

TOURIST DIRECTORS WILL MEET HERE

Northwest Association to
Hold Session Saturday.

WORK TO BE MAPPED OUT

Accomplishments in Attracting
Thousands of Travelers to Pacific
Will Be Reviewed.

The work of the last year will be reviewed, plans for the coming season made and officers elected at the annual meeting of the Pacific Northwest Tourist association, to be held in this city Saturday, when directors from British Columbia, Washington and Oregon will be present.

As a result of the activities of the association there is definite proof that the tourist travel to the northwest has been increased 200 to 300 per cent, according to announcement of W. J. Hoffmann, president of the association. President Hoffmann predicts even greater results to come in the immediate future.

The association has evidence from tourist centers of the country that next year will be the banner year for tourist travel in the northwest," he said.

Advertising Campaign Conducted.
The activities of the association are carried on by an appropriation of \$37,500 a year from each of the states of Oregon, Washington and British Columbia. The appropriation of half that sum from the province of British Columbia. Offices are maintained at the central point, which is Seattle. Directors are called in frequent conferences and meetings are held in various cities of the three districts.

In outlining the various activities of the year, Mr. Hoffmann said that 25 newspapers were used with big display advertising, printed matter of various kinds was distributed, advertisements placed in magazines, a number of billboards placed in conspicuous places on the highways between Minneapolis and the coast, an illuminated display with colored pictures installed on the board walk at Atlantic City and window displays placed in prominent stores in some of the different important cities. In some of the principal cities big displays were used as important conferences and every sort of publicity used which through experience the association has found to be successful.

Travel Booklets Printed.
As a result of the association's activities, prominent tourist agencies of the country now print special travel booklets on the Pacific northwest. They also advertise tours to this section, a thing which was not done before the northwest association began to function. Railroad ticket agents and travel bureaus also report that there is an ever-increasing demand for literature of the Pacific northwest and the increasing interest in this section is also shown by the fact that letters by the thousands are coming into the different offices of the association from pleasure seekers all over the country. Not only have letters been brought here, but many of them have invested their money and made their homes here.

Canadians to Attend.
The present board of the Tourist association are W. J. Hoffmann, president; Emory Oimstead, vice-president for Oregon; J. C. Almsworth, treasurer; Herbert Guthrie, executive secretary; P. H. Watt of Seattle, vice-president for Washington; Mayor R. H. Gale of Vancouver, B. C., vice-president for British Columbia. Among the prominent Canadians who are expected to be present at Saturday's meeting are John Hart, minister of the interior, and Mayor Johnson of New Westminster; Mayor G. W. Vance of North Vancouver; George R. Naden, deputy minister of lands; Alderman W. O. Shelly. From the state of Washington will come Grant Hinkle, secretary of the state; Waldo Fox, traffic manager of the Inland Empire railroad; Mayor B. F. Hill of Walla Walla; Herbert Witherpoon, banker of Seattle; A. H. Howe of Tacoma; P. H. Watt of Seattle and C. F. Nolte of Bellingham.

COLUMBUS DAY OBSERVED

Special Programmes Carried Out
In Schools of City.

Columbus day was observed with programmes in the schools of the city and with special exercises by the Knights of Columbus. It was the 49th anniversary of the discovery of America by the great navigator. The banks of the city were closed during the day and the city hall offices also. County offices and federal bureaus remained open.

Practically all the schools of the city had exercises in honor of the day. The Knights of Columbus initiated a large class of candidates and held a banquet at night at the Multnomah hotel.

CHANGE OF NAME TOPIC

Newberg and McMinnville Consider
Matter Affecting Highway.

NEWBERG, Or., Oct. 12.—(Special.)—About 30 members of the McMinnville Commercial club paid the Newberg Commercial club a visit last night to discuss the question of changing the name of the highway from Newberg and McMinnville, from the West Side Pacific highway to the Memorial Loop highway. The McMinnville club previously had gone on record as being opposed to this change and was interested in getting the co-operation of the Newberg club in an effort to prevent the change. No definite action was taken.

SKULL BROKEN TWO DAYS

Victim of Blow Drops Unconscious
on Seattle Streets.

SEATTLE, Wash., Oct. 12.—Peter Rund, who dropped unconscious on the street Tuesday, was believed to have walked about for two days with a fractured skull. At the city hospital it was said his recovery was doubtful.

At the request of a friend of Rund, the police arrested John Salo, who was held pending an investigation. Salo and Rund were alleged to have fought two days ago. Rund, according to witnesses, was struck on the head.

Moving Picture News

TODAY'S FILM FEATURES.
Rivoli—Bob Daniels in "The March Hare."
Esopias—"The Four Horsemen of the Apocalypse."
Majestic—Douglas Fairbanks, "The Three Musketeers."
Liberty—Thomas Meighan, in "Cappy Ricks."
Columbia—"The Child Thou Gavest Me."
Star—Mary Pickford, "The Hoodlum."
Auditorium—"Miracles of the Jungle."
Hippodrome—Wanda Hawley, "A Kiss in Time."
Circle—George Walsh, "Dynamite Allen."

