

TOURISTS TURN TO SCENIC NORTHWEST

Display Spaces in Eastern Papers Appeal to Lovers of Stream and Forest.

OREGON GIVES ITS SHARE

Association, Concluding Its First Year of Activity, Expects Heaviest Tourist Travel in History of Nation.

It's a cinch that in Eau Claire, Wis., or in Bangor, Me., the folks know more about the Pacific Northwest Tourist Association and its purpose than do their distant cousins of the land from whence it hails.

And the reason is that, while the association has been rapping insistently on the doors of the East, it has had but little to say about itself in Oregon, Washington and British Columbia—the three commonwealths of the scenic International Northwest—for which it is consistently working.

The association has nearly concluded its first year of activity. It is looking forward to the harvest of one of the most tremendous advertising campaigns ever attempted in the name of community advertising.

The extensive advertising campaign consists of half-page display spaces in the largest Eastern papers, followed by quarter pages, with smaller advertisements in a half hundred other newspapers. Pages and half pages have been liberally used in the principal magazines, but particularly in those which appeal to the lover of streams and woodland, of strange mountains and cool trails.

Stream and Forest Attract.

Not through this medium alone has the invitation been extended, for the association has not ventured to carry all its eggs in one basket. It has issued five special booklets, after the style of the railway folder, rife with clear half-tones and information.

To a carefully selected list of tourists who have been accustomed to travel in Europe and to other scenic sections of America, has been issued a special invitation, inviting them to the governments of the three commonwealths, Oregon, Washington and British Columbia.

"In extending the inclosed invitation at this time," reads the card which accompanied these, "it is desired to impress upon you that it is a patriotic duty to benefit the familiar and the extensive natural resources and latent wealth of this continent, and that there is no richer, quicker and more thorough means of doing so than by visiting its various sections. The wonderful scenic attractions, with the diversified outdoor recreation in the Pacific Northwest, are more than sufficient to warrant the spending of a vacation here, especially if by so doing it will be possible to gather at first hand valuable information of the resources of the country through which we are endeavoring to do something of the richness and beauty of this 'Farthest West.'"

Southern Hotels Crowded.

During the winter season the hotels of Florida and Cuba were crowded with tourists, whom a special effort was made to reach. At the entrance to one of the largest of Florida's fashionable resorts stands a billboard 80 feet long depicting and describing the attractions of the Pacific Northwest. Printed matter was distributed at these resorts and on the boardwalk at Atlantic City.

A campaign has now been started to bring the message of California to the Northwest. Similar endeavor will be made to bring the traveling public of Montana and adjoining states to the three commonwealths of the Northwest.

Success has followed the efforts of the association in several important instances. Joining with the press associations of Oregon, Washington and British Columbia, in an invitation to visit the Northwest, it has prevailed upon the National Editorial Association to hold its next annual convention in the three commonwealths, by a "convention-on-wheels" plan. Its secretary, Herbert Cuthbert, attended the recent session at Hot Springs, Ark., and received the acceptance of the invitation.

Personal Campaign Succeeds.

The association also brought about a movement to have the delegates to the National Advertising Men's Association, who will meet in San Francisco next month, travel via the Northwest. Most of the delegates will come through the Northwest, spending considerable time here. Those who go via San Francisco will return in a majority of cases, through the Northwest.

The association is convinced that its best advertising medium is the lecture tour of Frank Branch Riley and Frank L. Jones throughout the East. Thousands of letters have been received by Northwestern people regarding this tour. Hundreds of columns of newspaper reviews were given to the lecturers and many requests have been made for return engagements.

As the result of the tour Mr. Riley has had two offers from Chautauqua associations to present the Pacific Northwest's attractions before their Eastern audiences. So well was the lecture received that Samuel Hill, while in California, telegraphed Mr. Riley to come, with his scenic views, and speak before several organizations in that state. Mr. Riley has just returned from that trip. A report made recently by Herbert Cuthbert, secretary of the association, to the officers and directors, discusses the prospect of transportation facilities and one upon which, naturally, there could be two opinions. It was very difficult for each individual director, in his desire conscientiously to carry out the responsibilities devolving upon him, to determine whether or not

OREGON DIRECTORS AND OFFICERS OF THE PACIFIC NORTHWEST TOURIST ASSOCIATION, WHICH IS WAGING AN EXTENSIVE CAMPAIGN FOR TOURIST TRAVEL TO THIS SECTION.



1—J. P. Jaeger, of Jaeger Bros., Portland. 2—Emery Olmstead, Vice-President for Oregon, Portland. 3—A. R. Tiffany, Registrar, University of Oregon, Eugene. 4—Phil Metehan, Jr., Finance, Portland. 5—J. W. Selmons, Banker, Klamath Falls. 6—Ben W. Oleott, Secretary of State, Salem. 7—Leslie Butler, Banker, Hood River. 8—W. J. Hoffmann, Finance Commissioner and Chairman of Advertising and Printing, Portland. 9—J. C. Ainsworth, Treasurer of the Association.

3 PICKED FOR OFFICE

COOS COUNTY TAXPAYERS' LEAGUE MAKES NOMINATIONS.

