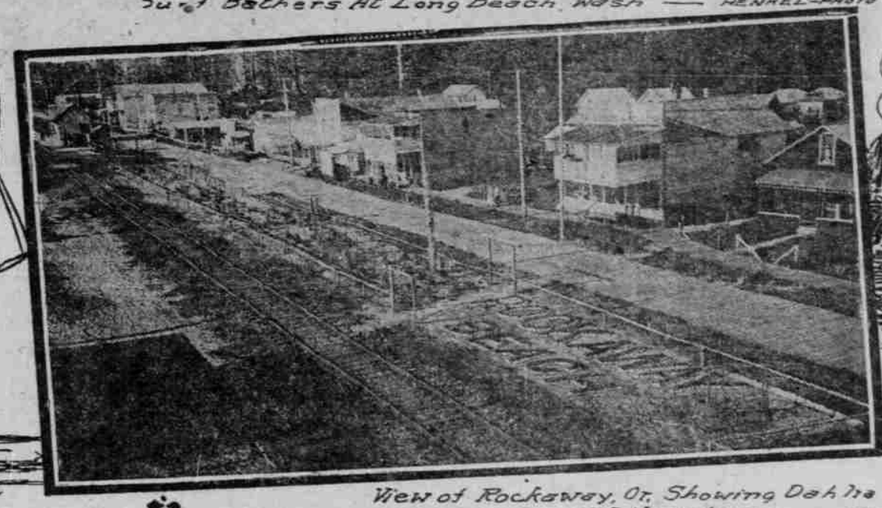
SEASIDE IS BUSY PREPARING FOR SALT CAIRN FUND FESTIVAL

Big Social and Musical Festivity to Be Held August 12. Summer Season Is Now in Full Swing at Resort.

Bathing Time At Seaside — MONTAG-PHOTO

Surf Bathers At Long Beach, Wash. — HENHEL-PHOTO



View of Rockaway, Or. Showing Dahlia Bed of 175 Varieties — PHOTO BY WOOD

Gate Way At Humbug Point, Cannon Beach, Ecola

Where The Waves Dash On The Cliffs Near The Lighthouse, Yaquina Bay

County Road, Gearhart

On The Beach At Salt Air

SEASIDE, Or., July 22.—(Special.)—August 19 has been set as the date for the benefit entertainment for the Salt Cairn fund. At a meeting of Lewis & Clark Salt Cairn Association held last Monday night I. N. Fleischner, president, presiding, it was decided to hold a big social and musical festivity to raise money to complete the marking of the place made historicaly interesting by Lewis and Clark who stopped at the cairn and procured and refined the salt to be used on their journey back East. Some of Portland's and Astoria's best singers have volunteered to appear on the programme and a number of women of social prominence will serve as patronesses.

Candy and favor booths and "side shows" will be arranged and there will be special attractions early in the evening for the younger set. Webb's orchestra that has been engaged for the season for the Hotel Moore will provide music, and dancing will be a delightful feature after the programme.

The salt cairn has been marked so far with an arch built of rock and rustic wood. It is to make a permanent monument that the association needs more funds. The Oregon Historical Association and many members of the Daughters of the American Revolution are interested in marking historical places of this character and members of these organizations will be invited to act as patrons and patronesses.

Dances each afternoon and evening at the Hotel Moore are attended by the society folk visiting at the beaches and nearby points. The Webb Orchestra is immensely popular. Many of the younger set of Gearhart make up parties and come for the dancing, returning to their homes late in the evening for supper parties. Other entertain at dinner at the hotel and pass the entire evening dancing.

W. P. Kenney, vice-president of the Great Northern Railway, arrived in Seaside early in the week in his private car. Mrs. Kenney, who accompanied him, went directly to the Hotel Moore where she has a suite. Mr. Kenny, M. J. Costello, assistant traffic manager and R. K. Pretty, assistant general freight agent, left for a business trip into the interior of the state, but returned later to Seaside. The leading railroad men are getting greatly interested in Seaside as so many of the people from St. Paul and other cities in that locality are coming to this resort.

