

OREGON GAINS NAME

Western Governor's Tour Big Advertisement to Section.

PUBLICITY IS WATCHWORD

East Learns of Great Realm Awaiting Capital for Development as Never Before—News "Handled" in Clever Manner.

Beneficial publicity that will grow into a valuable asset for Oregon was one of the principal results of the recent tour of the "Governors' Special," bearing the chief executives of nine Western States through the East, and in accomplishing this end a well-organized press bureau was an important factor.

As a matter of fact the newspapers "took to" the movements of the Governors with a vigor and zeal that was determined to give the states represented the widest kind of advertising, but it was necessary for the press department on board the train to impress upon the Eastern editors the value of the "story" that this visit created.

"Stories" Prepared in Advance.

The principal work in this connection was conducted by Lloyd W. McDowell, of Portland, industrial agent for the North Bank Railroad, who was appointed publicity manager for the special. Hoke Smith, a clever St. Paul newspaper man who is publicity agent for the Great Northern Railway, also did a great share of the work. Before leaving St. Paul these young men were required to prepare a dozen complete stories of the train, explaining its purpose, its itinerary, its personnel and a description of the interior of the five exhibit cars which, next to the Governors themselves, were the principal attractions for the Eastern people. Hundreds of copies of these stories were prepared. Photographs of each member of the party, together with brief biographical sketches of the various Governors were distributed to the Eastern newspaper men.

Before the train started this information was sent to the newspapers along the route over which stops were scheduled during the next four or five days. Thereafter advance matter was mailed out so that it would reach its destination three or four days before the train. By the time the Governors arrived the newspapers were thoroughly acquainted with the importance of their mission, and almost invariably the city editors would send out "star-men" and a photographer or two to meet them. Railroad fares were paid for in advance so that the newspaper men always had ready cash, thus violating the interstate commerce laws.

Newspapers Send Best Men.

Every big newspaper in Chicago sent one or two men to St. Paul to accompany the party to Chicago. Before the train left Louis W. Hill, president of the Great Northern Railway, gave a banquet to the newspaper men. In the case of the St. Paul papers, the "Spanish Athletes" Society, a name but newspaper men, publicity agents and development agents are eligible. Mr. Hill soon returned to Portland to form a branch society.

Sam Blythe, writer for the Saturday Evening Post, and Robert Heintz, of London's Daily Express, were the party for several days, each gaining a fund of valuable information. H. T. Black, of the St. Paul Pioneer Press, was on the train. It was the custom for the newspaper men to board the train about 50 miles out of their city and ride home with the Governors. The press bureau on board had all the descriptive matter ready for them, so all that remained for the reporters was to interview the executives.

Eastern Men Surprised. Mr. McDowell says that the first impression gained by the Eastern reporters upon coming in contact with the Governors was one of surprise. "Back East" a Governor is a more or less important individual and assumes a whole lot of dignity that is hard for the ordinary run of news gatherers to penetrate.

It was a new and pleasant experience to most of them to find that the Governors representing the Western states were ordinary, approachable men, ready to talk freely, to answer questions and to engage in social conversation on a common basis with all whom they met. The train itself was a paper to "warm up" to the party and was responsible to a great extent for the wide attention given. When President Taft dined with them at dinner all the Eastern papers that had not already "opened up" took notice. The New York papers "played the stories on the front pages. William H. Hearst, of the New York American, gave them a dinner at his home. Roosevelt Field, his personal representative, swung around the circle with them.

"Sage of Oregon" Is Noticed.

Bill Hanley, the sage of Oregon, attracted wide attention on account of his reputed resemblance to W. J. Bryan. He never failed to exploit the advantages of Oregon. Mr. McDowell declares that Governor West and his service for his state. His democratic personality attracted newspaper men to him at every stop. He always took them into his confidence regarding the great faith in Oregon, and they invariably printed what he said. Oregon got more attention than any other state represented, says Mr. McDowell, simply because Governor West, Bill Hanley and Tom Richardson proved to be the best among a whole trainload of "good fellows."

"Great credit is due Louis W. Hill, president of the Great Northern Railway, for his part in the trip of the special," said Mr. McDowell. During the Great Northern exhibit cars containing exhibits of California, Oregon, Idaho, Montana, Washington, Minnesota, North Dakota, South Dakota, Colorado and Wyoming, were visited by more than 100,000 people and remarkable interest was shown in the displays. The equipment of the train, consisting of exhibit cars, baggage and dining cars, compartment observation cars and standard sleepers, were all donated by Mr. Hill and the train was one of the finest that was ever assembled. The train itself was one of the big features and people looked amazed when the Western Governors' Special with its 12 magnificent cars rolled into a station. It was a veritable palace on wheels and there was every modern convenience and comfort for those who made the 4000-mile trip.

