes and similar skin troubles. Zemo, obtained at any drug store for 55c, or \$1.00 for extra large bottle, and promptly applied will usually give instant relief from itching torture.

SNAP 1919 OVERLAND, model 90, touring car, only \$700. This car is in excellent shape, good tires, good paint, good upholstery. It is seldom such a snap as this can be found.

OREGON HUMANE SOCIETY Investigates all cases of alleged cruelty to animals. Office, room 150 courthouse. Phone Main 378 from 8 A. M. to 5 P. M.

Boradent TOOTH PASTE THE MILK OF MAGNESIA IMPROVES HEALTH! SOLD EVERYWHERE. Deep-Seated Coughs Develop serious complications if neglected. Use an old, time-tested remedy that has given satisfaction for more than fifty years.