

TOURIST TRAVEL IS HELD TO BIG RESURGE

Rufus C. Holman Says Oregon Is Losing Wonderful Opportunity for Profit.

GOOD ROADS ADVOCATED

Comparison With Switzerland Made and Suggestion Is That Visitor Instead of Staying Single Day May Remain Several.

BY RUFUS C. HOLMAN. This summer approximately 100,000 tourists to Portland...

If, by a careful expenditure of public money, certain public works can be carried on so that the territory tributary to Portland may become so attractive to our visitors...

The American people spent hundreds of millions of dollars in Europe in 1915. Switzerland, with but one-sixth the area of Oregon...

Money Well Distributed. These tourists, who came to view the mountains, lakes and falls...

Oregon is the promised land. Oregon can come into her own at last...

Good Roads Advocated. By a united effort we soon should be able to offer the tourists of the world a complete system of highways...

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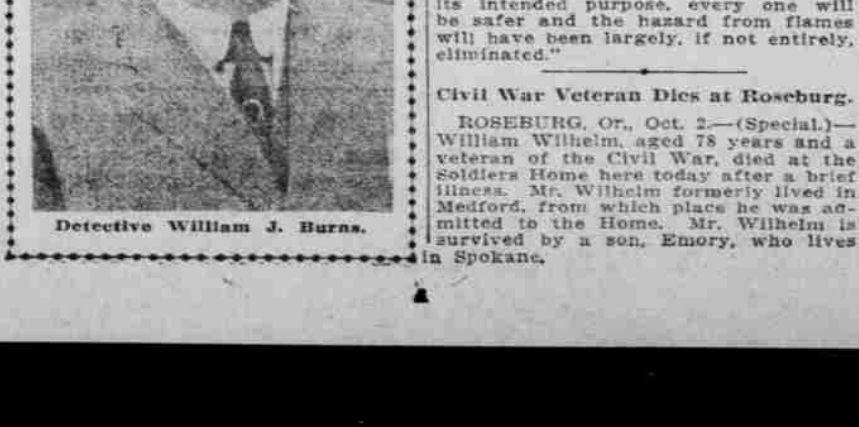
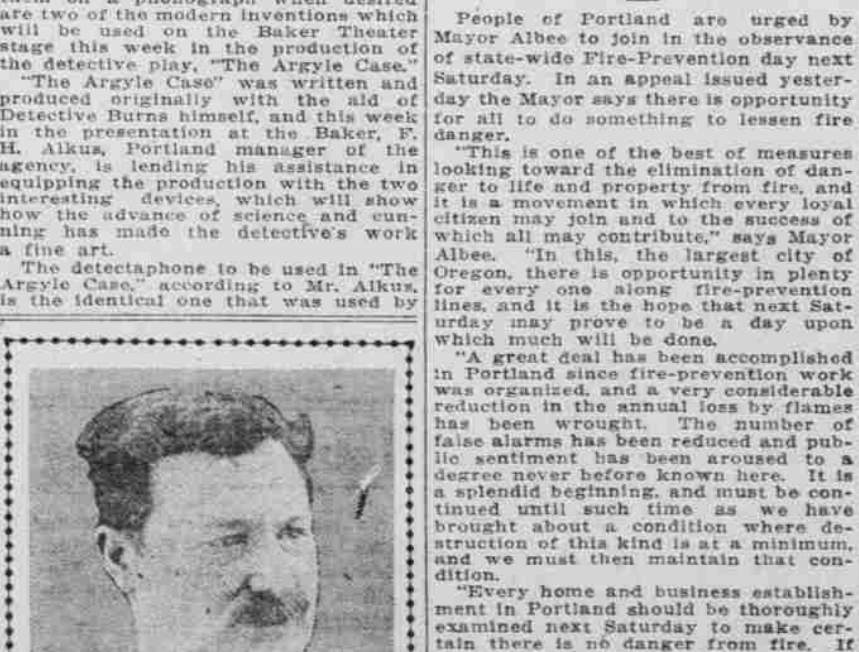
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PORTLAND BOY IS CHOSEN PRESIDENT OF PACIFIC UNIVERSITY FRESHMEN.



James Rasmussen, President Senior Class.

Alvena Howard, President Herriek Hall Self-Government Assn.

Glen Morgan, President Junior Class.

Harold Reed, President Sophomore Class.

Kenneth Irie, President Freshman Class.

PACIFIC UNIVERSITY, Forest Grove, Or., Oct. 2.—(Special).—The past week has been one of great activity in student affairs...