The announcement that "Veda the Vampire," the society movie, is to be produced in Seaside soon, is causing a great "tidal wave of excitement" in the beach resort and in Astoria. As everyone is in the picture—that is every one who is anyone socially, there is great excitement over the prospect of seeing the films. To see just how they appear, or in other words, to see themselves as others see them and to be seen by others will be thrilling and if the plans are carried out, Seaside will have the second chance to view the much-talked-of pictures. The benefits are to go to the People's Institute, a worthy organization and one that but rarely makes appeal to the public.

For the benefit of the Civic Improvement Club a card party will be given next Wednesday afternoon in the parlors and lobby of the Hotel Moore. Several prominent matrons of Gearhart and Seaside have reserved tables. Bridge and 500 will be played and the event will, undoubtedly, be one of the most important social gatherings of the season. Dainty refreshments will be served at the close of the game and there will be favors for the highest score players.

The Improvement Club conducts the rest room, which is one of the worthy institutions of Seaside.

Mr. and Mrs. Manuel Phillips, of Honolulu, and their two lovely little daughters, Elise and Margaret, who were visiting the I. N. Fleischners for a fortnight here, left on Tuesday by steamer for San Francisco. Mr. and Mrs. Fleischner and family motored with the Phillips over to Flavel to bid them bon voyage. Mrs. Ehrman (Minnie Fleischner) came down from Portland and joined the family at the dock and after the departure of the big steamship she came to Seaside with her parents and sister, Elise Fleischner.

On Sunday night a family dinner party was held at the Fleischner residence in compliment to the host who celebrated his birthday. Later in the evening an informal social hour was enjoyed by the family and a few additional friends, including Mr. and Mrs. Dan Malarkey, Mr. and Mrs. Edgar B. Piper and Mrs. Vernon Cartwright, who came in to add their congratulations and good wishes.

An important event of Thursday was the blessing of the bell of the Catholic church here. The ceremonies were beautiful and impressive and were attended by a large number of prominent Portlanders in addition to the local clergy and members of the church. Next Thursday Mrs. Blazier and Mrs Hadley will give a card party for the benefit of the church. The festival will be in Knights of Pythias Hall. Mrs. Bernard Albers gave a successful party for the church recently.

A number of college folk are planning to go to the Hotel Moore Monday night for the dance. Several students home from Oregon, Washington, California and Stanford will attend.

Miss Anne M. Lang, of the Dalles, is the house guest of Mrs. Julius Louisson.

Mr. Louisson came to the beach for the week end to visit his family.

The E. L. Thompsons have opeend their cottage and are enjoying the season at the beach.

Bathing has been exceptionally good this past week and there have been large numbers of Summer folk in the surf each day. A new life line that was placed in front of Locksley Hall recently is popular with bathers in that part of the beach.

Judge William D. Fenton is among the recent arrivals.

Mrs. Amy Dobson and John Logan are in the Dobson cottage for the season.

Miss Alice Cornwall is a guest of Mrs. Robert Beat at her Summer cottage.

Regret has been expressed by many of the vistors and cottagers that there seems to be a tendency to do away with the use of the old Indian names and that they are being replaced by less poetical, less romantic sounding names.

The Misses Gladys and Helen Dunne entertained during the week at an afternoon knitting party and informal tea. On Thursday the Dunne girls went over to Ocean Park, Wash., where they are visiting the Misses Helen and Frances Haseltine.

Miss Florence Johnson entertained on Monday night at an informal musical and party for a congenial group of her friends of the younger smart set.

Miss Mary Brownlie arrived today to be the guest of Miss Lenore McGregor. She has been at Seaview visiting Helen Ladd recently.

Mrs. Sigmund Ottenheimer has taken a cottage here for August.