Tour Without Precedent.

In the estimation of Tom Richardson, who represented the Portland Commercial Club on the trip, this tour is without precedent in the history of this country.

"This is the reason," said Mr. Richardson. "The average tourist from the West merely 'hits the high places' like Chicago, St. Louis and New York, when he goes East. The party on the Governors' Special, on the contrary, stopped at the small places along the route. We

"GOVERNORS' SPECIAL" THAT RECENTLY TOURED EASTERN STATES, CARRIED WELL-EQUIPPED PRESS BUREAU.



SECTION OF PULLMAN CAR DEVOTED TO USE OF THE PRESS—LEFT TO RIGHT, LLOYD W. McDOWELL, PUBLICITY MANAGER FOR SPECIAL; HOKE SMITH, PUBLICITY DEPARTMENT GREAT NORTHERN RAILWAY. MAN IN REAR IS C. A. CRANE, ST. PAUL MANAGER OF THE WESTERN UNION, WHO MADE THE TRIP.

got nearer to the people and had a better opportunity of making a true comparison of Eastern and Western conditions. One thing that impressed me immensely was the discovery, by comparison with Eastern cities, that Portland has absolutely the narrowest streets and sidewalks in her retail districts that exist in the United States, considering the size of the city. Other cities have remedied this difficulty and it will be up to Portland to do the same. This is one thing that has made me more strongly in favor of the plans for a Greater Portland that are so much talked about at the present time. Their arrangement for the extension of the plaza blocks on Park street will give Portland a civic center to be compared with the beautiful center in Cleveland, O.

Terminals Well Laid.

"All the larger Eastern cities appear to have taken care to arrange their terminals so that the first view of the city gained by the tourist from the windows of the entering train will be a pleasing one. Portland will in time have to come to the same thing, and the new plans offer a certain way of realizing it.

"In spite of the narrowness of our streets, however, it is one thing in our favor that since we have begun the practice of flushing our pavements, our streets appear uniformly the cleanest that I have seen in the country." Mr. Richardson said that the Governors' party found a uniform condition of prosperity throughout the East. Money was plentiful, and he said that the people were apparently too pros-

perous to be deeply interested in the political situation one way or another. "Two of the biggest real estate sales on record were made in Chicago while our party was there," he said, "and when we were in Detroit a deal was closed on one corner 25 by 175 feet at \$20,000 a front foot. This corner sold in Detroit faces on the open space of the civic center. This again is another thing I noticed that has for its moral the adoption of the Greater Portland plans for our own city.

"The tour of the Governors' Special was in reality a bigger event in the East than even we who were in the party dreamed."

\$250,000 FIRM FORMED

Columbia River Company to Operate Lumber Plants in Clatsop.

Capitalized at \$250,000 the Columbia River Company is a new organization formed to operate in the lumbering business in Clatsop County. The officers are: Russell Hawkins, president; D. C. Whitney, chairman; Charles Stinchfield, Sr., treasurer; G. B. Remick, secretary; A. E. Wastell, manager. The company has taken the holdings of the Whitney Company, Limited, in Clatsop County and will construct a lumbering plant at Blind Slough, on the Lower Columbia. The Whitney Company will continue its logging operations outside of Clatsop County. Both companies have offices in the Lewis building.

WIFE HALTS HUSBAND

EX-SCHOOL TEACHER SAYS HE TOOK COIN AND FLED.

R. G. Allison is Arrested on Train at Grants Pass—Woman Alleges He Married Several to Cheat.

Under charges of his wife that he had decamped with between \$4000 and \$5000 of her money, and that he has married several women in various cities with the same object in view, R. G. Allison was taken from the Shasta Limited at Grants Pass yesterday morning and married him. He worked as a horsehoeer at Forest Grove and all went well for a time, until rumors reached the wife's ears, which at length led her to make a secret investigation. She employed Hartman, a private detective, left yesterday with the warrant.

While not in a position to make definite charges, Mrs. Allison says she has information that she is the third or fourth wife of the man, and she believes that his former marriages were contracted under like circumstances. She is informed that he has or had a wife in Detroit, one in St. Louis and one in Canada.

Besides taking his wife's money, Allison is said to have obtained loans and credits from many sources, and was heavily in debt when he left here.

COLD WINTER IS FORECAST

When Goose's Breastbone Is Dark Lebanon Residents Prepare.