Another matter of interest has been the working out of a system of self-government by the young women who are living in Herriek Hall...

Mr. Burns in the investigation of the Los Angeles Times dynamiting case, the San Francisco graft investigation and hundreds of other cases...

The production at the Baker will show that when you walk into a man's office now-a-days with the idea of having a strictly private conversation...

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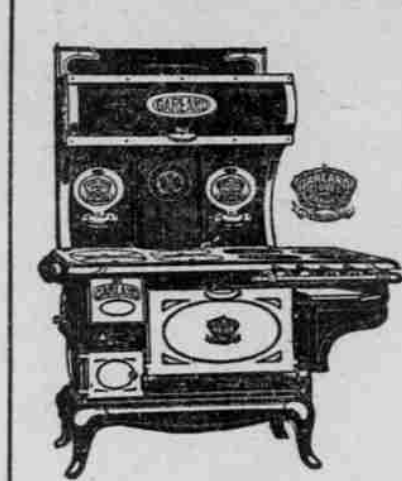
Beautiful New Furniture Patterns at Jennings Now

Jennings, "The Home of Good Furniture," a name synonymous with all that is good in Furniture, invites you to their mammoth Furniture mart.

AXMINSTER RUGS, the Finest Rugs in the World Today, and These Axminster Rugs Are the Finest Axminster Rugs \$3.55 and \$19.85

You who know Rugs—and good Rugs—will recognize this as an opportunity to buy fine Rugs, such as is seldom equalled at this season of the year.

A Revelation to the Housewife The New Garland Combination Range



Several years ago one never dreamed that the makers of these famous "Garland" Ranges could possibly improve materially on the range that had become so universally used.

HEATING STOVES You will likewise be amply repaid to inspect our line of Coal and Wood Heating Stoves.

Our Great Sale of General Household Furniture Continues. Every article of furniture in the store greatly reduced.

Henry Jennings & Sons "The Home of Good Furniture" Fifth and Washington Sts.

SONG PRIZES FIXED

Ad Club Will Give \$125 for Best Loganberry Verse.

STUDENTS TO TAKE PART

Step in Campaign to Advertise and Create New Markets for Oregon Industry Is Taken—Contest Ends October 31.

Here is a chance for bright students in the public schools of the state and the universities, too, to make some money.

MAYOR ASKS FIRE CAUTION

Portland People Urged to Participate in Movement.

People of Portland are urged by Mayor Albee to join in the observance of state-wide fire-prevention day next Saturday.

A great deal has been accomplished in Portland since fire-prevention work was organized, and a very considerable reduction in the annual loss by flames has been wrought.

The Ad Club intends to have the best song adopted as an official song for the public schools of the state.

Of course it won't be necessary for contestants to compose the music for their songs. The words and verses and swinging chorus are what the Ad Club wants.

One of the big objects of this contest is to awaken general interest in a campaign to get commercial organizations of the state to pay more attention to the development of Oregon's agricultural and horticultural products.

Civil War Veteran Dies at Roseburg. ROSEBURG, Or., Oct. 2.—(Special).—William Wilhelm, aged 78 years and a veteran of the Civil War, died at his home here today after a brief illness.

possibilities of the industry as a business asset for the state.

Committee for Campaign Named. To map out a state-wide advertising campaign with a view to advancing this industry and creating extensive markets for fresh, dried and canned berries, and for loganberry juice, a special committee was appointed, consisting of George E. Waggoner, realty dealer, chairman; David N. Moseason, publisher of "Oregon Country," and W. H. Hill, sales manager of the Northwestern Electric Company.

"The Willamette Valley has as fine agricultural products as any in the world," said Mr. Waggoner last night. "The trouble at present is that too much of the farming is conducted in desultory way. The only general market is for dairy products.

Interest of Pupils Sought. "Now there ought to be just as good a market and just as big a market for the state's agricultural and horticultural products. We must get more people out on the soil, show them how to organize their efforts for definite results, and help them create a market for their products.

"One of the biggest factors in Oregon's future prosperity must be the settlement and productivity of her agricultural lands. The only agricultural population now is far too small for the size of our cities.

"We hope all the public school children of the state and the young men and young women of the universities as well, will take an interest in this contest and send us their songs."

Additional Prizes Likely. To make the contest even more interesting the Ad Club hopes to get Portland merchants to put up additional cash or merchandise prizes. Contestants should write on one side of the paper only, and must submit their names, addresses, age and school with their manuscripts.

