FAIR PLANS GIVE OREGON PUBLICITY

All Nation Looking to Portland for 1925.

POSSIBILITIES ARE BIG

National Automobile Organizations Ready to Advertise Exposition to Tourists.

BY W. P. STRANDBORG.

NEW YORK, June 5.—(Special Correspondence.)—Unless Portland rolls up a mighty big favorable majority for the 1925 exposition measures next fall, and unless the state at large follows suit when the proper time comes, I know a lot of perfectly well meaning parties that are going to be obliged to take the first car for Africa. Without very much doubt the writer would be one of the early passengers.

The situation is serious, and many Oregonians and former Oregonians who are now devoting a good part of their time to "telling the world" about the exposition, and doing effective publicity work in many sections of the country, are going to make Ananias, Munchausen and Bill Nye's "Forty Liars" look like statues of Truth sitting on a hill. Also, if the great undertaking is not put through, these busy little boosters will need to study the world map for the first place where extradition is a lost art.

Nation Expects Exposition.

It's really a dangerous and embarrassing thing, at times, for a great community like Portland and a sturdy commonwealth like Oregon to possess too good a reputation for large achievements, for it is perfectly true what Mayor Baker said in The Oregonian a couple of weeks ago that "the nation expects Oregon to hold a world exposition in 1925," or words to that effect.

It is because Portland and Oregon have won such matchless records in all their world war and other public spirited endeavors that now, the nation as a whole—and, the whole nation knows about the plans for the 1925 exposition—thoroughly believes and expects that the next world's fair will be held in Oregon and in 1925, too.

So, there we are. If anything happens to mess up the pottage at this late day, you can take it for granted that the rest of the country will wonder what has become of that indomitable spirit and zeal that pushed Oregon repeatedly "over the top" ahead of or neck and neck with her sister states. People whose opinions we cherish and whose good will we covet are going to use short, ugly words, embellished by such annoying epithets as "pikers," "quitters," etc., and once the reputation of "laying down" has been hung over your front door, you might as well call in the undertaker and "say it with flowers."

Enterprise Widely Known.

The writer during the past two or three weeks has had considerable opportunity for studying the results of what publicity Oregon has already received from the 1925 exposition project, even in its present intangible state, and it can be set down in circus type that this enterprise is well-known from one end of the land to the other, and there are today thousands and thousands of people who are looking ahead to such an alluring opportunity for making a transcontinental trip and great numbers of them are even banking definitely on going to Oregon three years hence, to see this wonderful empire of ours and take in the fair.

It'll be a nice little bunch of crepe to hang on the gatepost if Portland doesn't "put it over next November."

Great Convention Possible.

Recently there was held at Atlantic City a great convention, that of the National Electric Light association, with approximately 4000 delegates and perhaps another 1000 visitors. That entire crowd wants to come to Portland and hold their convention there in 1925. They are one of the foremost aggregations of industrial leaders in the world. This association has honored a Portland man, Franklin T. Griffith, by advancing him to the second vice-presidency. Next year he will be first vice-president, for he is one of the most popular and able leaders in all that big organization, and the following year, he will unquestionably be president and, if the convention comes to Portland, Mr. Griffith will have the signal honor of presiding over its deliberations in his own home town, aside from the additional honor to Portland to obtain this notable gathering. Mr. Griffith's connection with the exposition management makes the importance of going through with the exposition project still more obvious.

Advertising Session Is Prospect.

The writer has discussed the exposition with prominent publicity and advertising men from many sections of the United States; the blase newspaper correspondents representing powerful journals and news associations at Washington and who make their headquarters at the National Press club, are interested in the project and they know about it, and the writer was asked several times, "How are your plans coming along; are you going to have as big a show as Philadelphia?" and so on.

In the writer's judgment, it will not be difficult for Portland to secure the 1925 convention of the American Electric Railway association, an industry representing an investment of around $6,000,000,000, provided, of course, we decide to hold the fair that year. Preliminary missionary work already done will not make it difficult to bring another 3000 or 4000 members of that organization to Oregon that year.

