TOURIST TRAVEL IS HELD BIG RESOURCE

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 a month have passed through Fortland—and "passing" is the correct word. The average stay was less than one day each.

If, by a careful expenditure of public money, certain public works can be carried on as that the territory tributary to Fortland may become so attractive to our visitors that they will prolong their stay with us to an average of three days each, then the laundry industry alone will be benefited to the extent of \$50,000 a month, to say nothing of the financial aiwantage of the hotels, restaurants, retail merchants, farmers and transportation companies.

The American people speed benefited.

chants, farmers and transportation companies.

The American people spent hundreds of millions of dollars in Europe in 1912. Switzerland, with but one-sixteenth the area of Oregon, does not produce from her soil enough foed and clothing to supply her own people. Her imports exceed her exports annually by more than 20 per cont; yet she has magnificent scenery and is prosperous. She has, by fine roads and attractive taverns, made her scenery easily available, with the result that thousands upon thousands of tourists have visited that unproductive country annually.

Money Well Distributed. Money Well Distributed.

Money Well Distributed.

These tourists, who came to view the mountains, lakes and falls, stayed to buy hotel service, watches, jewelry, textile goods, and a large shure of all the other commedities, the manufacturing of which gives employment to her people. This tourist money is distributed more thoroughly among her people than is the revenue from any other source, for everyone who serves receives from the tourist in proportion to

ceives from the tourist in proportion to his service.

Gregon is the promised land. Oregon can come into her own at last, but she must act. She must not continue to be content to depend upon her timber industry alone. By means of fine highways and motorcars, a resource can be added to our commercial life that not only can be enjoyed by our own people, but one that will give our own people, but one that will give our own people a prosperity that will reward the energetic and industrious for their labor more handsomely than does the harvest of any of her other crops. The farmers' interest in these roads runs parallel to the interest of the tourist. The same road that enchants the tourist serves the farmer.

The highways must lead away from the cities to interesting places and must be such that they can be traveled in comfort and safety. There must be suitable and convenient taverns show the roads, where the traveler ceives from the tourist in proportion to

Highway reaching from the seacoast to The Dalles, along the wonderful Co-lumbia River, for 200 miles: a road around the eastern slope of Mount Hood, connecting the present Hood River County roads with the Wemme road at Government Camp; a system of roads along the ridge of our west-ern hills reaching from Fairmont boulevard, 1800 feet above the city on the south, to Helbrook, on the north; a fine road on each bank of the beauti-ful Willamette to the falls at Oregon City; the Interstate bridge at Vancou-ver completed, and the Baracks and ver completed, and the Barseks and the excellent roads radiating from that quaint old historic town available, and our own local roads paved and lined with ornamental shads trees.

with ornamental shade trees.

This year we are losing the cost of the Columbia River Highway by not having it completed—by not being ready. Shall we continue to lose the value of our road expenditures by being too late? The budgets for county road work for next year are now being prepared. This is the time to act. prepared. This is the thin going to What are the County Courts going to

REFUGE HOME BOARD DINES

Women Doctors Complimented at Annual Luncheon

On Thursday at the Commercial Club the governing board of the Florence Crittenton Refuge Home, composed of Mrs. R. E. Bristow, Mrs. R. R. Steele, Mrs. W. H. Doane, Mrs. A. L. Lucas, Mrs. Horace Ramsdell and J. C. Olds, gave their annual luncheon, compli-menting the medical staff of the insti-tution Dr. C. Gertrude French. Dr. tution, Dr. C. Gertrude French, Dr. Jessie McGavin, Dr. Mary McLachlan, Dr. Mae Cardwell and Dr. Kitty Plum-

are constantly being cared for, is done by the girls themselves as a practical by the girls themselves as a practical training for their future employment. The charitles committee of the Chamber of Commerce, upon investigating the institution recently, gave its hearty indorsement immediately, and felt a great community need was here met in a sensible and practical way.

The home is located at East Thirty-first and East Glisan streets, and public interest and inspection are invited.

lie interest and inspection are invited at all times.

EVERETT FUGITIVE IS HELD Man, Wanted on Charge of Abscond-

ing With Cash, Is Arrested.

Percival Rhine, wanted in Everett, Wash, on a charge of grand larceny, was arrested at Fourth and Washington streets yesterday by City Detectives La Salle and Leonard and will be turned over to the Washington state authorities today.

Rhine was in the laundry business in Rhine was in the laundry business in Seattle for many years, but went bankrupt in 1913. Shortly after his bankruptey he was shot in the head while robbing a Seattle store and was committed to the penitentiary at Walla Walla for from one to 15 years. He was released a few months ago and went to Everett. There, it is alleged, he rented two houses, sublet them, and absconded with the meney paid him.