Mr. and Mrs. Phil Blumauer have gone to Alaska. When they return they will come back to Seaside to occupy their cottage, "Natoma."

Mrs. Frank Moore, who was visiting the Jules Pickette, has returned to Portland.

Mrs. E. L. Getz and son, Robert Getz, are having a delightful summertime oating here.

Miss Ida May Schloth, a niece of Mrs. W. H. Patterson, is being cordially entertained.

Captain and Mrs. Patterson entertained Wednesday at a luncheon for a few intimate friends.

Visitors at the beach for the weekend were W. W. Banks, Phillips Beck and Ernest Merges.

Mrs. Whitmer is in her cottage on the boardwalk. Mrs. Ralph Hurlbut and Mrs. Brix are with her.

Mr. and Mrs. W. P. Lillis and daughter, Lucy, are located in the A. M. Smith cottage in Hermosa Park for the season. Mr. and Mrs. Smith will remain at the beach for a fortnight.

The Alan Welch Smith Summer home, known as the Indian place, is open and is most attractive and homelike.

Miss Eva Wetsel and Miss Grace S. Cole and Mr. and Mrs. M. F. Deely are in the Simpson cottage.

Mr. and Mrs. H. Harkson arrived on Friday of last week.

Mrs. Tom Ennis and five children and Miss Alice Ennis, a sister-in-law, are among the Spokane visitors now at Seaside.

Mrs. J. P. Dooley, Dorah, Agnes and Midabaria Dooley, of Portland, are in "Lorelei" cottage, Seaside.

Mrs. Mason Wittenberg, Mary, Alice and Herman Wittenberg are in a cottage for the Summer.

Mrs. J. R. Humphreys, of Oregon City, who is passing the season at Necanicum Inn, went to Astoria for a brief visit this past week.

Mrs. Edward J. Failing, Jean Failing and Miss Barbara Holcomb returned to Portland the latter part of the week after a delightful visit at the beach.

Miss Hazel Ramsey is the guest of her aunt, Miss Emily Damann, of Necanicum Inn. The garden at the inn is all abloom and is one of the show places of the beach.

In the Damann cottage for the latre part of July are Mr. and Mrs. F. S. Henderson and son and Mrs. Elizabeth Rogers.

Mrs. McGill, Wayne and Helen McGill are in "Rest-a-While" cottage.

Mrs. H. L. Pittock and her nieces will remain at the Middleton cottage for the season.

Mrs. E. D. Jorgensen and baby, Grace, and Mrs. S. M. Dalrymple are in "Adalic" cottage for the month.

Miss Rose Brounstein was at the Necanicum Inn for a week.

In the cottage called "The Four Wind" are Mr. and Mrs. L. D. Walker and their nieces, the Misses Jessie, Alta and Nellie Merriss.

Mrs. Thomas Roberts is in her cottage "Cartrey," which is the euphonious Welch name for home.

At the clubhouse during the week were: Mr. and Mrs. O. P. Miller, Miss Helene Oates, Mr. and Mrs. Samuel Thatcher, Miss Eva Blood and Miss Laura Blood, Mrs. W. P. Gibson and daughter, Muriel, all of Portland; Miss Ella May Davidson, of Hood River.