The world's advertising convention is another prospect for us to consider when we debate whether we should hold an exposition or not. This world-wide organization, which represents the most potent moving power in modern business today, was invited at Atlanta last year to meet in Portland in 1925, and the affiliated clubs, with a membership of about 26,000 live wires, already know we are going to hold a world's fair (or hope to, as it now appears) in 1925.

Tourist Opportunity Great

Look at the matchless opportunity Oregon has to sell itself to the nation through the automobile industry alone. This is perhaps the most fertile market in the world for tourists at this time and it will be an expanding market for years to come. This year at least 5,000,000 automobile owners are going to take vacation or outing trips somewhere. They are wildly scrambling right now to search out new places to visit, looking for opportunities for new adventures, new scenic attractions. These millions of pleasure-seekers and vacationists have exhausted about all the available short-trip beauty and scenic allurements, and they are in the right frame of mind to listen with favor to the wonders of our own marvelous Oregon country. If we got only 10 per cent of this throng of automobile tourists, it would be an achievement well worth all the effort necessary to secure them.

The national automobile organizations, which are in close contact at all times with these prospective tourists, are ready at a moment's notice to give the 1925 exposition project their fullest and heartiest co-operation. All we need do is to say the word, that we are going to hold the fair and in 60 or 90 days we can place this message in automobile trade publications, where it will be read and noted by hundreds of thousands of potential Oregon visitors. The writer, more than once, has had the assurance of the national automobile interests that they are with us to the limit, for it is to their self-interest to be able to provide their memberships with new tours and new experiences.

Travel to Seek New Routes.

The head of one of the foremost tourist and travel agencies in the country told the writer the other day that the tide of travel that is moving so heavily toward Europe and the world-war battlegrounds, will seek new routes within the next two or three years and that if Oregon stages an exposition of sufficient merit to attract general tourist travel, these agencies will provide us with another powerful source of business. People like to visit world fairs. That bit of psychology must not be overlooked. It doesn't matter much where the exposition is to be held. It will draw crowds.

It would be the most deplorable calamity in the history of Oregon if its citizens should at this late hour, after all the tremendously valuable advance publicity has been secured, fold their hands in complacent indifference to the unparalleled opportunity now presenting itself, and say:

"Let's roll over and go to sleep."

ONLY CHINESE WOMAN AVIATOR TO TAKE TURN WITH OTHER AVIATORS IN DEFENSE OF SOUTH CHINA GOVERNMENT.

—Photo copyright by Underwood.

MISS MUPIA JU.

Miss Mupia Ju, daughter of Director Ju Cho Man, claims the distinction of being the only one of her sex and race now flying. She is a pilot, recently instructed to fly and proved herself efficient in handling a plane.

Miss Ju is ready to take her turn with the other aviators in helping to fight the battles of the south China government, and takes her instructions along with the men at the military aviation field.

Because of her democratic spirit and persistent argumens in favor of women's rights, she is highly popular with the aviators and asks no favors because of her sex.

VOCATIONAL MEET IS OPENED HERE

Ten Western States Represented at Conference.

EXPERTS ARE TO SPEAK

Gathering Is Fifth Annual of Agricultural Division—Week to Be Devoted to Meeting.

Ten western states are represented in the fifth annual regional conference of the agricultural division of the federal board for vocational training, which began yesterday morning in Portland and will continue throughout this week. From 25 to 30 state chiefs and teacher-trainers are attending the conference at the Imperial hotel. Among the vocational experts who will address the conference are C. H. Lane, chief of educational service at Washington, D. C., and A. P. Williams, who is in charge of the northeastern region, which includes New York and the New England states.

The main portion of the conference will be taken up by reports of committees on questions of administration, methods of instruction and teacher training.

Many Persons Confused.