PICTURE filled with humor, thrills and romance is "Cappy Ricks," the screen adaptation of the popular Peter B. Kyne stories. Thomas Meighan and Agnes Ayres, who make a splendid acting pair, play the principal roles and do some of the best work of their careers. The story is an absorbing tale of the type popularly known as "refreshing." "Cappy Ricks" in all his glory of a silk hat and cane which he can brandish on every occasion is just as entertaining as he is in the Saturday Evening Post stories. His peevish temper, his impatience and his rages furnish some of the most interesting moments in this tale of adventure and the sea. Charles Abbe portrays this rugged, eccentric ship owner exceedingly well.

Thomas Meighan is as good looking as ever in the part of Matt Peasley, a New England seaman, who lands in San Francisco and falls in love with Cappy's pretty daughter, Florrie. He has a chance to display his prowess by retrieving Florrie's purse from a sneak thief and he doesn't seem to mind being beaten over the head, since it gives him added time with the ship owner's daughter.

His real adventures start when he sets sail for the South Seas on one of Cappy's ships. When the captain is slain by savages, Matt takes charge. Enraged, Cappy sends a burly seaman to take Matt's place. Matt promptly beats the newcomer in a spectacular fight and brings the ship into port. Complications follow swiftly and it

CUT IN RATES FORECAST

WAGES MUST COME DOWN, SAY
RAILROAD MEN.

Head of American Short Line Association Declares Movement for
Federal Ownership Is On.

Forces desiring government ownership and control of the railroads are bending every effort to bring about their object, according to Bird M. Holm, president of the American Short Line Railroad association, who presided at a meeting of railroad men in the Portland hotel yesterday.

Freight rates are bound to come down and with a reduction in rates there must be a cut in wages, according to Mr. Holm. The meeting was one of a series of gatherings held throughout the country under the direction of the association.

One of the most important subjects is the question of establishing a general purchasing agent for the association so that short lines may obtain lower prices on materials.

Mr. Robinson urged the delegates to take steps to curb motor competition. He said that in one case 90 per cent of the passenger business of a small railroad in the east had been taken by motor buses.

The party left last night for Seattle where a meeting similar to the one held here will convene today. They will return here and be guests of P. L. Fuller, vice-president of the Portland Railway, Light & Power company, on a trip over the Columbia River highway, Friday.

DR. GILBERT WINS PRIZE

University Professor Devises Best
Homecoming Slogan.

UNIVERSITY OF OREGON, Eugene, Oct. 12.—(Special.)—Dr. James H. Gilbert, head of the economics department, who was graduated from the university in 1903, won the homecoming slogan contest which ended today.

"Home to meet 'em—back to beat 'em" was Dr. Gilbert's prize winning slogan. Homecoming will be November 18 and 19. The big feature of

WHITE

ONLY the best
trucks are built for
long life. Hundreds of
White Trucks have
mileage records of 100,-
000 to 300,000 miles and
more. Spread over such
mileages the purchase
price is a small item.

The recent reductions
in White prices make
the White Truck a better
investment to-day
than ever before.

5-ton	\$4,500
3½-ton	4,200
2-ton	3,250
¾-ton	2,400

f. o. b. Factory

THE WHITE COMPANY
Cleveland

PORTLAND, Flint and Hancock Sts.

TRUCKS

NEWSPAPERS' VALUE IN SELLING GROWS

National Ads Increase 400
Per Cent in 10 Years.

LOW COSTS ARE FACTOR

Rapid Development Is Cited by
Manager of American Publishers' Advertising Bureau.

The value of the newspaper as a medium for national advertising campaigns was emphasized by W. A. Thomson, manager of the bureau of advertising of the American Newspaper Publishers' association, in an address delivered at the luncheon of the Ad club at the Benson hotel yesterday.

Mr. Thomson declared that the use of the newspapers of the country by national advertisers had grown 400 per cent in the last 10 years. He said that of the \$700,000,000 spent on advertising in the newspapers in the country in 1920 \$200,000,000 was for advertising of a national character.

Newspapers Universally Read.
The speaker said that by the use of newspapers in conducting campaigns the different communities could be studied and the advertising placed where it would do the most good. He cited the low cost of advertising in newspapers compared with other kinds of publications and referred to the fact that the universal application of the newspapers. He declared that practically everybody everywhere read the papers every day.

"The newspaper's universality and in that respect is unique," he said. Mr. Thomson said there was another factor in favor of advertising in newspapers in that the advertiser could readily check up on results in the different communities and could, therefore, determine the extent to which his advertising was paying.

Boston Man Lands Highway.
William F. Rogers, business manager of the Boston Transcript, spoke briefly, paying a tribute to the Columbia river highway and to the beauties of this country. He declared that it was a good thing that the Pilgrim Fathers had not landed on the Pacific coast, otherwise there would have been difficulty in getting the people to leave this section to settle up the remainder of the territory to the east.