Just to give an idea of how a song can be written about the loganberry as a theme, here is one by Dean Collins that was sung by the Ad Club Quartet at the luncheon last Wednesday:

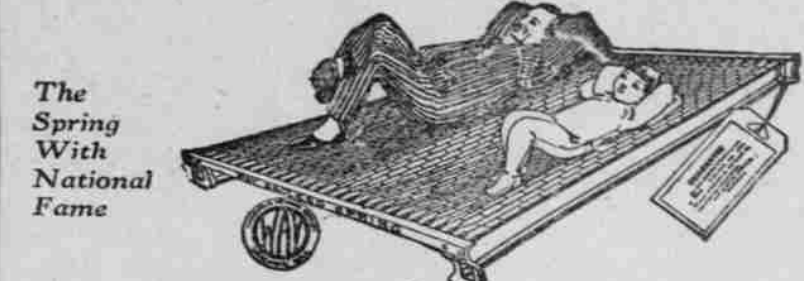
LOGANBERRY JUICE. (Tune: "When You Were a Tulip.") "Twas in a native garden that the Black-and-gold his bride, 'tis said, a nice raspberry red.

And now throughout the country the people hail her husky song. The loganberry of Oregon. Though some still cling to grape juice, or The loganberry drinks, as yet, 'Tis the juice that's coming up, you bet.

Chorus. Now no more our lips Shall hanker for juleps, Or sigh for beer that flows, For we can make merry On rich Loganberry.

Silverside Salmon Running. GARDINER, Or., Oct. 2.—(Special).—Silverside salmon have now begun to come into the Umpqua River and both canneries are operating.

"Way Sagless" Bedspring The Ideal Spring for Real Rest



We are exclusive Portland agents for the "Way Sagless" Bed Spring. It is an easy matter to speak highly of this Spring, as it has simply taken our salesmen by storm; it seems to speak for and sell itself.

Iron and Brass Bed Sale

We place on sale Monday morning a consignment of Brass and Iron Beds just arrived from our factory. You will find them perfect in material and finish.

IRON BEDS. \$10 Iron Bed, children, Ver-nis Martin finish, 2-in. posts \$6.45

Henry Jennings & Sons "The Home of Good Furniture" Fifth and Washington Sts.

LARCH PARTIES OFF SAGE TEA TURNS GRAY HAIR DARK

Business Men Will Dedicate Trail on Peak Today.

LEADERS LEAVE FOOD PACK

Frank H. Hilton Will Be Master of Ceremonies at Daybreak—Slippery Leaving Last Night.

Braving lowering skies and threatening weather, 100 nature-lovers left yesterday for Larch Mountain, where at daybreak this morning ceremonies will be held on the summit of Larch Mountain at 2 o'clock.

The first party, numbering about 50, left Portland at 7:50 yesterday morning. Frank H. Hilton, chairman of the arrival committee, led the party, which reached the summit of Larch Mountain at 2 o'clock.

The return of all the parties will be made this afternoon, and they will arrive at Portland on the O.W.R. & N. train at 5:30.

Trail Is Reported Slippery. J. P. Jaeger, a member of yesterday's arrival committee, telephoned to Portland over the Forestry Bureau telephone from Larch Mountain, following the excursion there yesterday afternoon, that the trail was slippery and in some places logs had been hauled across it.

Food Left Behind by Oversight. A pack train of several horses accompanied yesterday morning's party from Multnomah to the mountain, carrying tents and bedding for camping over there tonight. By a mischance, the food supplies to be taken along were left behind. The party had rather scanty rations, Mr. Jaeger reported. The delayed provisions were due to arrive at the mountain at 2 o'clock this morning.

Frank H. Hilton will be master of ceremonies at daybreak this morning on the mountain top. J. P. Jaeger, vice-president of the Progressive Business Men's Club, will speak for that organization, which fathered the Larch Mountain trail. Henry Hayek will speak on the building of the trail and its possibilities and Samuel C. Lancaster will then dedicate the trail.

Homeopathic Prescriptions, Specifics, Triturates, Pellets. A HOMEOPATHIC PHARMACY IN CHARGE OF A TRAINED HOMEOPATHIC. SEND FOR CATALOGUE. WOODARD, CLARKE & CO. Wood-Lark Bldg., Alder Street at West Park, Portland, Or.

Goiters, Tumors and Rheumatism. Latest and best methods. No Operations, no Medicine. Consultation and Examination Free. 512 Sweetland Bldg., Phone Main 5574.