"There is a great deal of confusion in people's minds regarding the work of the federal board for vocational training," declared E. E. Elliott, state director of the board for Oregon. "The federal board for vocational training operates under the Smith-Hughes act of 1917, which provides for the administration of a fund for vocational training through each state board. Each state matches the government funds dollar for dollar."

According to Mr. Elliott, the vocational training of disabled war veterans was at one time handled by this board, but is now under the direction of another department.

Under the Smith-Hughes act, the vocational board co-operates with only the secondary or high schools. There is also provision made under the act for the operation of part time and evening schools for the industrial and home economics training.

Special Training Conducted.

The agricultural branch of the board, according to Mr. Elliott, conducts special training in co-operation with nearly 30 high schools in different sections of Oregon. The men in charge of the work are in attendance 12 months during the year and hold field classes during the regular summer vacations.

Those who take up the vocational work receive additional credits above their regular school work.

The following states are represented at the conference: Washington, Oregon California, Nevada, New Mexico, Utah, Colorado, Idaho, Montana and Arizona. Wyoming is included in the western region of the board, but is not represented here.

SPOKANE MAN ELECTED

WASHINGTON ODDFELLOWS SELECT OFFICERS.

Rebekahs Also Fill Vacancies. About 1500 Delegates Attending Gathering at Olympia.

OLYMPIA, Wash., June 5.—(Special.)—W. O. Tappe of Bremerton was elected grand patriarch of the grand encampment of Oddfellows at the annual session here today, succeeding H. Dalton of Spokane. Other officers of the encampment are: James Lancaster, Yakima, grand high priest; C. W. Gillespie, Seattle, grand senior warden; Lem F. Rich, Okanogan, grand junior warden; George R. Chamberlain, Tacoma, re-elected grand scribe, and Charles M. Gottfeld, Tacoma, re-elected grand treasurer. H. D. Alton, retiring grand patriarch, was elected grand representative, with George Blanchard of Seattle holding over.

Mrs. Grace J. Harter of Yakima was elected president of the Rebekah assembly of Washington at the opening session of the three-day meeting of Rebekahs today. Other Rebekah officers are: Mrs. Caroline A. Staley, Bellingham, vice-president; Mrs. Laura A. Fields, Connell, warden; Mrs. Nellie M. Knoff, Seattle, re-elected secretary, and Mrs. Agnes B. Jamison, Seattle, re-elected treasurer. Mrs. Ella V. McDonald of Tacoma was elected representative to the association of Rebekah assembles. Mrs. Anna H. Leuders of Tacoma was re-elected trustee of the Oddfellows' home.

The Rebekahs held two initiation ceremonies today. In the first class were 116 candidates, with seven in the second. Notable addresses to the Rebekahs were made by Ada Madison, past president of the Rebekah assembly of California, and Eunice Melville, past secretary of the Rebekah assembly of Minnesota. The grand encampment session closed tonight with the exemplification of the golden rule degree by Unique encampment of Spokane. The grand lodge will open a three-day session tomorrow morning. Registration of delegates to the combined sessions tonight had reached nearly 1500.

RIDER SHOT BY NEGRO

Young Man, Wounded, Flees; Assailant Surrenders.

BAKER, Or., June 5.—(Special.)—Edward Crawford, 23, of Halfway, Or., is recovering rapidly from a gunshot wound inflicted by Otto True, 52, negro, of Copperfield, early Saturday morning. True is in the Baker county jail awaiting preliminary hearing.

Crawford is at a local hospital. True accosted the young man, a cattle rider, near his cabin, a mile east of Copperfield, at 4:30 in the morning and fired four shots at him, one taking effect in the shoulder. He accused Crawford of robbing his cabin Friday.

Crawford, who was riding his horse, said he was holding up his hands as commanded when the negro fired the first two shots, the last wounding him. He then fled while the negro fired twice again. He denied complicity in the robbery. True gave himself up to officers.

Walla Walla Has Light Rain.