Mayor Topping Named for Judge and Yoakum and Harry for Commissioners.

FORMER CITY FIREMAN RISES RAPIDLY IN NAVY.

Ensign Raymond F. Tillman, son of Mr. and Mrs. Frank Tillman, 815 Front street, has made a rapid rise in the United States Naval Reserve force since his last enlistment as an ordinary seaman April 5, 1917.

WASHINGTON TO HOLD FAIR

September 19 and 20 Are Dates Fixed by Board of Directors.

FOREST GROVE, Or., June 15.—(Special.)—The dates for the Washington County Fair have been fixed for Thursday and Friday, September 19 and 20.

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THRIFT STAMP SALES RISE

Children of Shaver School Push Total to \$6987.

The children of the Shaver School have been very active in the selling and purchasing of thrift stamps. The school now totals \$6987. Following are the pupils who are members of the Rainbow Regiment:

- Lee Bond, Lily Lang, Helen Pinklewisch, Lauretta McCauley, Barbara Jenny, Cifton Berwick, Edward Zimmerman, Annie Wasbo, Margaret Hickey, Peter Roman, Roy Robertson, Margaret Dickie, William Hepburn, Frank Gray, Robert MacDonald, Leo Smith, George Seeband, Anna Larsen, Roger Bruce, Selma White, Arthur McCauley, Conrad Leitcher, Harold Bevan, Edle Jarelski.

CARD OF THANKS.

Mr. and Mrs. Chas. H. Osborne and family wish to thank their many friends and neighbors for the beautiful flowers and the sympathy shown them in their bereavement in the loss of a loving and devoted son and brother.



CORONA

unfolded for writing in pullman, smoking car or hotel.

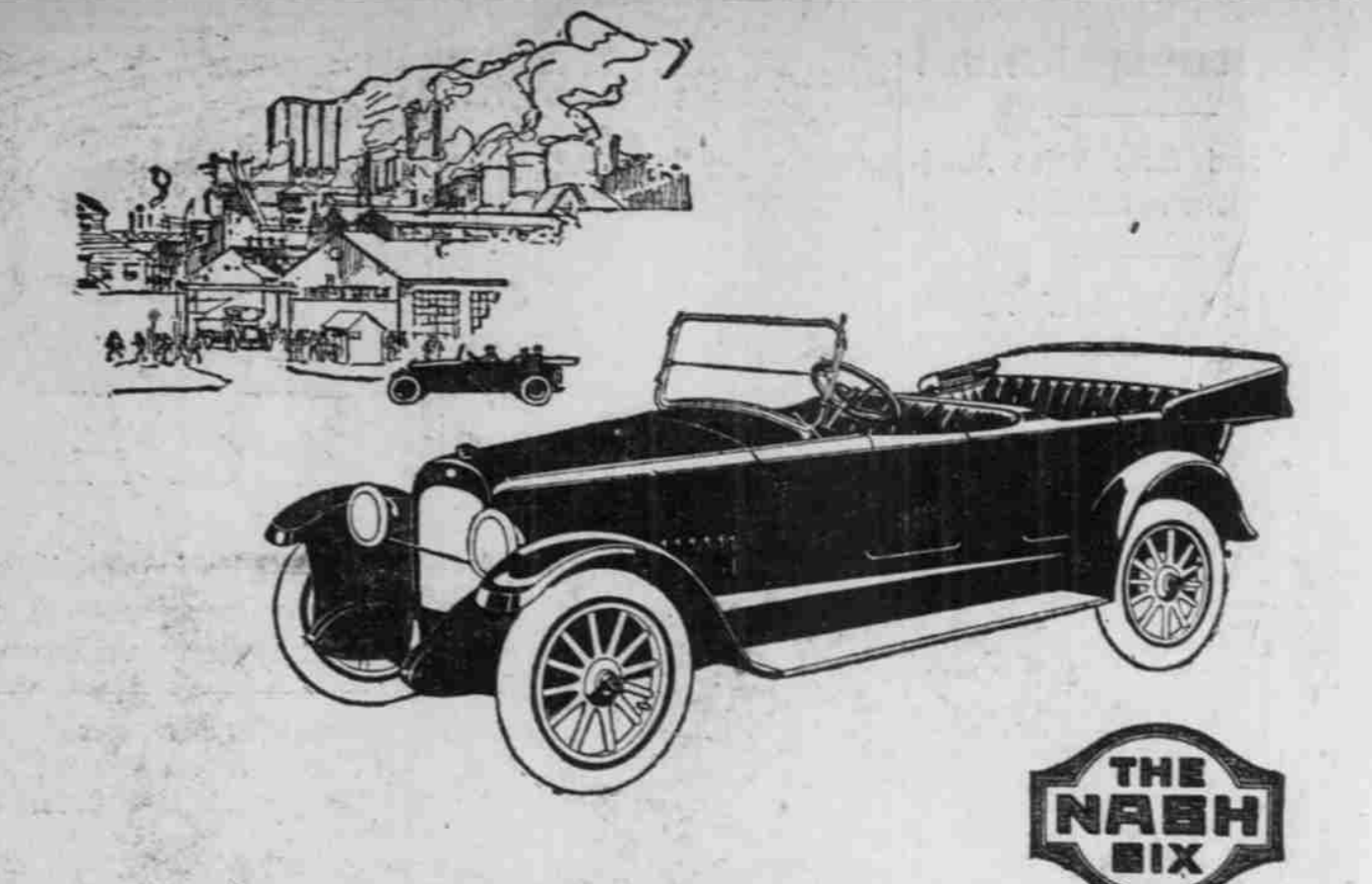
Price \$50 with regular carrying case. Special Likly luggage to suit your requirements.