Recently registered at the Hotel Moore were: Mr. and Mrs. George Scribner, of Seattle; R. M. Shank, Wallace, Idaho; Mr. and Mrs. M. E. Mack, Spokane; R. M. Dooley, M. M. Massey, A. L. Finley, Portland; J. W. Reid, Springfield, Mass.; L. W. Scott, G. W. Hollster, A. M. Cody, J. R. Lunn, M. H. Nichols, J. Fred Braly, S. McMullin, San Francisco; Judith Atland, Aberdeen; Mr. and Mrs. W. H. Potter, Seattle; David H. Smith, Mr. and Mrs. L. H. Haxen, Walla Walla; S. C. Sutherland, T. H. Allen, Mrs. M. C. Mitchell, Ben G. Johnson, Minneapolis; Mr. and Mrs. W. B. Putnam, J. W. Whitman, Miss D. C. Misner, Miss B. Barlow, Mrs. Fred E. Harlow, Miss V. A. Day, Miss J. M. Martin, J. L. Talbot, C. D. Crosby, L. D. Freeland, Marion Schneider, Miss E. Rogers, Mr. and Mrs. F. S. Henderson, Mrs. Mary Johnston, Mr. and Mrs. A. B. Carlock, Portland; C. J. Neff, Vancouver; Mr. and Mrs. S. J. Friedman, Hailey, Idaho; Miss Martha Barngrove, Lyons, Kan.; Mr. and Mrs. Ray W. Walter, Mr. and Mrs. George C. Macdonald, Mr. and Mrs. John Clark, Miss Helen Mae Clark, Miss Rachel Mary Clark, Kathryne Ridgley, Mr. and Mrs. M. T. Gardiner, C. D. Latourette, W. H. Hurlbut, L. Coblentz, M. H. Nichols, Mrs. R. Parker, Mrs. L. Hayes, Mrs. C. E. Webb, child and maid, of Central Point; John W. Shea, L. C. M. See, Mr. and Mrs. J. C. Denis, Tacoma; Mr. and Mrs. C. A. Carroll, Vancouver; Mr. and Mrs. J. S. Sterrett, Mr. and Mrs. Charles R. King, Mrs. Anna Eller, Harold Eller, Mrs. C. L. Horn, H. E. Bennett, R. S. McCarl, Mr. and Mrs. A. Ross, Mr. and Mrs. G. M. McBride, Mr. and Mrs. L. C. Mullin, Portland; A. Jones, Astoria; Mr. and Mrs. O. A. Dickenson, Chicago; Mr. and Mrs. A. W. Dickinson, Frank C. Paine, A. Stowell, C. F. Craig, Portland; Mrs. M. Hull, St. Louis; Mrs. W. P. Kenney, St. Paul; Charles Kenney, St. Paul; Mr. and Mrs. A. J. Dettinger, Mr. and Mrs. A. C. MacCallum, Mr. and Mrs. S. Crohn, J. H. Wickland, Seattle; J. C. Erwin, Toledo, O.

Among those who registered recently at Locksley Hall were E. E. Hartwell, Colorado; Mrs. D. W. Powers, Mrs. G. B. Wood, Boise, Idaho; Mrs. Amy Dobson, John Logan, Miss M. Looney, Mrs. George H. Cecil, W. H. Wilhelm, The Dalles; T. W. Hill, Mr. and Mrs. R. F. Austin, Myrtle Miller, Miss B. Miller, A. C. Carson, T. N. Randall, Mr. and Mrs. John F. Reilly, Kleth Caldwell, C. C. Brueggemann, Victor Dantoff, C. A. Holbeg, H. H. Johnson, F. D. Anderson, Mrs. O. H. Gould, Harriet L. Buford and Edna Huber.

GEARHART PLANS FESTIVITIES

Most of Entertaining Is in Homes at Pretty Resort.

GEARHART, Or., July 22.—(Special.)—The first few weeks of the beach season were comparatively quiet. Society folk rested after the round of festivities that marked the Spring season. But now the residents of Gearhart are beginning to feel they must be up and doing once more and so several festivities are planned. All are of an informal nature, however. The absence of a big hotel has left most of the entertaining to the homes. In fact, as one of the matrons expressed it, "We are having an exemplification of the joys of the back-to-the-home movement."