WALLA WALLA, Wash., June 5.—(Special.)—Light rain last night and early today served to cool the temperature and brought relief to farmers. Indications were for light showers at irregular intervals during the next 24 hours. Reports from all over the country were that but very little rain fell. Dayton reported that it rained half an hour this morning and that no rain fell last night.

Bend School Directors Named.

BEND, Or., June 5.—(Special.)—Announcement of the appointment of P. A. Miller and Floyd Dement to succeed E. P. Mapffey and C. A. Payden, resigned, as directors of the Bend school board, was made this morning by L. M. Foss, chairman of the board. Neither of the appointees has signified his acceptance. A successor to Mr. Foss, whose resignation was recently submitted, it still to be selected.

LEADERS MORE HOPEFUL

Smith-McNary Reclamation Bill May Come Up in House.

THE OREGONIAN NEWS BUREAU, Washington, D. C., June 5.—Leaders in a movement to force early action by congress on the Smith-McNary reclamation bill were considerably more cheerful today over the outlook. They said the prospects of getting action in the house had brightened over Sunday and that some favorable news might be expected soon, although they were secretive as to the newly found cause of their optimism.

The agreement by Majority Leader Mondell to support the bill if first passed by the senate is a big concession, but, of course, is not what is wanted. It is realized that the bill might go through the house first, because it will be useless to ask the senate to set aside the tariff bill for the discussion of reclamation. Besides, such a course is not regarded as fair to Senator McNary, who has been the mainstay of the western reclamation fight and always has been for the bill.

Friends of the bill say that the house, which has abundant time on its hands, should act first and without delay.

Read The Oregonian classified ads.

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Cigarette

It's toasted. This one extra process gives a rare and delightful quality—impossible to duplicate.

Guaranteed by The American Tobacco Co.

Hazelwood Orchestra

J. F. N. Colburn, Director

TONIGHT'S PROGRAMME
6 to 8 and 9:30 to 11:30

1. "Jen Al Marre," fox trot ..... M. Wain
2. "Sunnyland," waltz..... .....E. M. Rosner
3. "Robin Hood," selection.. ..... R. DeKoven
4. "Nobody Lied," fox trot song..... Norman Berry and Webber
5. "Will You Remember, Sweetheart"... S. Romberg
6. "Hungarian Fantasie"... .....Theo. Moses Tobani
7. "Dance of the Moon Birds," caprice...A. J. Staany
8. "Phyllis," tango..... .....Paul A. Rubens

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Perfect Shoulders and Arms

Nothing equals the beautiful, soft, pearly white appearance Gouraud's Oriental Cream renders to the shoulders and arms. Covers skin blemishes. Will not rub off. Far superior to powders.

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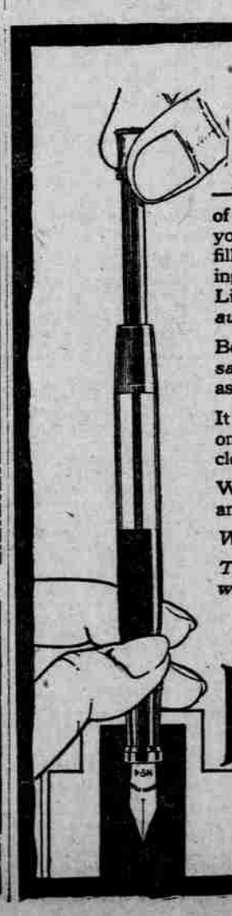

—You can write so many thousands of words with the Dunn-Pen that you'll probably forget when you last filled it. After a month or so of writing, simply *pump* it full with the Little Red Pump-Handle; it cleans *automatically* as it fills.

Because the Dunn-Pen has *no rubber sac*, it holds several times as much ink as any other self-filler of the same size.

It won't leak because it *can't* leak. Has only four major parts. Never floods, clogs, sputters, or stutters.

Writes with ball-bearing smoothness, and—

Writes till the cows come home.

There's a Dunn-Pen to suit every writing hand, $2.75 and up.