According to the prophecy of the goosebone, Oregon will have a severe winter. By this system of weather prediction, established by an Indian known as the "Prophet of the Harts Mountains," the breastbone of the goose is a perfect indicator of what is to come for a season at a time. If the bone is more white than dark, it is said the weather will be cold.

A farmer of Lebanon, Or., recently killed a goose for Christmas dinner and the breastbone was found to be nearly white. Mrs. Ella LaPorte, says the farmers are beginning to bury potatoes and other products in underground houses, where they will be safe from the expected cold.

The goosebone also is supposed to indicate the weather from day to day. When the front part is pointed towards one, the left-hand side tells the weather for the day. If it is half white and half dark all kinds of weather may be expected. If it is entirely dark good weather for some days at a time is indicated.

CREDIT PLAN BOOSTS PRICE

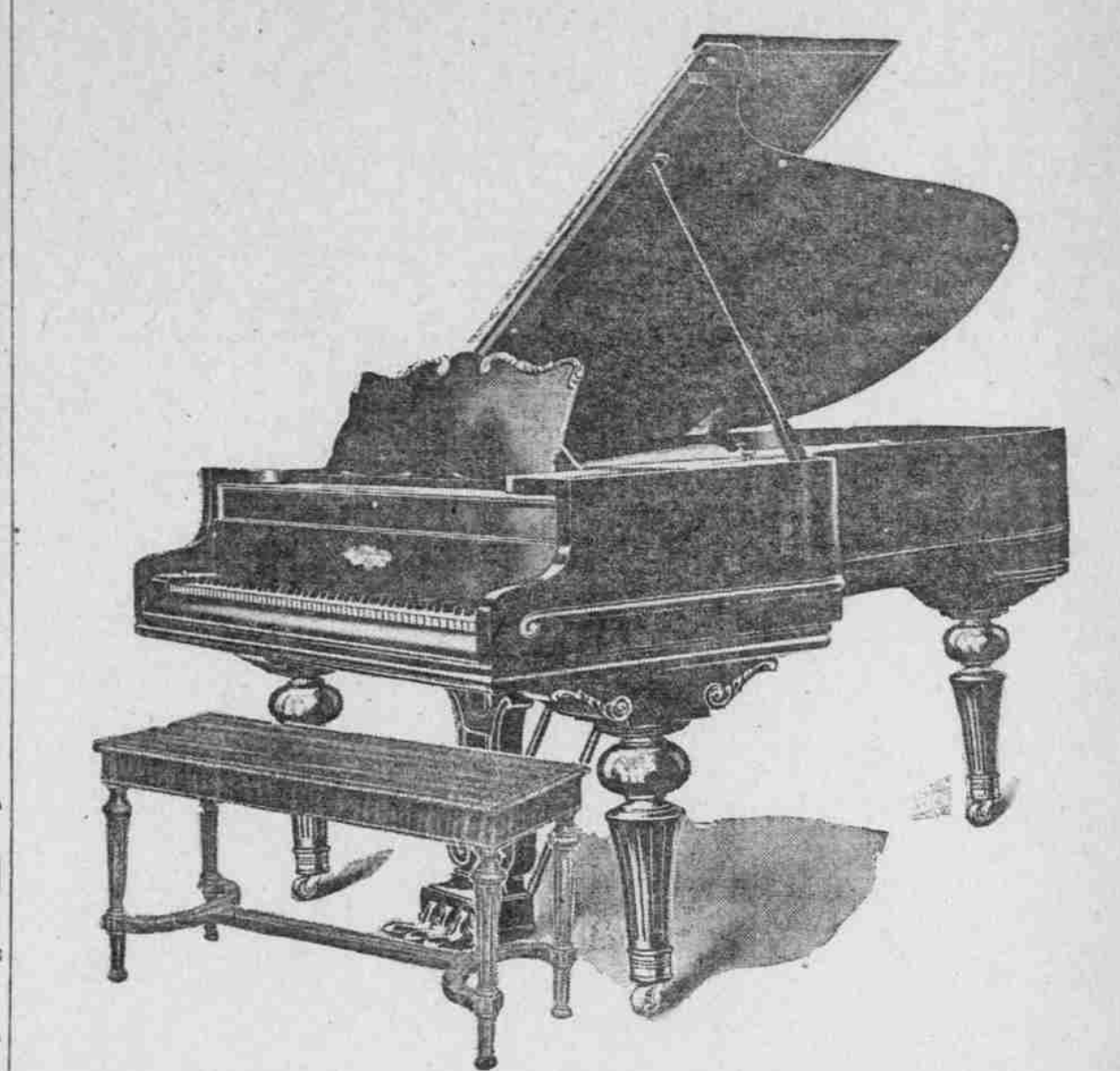
Writer Discusses Several Phases of Living Cost Problem.