E. W. PEASE CO.

ECKMANS Calcicarb

FOR WEAK LUNGS or throat troubles that threaten to become chronic, this Calcium compound will be found effective. The harmful germs get deviled. Free from harmful or habit-forming drugs. Try them today.

50 cents a box, including war tax. For sale by all druggists. Eckman Laboratories, Philadelphia.



THE perfected valve-in-head motor of the Nash Six has now firmly established its unusual power and economy in the service of owners throughout the country. And not the least of its advantages is the fact that its encased valve mechanism is self-lubricating.

Portland Motor Car Co. Broadway 521 Tenth and Burnside Sts.

NASH MOTORS

VALUE CARS AT VOLUME PRICES

CAMP WORK TO START

DRAFTED MEN BEGIN TO ARRIVE AT CORVALLIS INSTITUTION.

Work of Training Men Will Be Under Command of Captain Walter Toose and Will Begin Wednesday.

OREGON AGRICULTURAL COLLEGE, Corvallis, June 15.—(Special.)—The campus of the Oregon Agricultural College has the appearance of a military camp.

Albany to Celebrate at Lebanon. ALBANY, Or., June 15.—(Special.)—Albany will hold no formal celebration of the Fourth of July this year, but most of its citizens will celebrate at Lebanon and others will participate in celebrations in other cities and towns.

Lebanon had planned its celebration first the plan has been abandoned. Phone your want ads to The Oregonian, Main 7079, A 6995.

Half a Century's Western Experience behind each box



GIANT FARM POWDERS

STUMPING - AGRICULTURAL

For more than 50 years Giant Powders have cut the cost of western blasting. In all this time they have been constantly improved and adapted to western conditions by a western company.

Caution: Be sure you get the genuine Giant Powders, the product of the manufacturers who organized the same. Look for the Giant trade-mark. It is your only protection against imitations.

THE GIANT POWDER CO., Con.

Home Office: San Francisco. Branch Offices: Denver, Portland, Salt Lake City, Seattle, Spokane.

MARK AND MAIL THIS FREE BOOK COUPON

THE GIANT POWDER CO., Con., First National Bank Bldg., San Francisco. Send me 52-page illustrated booklet "Better Farming." I am especially interested in (please check)  Stump Blasting  Ditch Blasting  Subsoil Blasting  Boulder Blasting  Tree Bed Blasting  Road Making

Name \_\_\_\_\_ Address \_\_\_\_\_

SUFFERED EVER SINCE SHE WAS A GIRL, SHE SAYS

Finds Relief After 30 Years. "I'll Always Praise Tanlac."

"It certainly seems wonderful after trying almost every conceivable medicine for the past thirty years, that a few bottles of Tanlac should give me that long-hoped-for relief, but it has, and I'll praise it as long as I live."

Mrs. Napper continued, "I have suffered from stomach trouble in the form of gastritis and other complications, which as I grew older kept getting worse. Soon after meals my stomach would fill with gas and bloated me up, causing almost unbearable pain, and a pressure around my heart that almost cut off my breath. I couldn't eat an apple or an orange without it making me almost, but by the time my second bottle was gone I felt like a new man. I was really afraid I would soon die unless I could get something to help me."

"About the first of January I read the testimonial of a party I know and who had gotten such wonderful results from Tanlac that I decided to try it myself. Well, if Tanlac had failed me I don't know what I would have done, as I think I had tried everything else. But it hasn't failed me, I'm thankful to say. On the other hand, I feel just like a new person since taking it. I didn't feel much benefit from my first bottle, but by the time my second bottle was gone I felt a general improvement. My appetite picked up and since that time I have had no more pain or smothering spells. I have taken three bottles now and can sleep all night long, and that tired, worn-out feeling has left me. I am not the least bit nervous any more, and my stomach is in such fine condition that I can eat meats and anything else I want without the slightest discomfort from it. I find real pleasure now in living, as I'm able to work, and since Tanlac has done so much for me I feel like I ought to do what I can to let others know about it."

Tanlac is sold in Portland by the Owl Drug Co.—Adv.

HOW HE QUIT TOBACCO

This veteran, S. B. Lamphere, was addicted to the excessive use of tobacco habit, smoking and chewing, can get it free, supplied, by writing to Edward J. Woods, 12 N. Station St., New York City. You will be surprised and pleased. Look for quiet nerve, stronger heart, better digestion, improved eye-sight, increased vigor, longer life and other advantages if you quit poisoning yourself.—Adv.