Mr. Rogers is chairman of the committee in charge of the bureau of which Mr. Thomson is manager. The speakers were introduced by W. J. Hoffmann of the Oregonian, who acted as chairman of the day.

Insurance Reduction Sought.
Fire Marshal Grenfell, who spoke on fire prevention, said that an effort was to be made to get the insurance rates for Portland reduced another 10 per cent when the rate adjustment is taken up in the near future. He emphasized the importance of cutting down destructive fires in order that low insurance rates may be possible.

H. H. Haynes, chairman of the rotary, announced plans for the public ceremony to be held Sunday afternoon of October 23 at 2 o'clock in connection with the planting of trees along Sandy boulevard. It was newspaper day at the club and a number of the members of the Oregon State Editorial association were present.

COOS BUSINESS ACTIVE

Shipping and Lumber Industries
Reported to Be Reviving.

EUGENE, Or., Oct. 12.—(Special.)—Bandon and the Coos Bay cities are active these days, according to Ingram T. Sparks, district freight and passenger agent of the Southern Pacific company, who has just returned from that section of the state. At Bandon, Mr. Sparks said, he found three steamships loading canned milk

and potatoes for shipment, a sailing vessel was loading white cedar timber at Marafish for Japan, another "windjammer" was loading lumber there, and an ocean-going steamer was loading lumber at Reedport.

Most of the sawmills in that section of the state are in operation, said Mr. Sparks. Although running at "slow bell," he said a large number of men are being employed and business in line seems to be improving steadily.

Knights Initiate Candidates.

KLAMATH FALLS, Or., Oct. 12.—(Special.)—Twenty-eight new members were initiated by the local Knights of Columbus council at an all-day session, Sunday, in which all three degrees were given. Delegates from Seattle, Albany, Eugene and Bend composed the degree team. Officers for the ensuing year were installed by J. H. Pearce of La Grande, state deputy, as follows: J. P. Ma-

guire, grand knight; James Bam-

berry, deputy grand knight; M. La-

venik, chancellor; J. B. Noid, finan-

cial secretary; Emory Dreher, sec-

retary; L. A. Towey, recorder; I. M. Igl, treas-

urer; W. Tigue, inside guard; S. San-

taman, outside guard; L. G. Benedict,

lecturer; Gene Hammond, John Dre-

her and Martin Tigue, trustees.

Eugene School Roll 2499.

EUGENE, Or., Oct. 12.—(Special.)—The total enrollment in the Eugene public schools during the first month of the fall term was 2499, according to the monthly report of E. E. Carleton, city superintendent. The average daily attendance for the month was 2222, giving a percentage of 97.4.

McArthur to Address Students.

UNIVERSITY OF OREGON, Eugene, Oct. 12.—(Special.)—Clifton N. ("Pat") McArthur, who was graduated from



A Great Saving for Housewives!

A saving on the price of an Electric Range.

A saving in cost of fuel for cooking.

Our business is that of selling electric current. Thus, in not having to depend for our profits upon the selling of ranges, we eliminate the customary middleman's profit and hand it on to you.

The actual economy of Cooking Electrically has been thoroughly demonstrated by comparative bills for electricity and other fuels. The added saving of 20% to 30% shrinkage resulting through use of other fuels removes the last vestige of doubt concerning the economy of cooking electrically. Let us show you the evidence.

\$35 puts into your home
wired, ready for use

ANY standard brand of
electric range

—at specially reduced prices—balance on easy payments

This proposal is open only to present consumers of "Northwestern" electric current and those who live close enough to our lines to have it installed, information concerning which will be furnished with no inconvenience to you.

Our rates for electric cooking are as low as 2c per kilowatt hour. By installing an electric range, you may obtain this rate for all additional electric appliances. For full details, fill in and mail the attached Coupon, or call at our "Cook By Wire" Store.

Northwestern
Electric Company
LIGHT—POWER—HEAT
Broadway 580
Washington at Tenth



COUPON

Fill in and mail or bring to
Northwestern Electric Company

LIGHT—POWER—HEAT
Washington at Tenth.

Gentlemen—Without any obligation on my part, please send me your Free Booklet and the details concerning your special "Cook by Wire" proposition.

Name _____

Address _____

Telephone _____ (O.)

the university in 1901 and who is now representing the third Oregon congressional district, will address the students in an assembly tomorrow. Representative McArthur is sometimes called the "father of baseball at the university" since he had a great deal to do with the organization of the first baseball team here. Although his college career he was connected with athletics. He was the first editor of the Oregon Weekly, later the Oregon Emerald, and now times called the "father of baseball at the university" since he had a great deal to do with the organization of the first baseball team here. Although his college career he was connected with athletics. He was the first editor of the Oregon Weekly, later the Oregon Emerald, and now times called the "father of baseball at the university" since he had a great deal to do with the organization of the first baseball team here. Although his college career he was connected with athletics. 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