PORTLAND, Dec. 28.—(To the Editor)—Permit me to offer a few remarks on the editorial in The Oregonian today about the high cost of living, and the appointment of a commission to inquire therein. Of the three items to which you refer as being leading causes of this increased cost, two, I think, are of small moment. While monopoly may be indefensible, alike in theory and practice, I think it will be sustained by the average consumer's opinion when I express my belief that, were all the trusts and combinations of today dissolved, and the factors thereof put upon a competitive basis, the price to the consumer of those goods and commodities in frequent and general use would be affected but very little. Not in these days can any article of common use be maintained at an artificial price for more than a very short time.

Increased cost of living is largely due to the perpetuation of a tariff system which, while it has maintained prices at a maximum, has failed, especially of recent years, to maintain wages to the same degree.

Increased cost of living is also due to the excessive development of the credit system in the retail trade. This development has led to a great increase in the number of those who either live beyond their means or run so

The Heilig Theater Chickering To Be Sold by Eilers Music House



A Superb Chickering Grand No Finer Grand Ever Sold in This or Any Other City

We publish herewith the photograph of the piano which has been pronounced by a great many unbiased musicians and critics the most magnificent grand they have ever played upon.

This is the grand piano specially selected at the time for the opening of the new Heilig Theater.

It has been in use there for gala occasions ever since that time.

Commencing with January 1st we inaugurate a decided change in our advertising policy. Thus this grand piano comes back to our stock. This Chickering is in every way like new. In fact, owing to its careful usage it is better than new. But we could not sell it as a new piano. To avoid carrying it into inventory we are going to close it out at less than its actual factory cost. If ever there was a piano in Portland worth \$1275 it is this particular piano. In justice to the honored Chickering name and the instrument itself we cannot openly quote the price at which this piano will be sold during the coming week, but the reduction will be enormous. We were almost tempted to say one-half—but we'll take that back. Every music-lover is cordially invited to see this Chickering.

A Word as to the Chickering

The proudest name in the American musical instrument trade is Chickering. Chickering was the great name representing the Nation's proudest achievement almost a generation before any other make now before the public appeared in the piano world. Since the very early primitive days, it has been the ideal of the makers of the Chickering to make an instrument representing the very acme of perfection.

The voice of the Chickering is the voice of genius—that quality of genius which took up wood and glue and varnish and from them brought the Stradivarius—that genius which, heard in a multitude, rises sentient and supreme above all other sounds.

THE CHICKERING has been ennobled singularly, individually, by brilliant geniuses who endowed it with a literature as characteristic as that of any nation. Being a piano of genius, it runs the full gamut of human sentiment. Every errant gale of passion—every

vagrant pain and happiness—storms upon its strings. In the clanging Wagnerian dissonances its voice carries the warning cry of the very spirits of life, then changes instantly to the ineffable tenderness of a girl's song.

Under the magic of Chopin the march of old Poland's vanishing legions thud anew on its strings. Its voice is the voice of weary and doomed armies thundering through the tragic measures of the Polonaise.

TONES OF THIS GREAT PIANO may be bleak as the knell of doom or blithe as the sunlight through leaves. They may away multitudes, or, placid and well-beloved, soothe to rest in the tranquillity of home.

Not One Genius But Three

Within the Chickering converge the three elements of genius essential to perfect music—genius of the composer, of the performer and of the piano itself.

Without this last the others go for naught. Indeed, with the great soul of the Chickering inspiring brain and fingers, musical interpretations that otherwise would not rise above the mediocre oftentimes attain the heights of sublime accomplishment.

Much of the abiding love for this instrument, manifest through generation after generation, may be traced to the great uplift imparted by it to the man or woman at the keys. IT IS THE PIANO OF INSPIRATION.

None of This May Be Traced to Accident

The work of Jonas Chickering seems rather to have been an ORDAINED MISSION in behalf of a race groping for light. For until he began to string wire to pegs melody was cloistered—immured against mankind.

In the Eilers Music House, on the third floor, this particular Chickering may be seen and tested, where the glorious Chickering may be found in all its types—upright in various designs, magnificent parlor grands, baby grands, and the exquisite little quarter-grands.

Terms may be arranged to accord with any reasonable request of our patrons.

ACTOR, WHO BEGAN LIFE IN WALL STREET, PLAYER OF MANY ROLES.



ROBERT HILLIARD.