PORTLAND BOY IS CHOSEN PRESIDENT OF PACIFIC UNIVERSITY



Alvena Howard, President Herrick-Hall Self Government Assn.

PACIFIC UNIVERSITY. Forest Grove, Or., Oct. 2.—(Special.)—The past week has been one of great activity in student affairs, contests having been waged for the election of class officers. The results to date have been as follows: President of freshman class, Kenneth Irle, a Portland boy, who is an all-star basketbail player and a likely candidate for a back-field position in the varsity football team; president of sophomore class, Harold Reed, who is a leader in the literary field and associate editor of the Weekly Index. The junior election results in the selection of John Morgan, of basketball fame, as its president. The seniors elected James Rasmussen, football PACIFIC UNIVERSITY, Forest Grove, elected James Rasmussen. tackle and member of last year's var-

and member of last year's var-sity debating team.

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

Reed, president Sophomore Class.

Baker Show Will Have Detectaphone and Rhonophone.

DETECTIVE PLAY IS BILLED

W. J. Burns Assisted in Original Production and Agent Here Is Lending Instruments Used in Noted Criminal Case.

The detectaphone, the uncanny in trument which William J. Burns, the MAYOR ASKS FIRE CAUTION strument which William J. Burns, the detective, used in Jerreting out the Los Angeles Times building dynamite conspirators; and the rhonophone, a new device which records conversations supposedly secret, and repeats them on a phonograph when desired are two of the modern inventions which will be used on the Baker Theater stage this week in the production of the detective play. "The Argyle Case." Dr. Mae Cardwell and Dr. Kitty Plumber Gray.

This annual meeting is for the purpose of bringing the board and staff closer together in working out the groblems of this refuge home for unproduced originally with the ald of problems of this refuge home for unproduced originally with the ald of produced originally with the ald of the detective blay. The Argyle Case.

The Argyle Case.

Saturday. In an appeal issued yester-days or all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to lessen fire days the Mayor says there is opportunity for all to do something to also the detective says there is opportunity for all to do something to also the detective says there is opportunity for all to do something to also the days the Mayor says there is opportunity fo



Detective William J. Burns.

dition.

"Every home and business establishment in Portland should be thoroughly examined next Saturday to make certain there is not danger from fire."

It is intended purpose, every one will be sarker and the hazard from flames will have been largely, if not entirely, eliminated."

Civil War Veteran Dics at Roseburg.

ROSEBURG, Or., Oct. 2—(Special.)—

William Wilhelm, aged 78 years and a campaign to get commercial organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organization of the state to pay more attentions of the state to pay more attention to the development of Organizations of the state to pay more attentions of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organizations of the state to pay more attention to the development of Organization of the state to pay more attention to the development of Organization of the state to pay more attention to the development of Organization of the state to pay more attention to the development of Organization, which flathered the Larch Mountain trail. Henry Hayek will speak on the building of the trail and its possibilities and Samuel C. Landour the organization, which flathered the Larch Mountain trail. Henry Hayek will speak on the building of the flather of the projects under way or committed will like to annount to the development of Organization of the pay more attentio ed in Spokane.

Mr. Burns in the investigation of the Los Angeles Times dynamiting case, the San Francisco graft investigation and hundreds of others, including some more or less notorious ones in Portland

show that when you walk into a man's office now-a-days with the idea of STUDENTS TO TAKE PART production at the Baker will having a strictly private" conversa-tion with him, you never can tell whether a witness or stenographer is sitting in another room taking every word you utter or not.

word you utter or not.

There are also many other instances in which the introduction of this cunin which the introduction of this cun-ning detector has created consterna-tion among wrong-doers, for instance in cases of bankers noting interviews of clerks with prospective clients, rooms where suspected employes con-gregate, servants quariers and dress-ing rooms, and all sorts of legal and criminal institutions, divorce and breach of promise cases, which

Beautiful New Furniture Patterns at Jennings Now

Jenning's, "The Home of Good Furniture," a name synonymous with all that is good in Furniture, invites you to their mammoth Furniture mart. Here you have the very choicest in every imaginable article in equipment for the home-Furniture, Rugs, Carpets, Housefurnishings of Every Possible Need.

AXMINSTER RUGS, the Finest Rugs in the World Today, and

AXMINSTER RUGS, World Today, and These Axminster Rugs Are the Finest Axminster Rugs S 3.55 and S

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. To convince you, we ask you to be in our Rug Department, Second Floor, Main Store, early Monday morning.