In this past week Mrs. Warren E. McCord's cottage, "Miramar Villa," was the center of much social interest. Miss Virginia McDonough had several guests and the young persons danced, sang, went on picnics and had a marvelously happy time. Martha Cutler and Hazel Archibald were here from Seattle and Isabella Macleay came down from Portland. Gerald Shannon, son of Dr. Shannon, and Robert Capps, both of Seattle, surprised the girls by arriving by motor and they put up at the "Searidge" and remained at Gearhart for several days, sharing in the jolly good times. A picnic on Tuesday was one of the festivities. A motor ride to Seaside and dance at the Hotel Moore was another. Mrs. McCord is an ideal hostess. She loves, the young people and they are always happy when she entertains them. Mrs. Sherman O'Gorman, one of Mrs. McCord's daughters, went back to Portland early in the week, accompanied by her daughter, Patricia. Mrs. Jesse R. Sharo, another daughter of Mrs. McCord, returned to town in the midweek. Mrs. G. C. von Egloffstein is still with her mother, Mrs. McCord. They are in the Fouilhoux place, which they leased for the season. It is artistically and sensibly furnished and commands a most inspiring view, making it a perfect beach home.

Golf continues to be the diversion without a peer. Nearly everyone in Gearhart plays golf. If they don't play golf they ride or are expert swimmers. Learning to swim well is all the rage just now. To be correct one must be thorough. The swimming tank, the beach, the golf links are all popular.

Mrs. C. H. Davis is looking extremely stunning and attractive this Summer. She has a white suit that is particularly becoming and with it she wears a touch of royal purple. Mrs. Davis is one of the few women who can wear this shade.

Mrs. Russell Caswell is another woman who is always smartly attired. She is pretty and wears her gowns with distinction. Mrs. Caswell is an enthusiastic equestrienne and is seen frequently riding in and about Gearhart.

Among the children who ride with James Nicol, the riding master, are Carolyn Corbett, Ann Adams, Frances Adams, Chauncey Devereaux, Alfred Wolf, Stanley Lang, Katherine Gray and many more.

In the Fisher cottage Mrs. Gay Lombard has been entertaining Mrs. Bert Tongue. Mrs. F. H. Haradon, who has the Sibson cottage, was hostess to Mrs. Tongue last week. Mrs. Sibson is in the Devereaux cottage with the Devereaux children.

Miss Nancy Zan was the guest of Miss Winnifred Huber for a few days.

Martin Sichel was the guest of Bertram Levy for a few days this week. Bertram Levy is one of the ambitious high school boys who is winning distinction for his progress in diving. Harold Hirsch is progressing splendidly and is now rated one of the most promising of swimmers. The tank is the popular rendezvous of all the young people.

Mr. and Mrs. Clarence Jacobson will be the house guests of the Isadore Langs for several days.

Mrs. George F. Keil and Mrs. Cochran, of San Francisco, who have been visiting Mrs. Charles F. Adams here, left on Friday for their home in California. Both are charming matrons and will be greatly missed by their friends here.

Miss Belle Marks is the guest of Mrs. Felix Friedlander.

Mr. and Mrs. Oskar Huber went up to Portland early in the week.

Mrs. John Lewis has been the house guest of Mrs. Ralph Wilbur.

Russell B. Caswell came to the beach on Tuesday for a visit with his family. Charlotte Breyman is the guest of the Caswells and John Kiernan has been entertained by Mr. and Mrs. Caswell for several days.

The Young Women's Christian Association camp continues in the successful course in which it started. In spite of the rainy weather a short time ago, the girls were all cheerful and had "the time of their lives," holding taffy pulls and impromptu parties. On Sunday 11 girls came to the cottage, making 28 in all. Miss Jessie R. Burton is in charge and she says that her "family" is the happiest on the beach. On Wednesday the girls went for a picnic to Tillamook.

Mrs. Halley Norrie is occupying her cottage, "Grasmere."

Mrs. Graham Glass, Mrs. Joseph Wiley and Baby Peter are among those who are enjoying the Summertime at the beach.

Mrs. David Taylor Honeyman came to the beach last week.

Mrs. W. F. Otto, Miss Gertrude Buehler, her sister, and Neola Otto arrived last Friday and are in their cottage, "Stonelil," a pretty place in the grove.

The report that the W. O. Van Schuyvers had bought the Mansfield place here was the matter of congratulation among Mrs. Van Schuyver's friends at Gearhart.