There's no rubber sac in

The marvelous DUNN-PEN

The Fountain Pen with the Little Red Pump-Handle

THE DUNN-PEN CO., 811 Phelan Bldg., San Francisco.

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Thoroughly experienced Optometrists for the examination and adjustments. Skilled workmen to construct the lenses—a concentrated service that guarantees dependable glasses at reasonable prices.

Complete Lens-Grinding Factory on the Premises.

SAVE YOUR EYES

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Free Dance BLUE BIRD WEDNESDAY NIGHT, JUNE 7

Webb's Orchestra • Jefferson Dock

Lipman Wolfe & Co.

"Merchandise of Merit Only"

Fascinating Models in Exceptional Exhibit—

Dainty Graduation Frocks of White Organdy

—Graduation day is the day of days for the school girl. 'Tis the day she would look her best and here at Lipman, Wolfe's are the dresses that will most agreeably fulfill her wish—frocks of crisp, sheer organdy, white, of course, and daintily trimmed with self ruffles.

—The beauty of some is further enhanced with lace and insertions around the necks; others have collars, self or ribbon sashes and short sleeves. They're in sizes 12, 14 and 16—at $6.95 to $17.50.

On the Fourth Floor—Lipman, Wolfe & Co.

Girls Will Want White Silk Hose for the Graduation Costume

Lipman, Wolfe's Is Headquarters for the Hose That Quality Makes Most Desirable and Style Makes Most Distinctive.

—White silk hosiery is an indispensable part of the graduation costume and here a splendid showing of the correct hose—especially full-fashioned white silk hose with lisle feet and tops. These make very appropriate gifts, too—gifts the girl graduates surely will appreciate. And all the more are these hose to appeal since they are but $2.50 a pair.

Hosiery Section—On the First Floor—Lipman, Wolfe & Co.

Girls' New, White Kid Slippers

—Worthy of place in the most fetching graduation wardrobe are these fashionable new strap slippers of white kid. They've military and Junior Louis heels and are in the one-strap style. When we say they are "Wichert" and "Red Cross" shoes it will be readily recognized that they're the best to be had at $10 to $13.50.

Shoe Section—On the Second Floor—Lipman, Wolfe & Co.

GIFTS for Graduates

—Gifts such as one is to select at Lipman, Wolfe's, where there is the quality that makes for greater appropriateness.

* * *

JEWELRY for the Girl Graduate

—Our jewelry department is brimful of charming and appropriate graduation gifts.

—Choose, for instance, an imitation pearl necklace, a string of glass beads in the favored colors, or a ring, a lavalliere, earrings, etc.

First Floor

* * *

STATIONERY for the Girl Graduate

—No girl but will appreciate a box of correspondence stationery for a graduation gift.

—Such well-known makes as Eaton, Crane & Pike; Hurd's; White & Wyckoff. Many styles, good range of colors.

First Floor

* * *

PERFUMES for the Girl Graduate

—From time immemorial perfume has been considered one of the most pleasing gifts a maid can receive. Here are delightful imported perfumes from celebrated makers—Caron, Vigny, Gabilla, Coty, Piver's, Houbigant and Roger & Gallet. Priced $1.75 and up.

First Floor

* * *

CANDY for the Girl Graduate

—The maid is yet to be found who frowns upon a gift of sweets. Surely she could not fail to be pleased with a box of "Rue de la Paix" chocolates that are made in Lipman, Wolfe's own candy kitchen. $1.50 a pound.

First Floor

* * *

GLOVES for the Girl Graduate

—16-button gloves of white milanese silk. She'll need a pair for her graduation costume. What, then, more appropriate and practical as a gift? These with double finger tips and Paris point backs. Priced at $2 pair.

First Floor

* * *

'KERCHIEFS for the Girl Graduate

—Erin supplied the linens for these crisp little kerchiefs that have dainty lace edges in a variety of pleasing designs. Pretty, practical gifts and they're 65c each.

First Floor

This Store Uses No Comparative Prices—They Are Misleading and Often Untrue