Robert Hilliard, who is to appear under the direction of Klav & Erlanger at the Heilig Theater, January 7, 8 and 9, in "A Fool There Was," went into business in Wall street after his graduation from New York College. He built a theater in Brooklyn. Lester Wallack played his final engagement there in "Rosedale." It was at the veteran actor's suggestion that Hilliard went upon the stage, appearing first in his own theater in "False Shamus." His New York debut was made with Georgia Cayvan in "A Daughter of Ireland," one of Charles Frohman's earliest failures. His first distinct success was in the title role of "Mr. Barnes, of New York." He was Mrs. Langtry's leading man and subsequently created the leading roles in a score of well-known plays. During the long run in New York of Belasco's "The Girl of the Golden West," Hilliard personated the picturesque express robber, Vandeville, with his high-salaried allurement for dramatic headlines, claimed Mr. Hilliard from time to time. In this country and in London he gave some 2000 performances of Van Bibber in "The Littlest Girl," by Richard Harding Davis. In the Spring of 1908, at the Liberty Theater, New York, he resumed as a dramatic star in "A Fool There Was," which has met with undoubted popular success.

VANCOUVER HAS HAREM

SOCIETY WOMEN GIVE EXCLUSIVE TURKISH PARTY.

Guests Are Garbed in Oriental Costumes, Served by "Slave" Boys, and Have Candy Cigarettes.

VANCOUVER, Wash., Dec. 20.—(Special)—A "harem party" given last night by Mrs. Floyd A. Swan, wife of Councilman Swan, to the members of the Merry-Go-Round Club, suffered a rude shock when Steve W. Thompson, knocked on the door. He had called for his wife. The women in the "harem" scurried for cover and pleaded successfully through the window, for Mr. Thompson to go away.

The Swan home was turned into a real Turkish harem for the evening, and it was wittily for "women only." Dark red draperies and lights shaded with red, formed an Oriental setting for the costumes worn by the guests.

Dressed as inmates of a harem, Mrs. Swan, Mrs. George Parrish, Mrs. Ralph Roberts and Mrs. Philip Christ, with Mrs. E. M. Randa, who was the only one not dressed in Oriental style, formed the committee. The costumes, made by the members themselves, were a harmonious mixture of dashing colors. Turkish trousers were worn, making a most striking effect with the Zouave jackets. The tunic drapery was worn by several. Jeweled hands encircled their hands and were woven into their hair, while arms and fingers were lavishly adorned with bands and jewels of foreign design and make. Two little "slave" boys, in Turkish costumes, waited upon the guests.

Seated on ottomans, hassocks and pillows, the members were served by the boys with coffee a la Constantinople. During the evening china bowls

were passed around, containing brightly-colored beads and thread, and the work done by the visitors was kept for souvenirs of the event.

Oriental and Occidental music was furnished by Mesdames Harper, Thompson, Swan and Swan, while Rafael Parrish rolled the drum and Miss Estelle Randa accompanied at the piano.

The "slave" boys appeared with Turkish cigarettes, but they were made of candy.

The guests of the club were: Mrs. J. O. Hardin, Mrs. Davis, Mrs. Samuel J. Miller, Mrs. T. P. Howard, Mrs. Victor H. Limber and Mrs. Andrew Hansen.

Portland Boy in Honolulu.

Norman B. Courteney, a graduate of Willamette University and the son of A. A. Courteney, a prominent lumberman of this city, was recently appointed secretary to Governor Peary of Hawaii. Courteney started for a trip around the world the first week in October and got as far as Hawaii. After a short period, during which he held a position as secretary to one of the doctors in the Government service, he was appointed to the important position he now holds. His rapid rise seems to be due to the credentials from Governor West and other prominent officials of Oregon. A. A. Courteney was formerly a merchant of Honolulu.

Puyallup Boy is Missing.

Mrs. Estelle Dinnel, of Puyallup, Wash., has asked The Oregonian's assistance in finding her son, Virgil Dinnel, aged 14 years. The boy has been missing from his home since December 5. He is described as having dark hair, brown eyes, broad forehead, high cheekbones, with a scar on his right cheek about the size of a dime. He is five feet tall. When last seen he wore a blue serge coat, striped trousers, heavy tan shoes and a blue cap. Any information regarding him should be sent to O. M. Dinnel, Puyallup, Wash.

The average value of farm land an acre increased from \$15.57 in 1900 to \$22.49 in 1910, a gain of 44.5 per cent.

AUTOPIANO \$5

Rental, Free music rolls, Gro cartage, All money paid as rental can apply on purchase price if desired. Kohler & Chase, 375 Washington street.