Mrs. Jack Howell has as her guest her mother, Mrs. S. Schulein, of Spokane.

Mrs. James Zan and children are in an attractive, cozy cottage overlooking the ocean.

A crawfish party will be given by several of the married set who will meet in the latter part of the week at the Harry Langs' residence.

The Kinney cottage is being enlarged and made even more attractive than it was.

Mrs. Frederick Seller, a charming visitor, with her daughters and maid, is being entertained at the handsome new residence of the Max Hirsches.

Miss Sadie Hellstrom, of Richmond, Va., was the guest of Mrs. Herry Lang for a few days. Miss Hellstrom is the sister of Mrs. Roscoe Nelson, of Portland.

Felix Friedlander was here for the week-end. The Friedlander hame is completed and is beautifully and comfortably furnished.

Helene Tyrrell is visiting Mrs. Lillian Mitchell in the Pfunder cottage.

Mrs. J. P. Levy has one of the most beautiful collections of dahlias and other flowers in her garden.

Mr. and Mrs. Samuel Rosenblatt, Flora and Millard Rosenblatt arrived several days ago to pass the season.

Mrs. H. S. Rudd, who, with her children, Ronald, Virginia and Ruth, opened the Gram cottage in Gearhart early in the season, was joined last week by her mother, Mrs. Andrew P. Gram, and her son, Harlan. Misses Myrtle and Alice Gram will pass August with their mother and sister.

MANY ENJOY BEACH BREEZES

Ecola Is Center of Many Varied Summer Gayeties.

ECOLA, CANNON BEACH, Or., July 22.—(Special.)—Cannon Beach Hotel registers: Mr. and Mrs. Anghi and A. Van Dusen, Astoria; Gladys Sprunleigh, Boise, Idaho; Edmond W. Scott, Auckland, New Zealand; Mr. and Mrs. J. W. Condit, Ethel Bryan, Elaine Bryan, C. F. Eshelman, Mr. and Mrs. G. A. Wishart, Charlotte and Doris Wishart, Gilbert Brudaker, Lenore Swigart, Gisala J. Baltin, Elizabeth Baltin, Gladys L. Ashley, Mr. and Mrs. P. E. Smith, J. P. Barlow, Miss Alice White, all of Portland; Mr. and Mrs. C. A. Wheeler, Pendleton; the Commodore, "a regular."

Among the guests at the "Stop and Rest Inn" are: Merle Post, Myrtle Buchanan, Oregon City; Mr. and Mrs. C. M. Meredith and Miss Helen Meredith, Portland.

Captain Delmar Shaver and family arrived from Portland July 18 and will remain for the season. Miss Ida Zimmerdahl and Master John Henderson are guests at the Shaver cottage.

Portland's postmaster, Mr. F. S. Myers, and family, are at "Villa Ida Emma," one of Mrs. R. D. Schieber's cottages, for the remainder of July and August.

Mr. and Mrs. C. W. Johnson, of Oregon City, who have been attending the druggists' convention at Seaside, are guests of Mrs. A. Poole in the Myrtlecard cottage.

Mr. and Mrs. D. C. Powell and daughter, Mrs. J. R. Fariss, of Portland, are spending the season in John Shaffer's cottage.

Miss Pearl Briton, of Evanston, Ill., is visiting her cousin, Mrs. M. D. Alger, and will remain during July.

Mr. and Mrs. Walter A. Gradon and daughter, Miss Florence, are cosily domiciled in the "Gray Den" for the remainder of the season.

Mrs. George Rogers is enjoying the hospitality of Mrs. S. E. Gumm at Fern Basket for the remainder of July.

Mr. and Mrs. Louis Burke and daughter, Mrs. C. W. Morden, and little son, are at homeiin W. H. Ross' cottage on Pacific View Ridge. Miss Bettridge, of Albany, N. Y., is a guest of Mr. and