Great special bargain on all 36x72 Axminster | Heavy long-wool nap Axminster Rugs, size 9x12. One of the very best Rugs. Regular \$4, \$4.50 and \$5. \$3.55 values offered. A wide range of patterns. Rich \$19.85 Nearly 100 patterns to select from \$3.55 Over 1000 entirely new patterns in Rugs and Linoleums will be at your disposal tomorrow.

A Revelation to the Housewife The New Garland **Combination Range**



HEATING STOVES You will likewise be amply

repaid to inspect our line of Coal and Wood Heating Stoves.

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. The surprise has come, nevertheless, and today we are showing on our display floors a Range that is positively "bullet-proof," as far as its predecessors and rival stove-makers' insinuations are considered. Every conceivable labor economy, conven-ience and heating acquirement solved perfectly.

To show the "Garland" Combination is a real pleasure. Ask for our Stove Salesman.

The Ideal Spring for Real Rest The

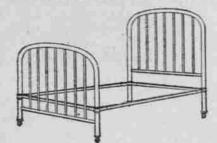
"Way Sagless" Bedspring



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. An entirely different feeling of rest will be your experience the first time you sleep on a "Way Sagless.

Seeing is positive proof in the case of the "Way Sagless." Price \$9.00 Beware of imitations. We are the only Portland agents.

Iron and Brass Bed Sale Morrison-St. Store



We place on sale Monday morning a consignment of Brass and Iron Beds just arrived on our floors. You will find them perfect in materials and finish. Not a collection of odds and ends, but a choice selection of the best beds made, quality and price considered.

considered.
BRASS BEDS.
\$14 All-Brass Bed, two-\$8.75 inch continuous post. \$11.85 415.59 All-Brass Bed, \$11.85 2-in, continuous posts \$2.75

IRON BEDS. \$3.50 Iron \$2.40 \$5.50 Iron \$3.60 \$10 Iron Bed, chillens, Ver- \$6.45

Liberal Terms of Credit When Desired

Henry Jenning & Sons

"The Home of Good Furniture" Fifth and Washington Sts.

Pass Our

All Cars

Doors

Also Second and Morrison

Step in Campaign to Advertise and Create New Markets for Ore-

A committee of five of the leading educators of the state will pass on the merits of the songs. This committee will meet in the club rooms of the Chamber of Commerce shortly after the close of the contest, oh a date that will be announced in the passers later. The committee will be

ossibilities of the industry as a busiess asset for the state.

Committee for Campaign Named. To map out a state-wide advertising campaign with a view to advanc-ing this industry and creating extens-ive markets for fresh, dried and canned

live 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. Mosessoni, publisher of "Oregon Country," and W. H. P. Hill, sales manager of the Northwestern Electric Company.

They decided that the song contest among students of the public school and universities for the cash prizes named would be a good way to start things off. They also have other distinctive plans for advertising in view, which they believe will attract attention to Oregon berries and loganberry juice through the whole United berry juice through the whole United

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

Now no more our two lips
Shall hanker for juleps,
Or sigh for beer that flows,
For we can make merry
On rich Loganberry,
It's a drink the whole world knows,
Oh we are tryin.
To imitate Bryan,
But honest, we'd like to sluice
Our throats with Oregon's very
Best red Loganberry,
For that is the julclest julce.

LARCH PARTIES OFFISAGE TEA

Business Men Will Dedicate Trail on Peak Today.

LEADERS LEAVE FOOD PACK

Frank H. Hilton Will Be Master of Ceremonies at Daybreak-Slip-

A pack train of several horses accompanied yesterday morning's party
from Multnemah to the mountain, carrying tents and bedding for camping
out 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.

Irrigation projects under way or com-pleted in this country represent an acre-age of 2.540,022 and a cost of more than \$39,000,000. See Section 1.2 Swetland Bidg. Phone Main 5574.

If Mixed With Sulphur It Dark-



which the introduction are reated consternance is case of bankers noting the transported employes constructed of clerks with prospective ellents, comma where suspected employes consequence of clerks with prospective clerks and the universities, consequence of promise cases, and the surface of the clerks in the public schools of the clerks in the public schools of the state and the universities, too, to make some money.

The Promophone records the consequence of the prospective clerks as a chance for bright state and the universities, too, to make some money.

The Portland Ad Club has decided to start a big camplagin to advertise to st

WOODARD, CLARKE & CO. Wood-Lark Bldg., Alder Street at West Park, Portland, Or.

Goiters, Tumors

methods. No Operations, no Medicine.