

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

## OREGON GIVES ITS SHARE

Association, Concluding Its First Year of Activity, Expects Heavlest 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 commu nity advertising. Into the International Northwest this Summer and Fall, when the Easterners turn to the fruition of the vacation dreams, will pour a tour-ist tide beyond all precedent.

#### Advertising Far-Reaching.

If they don't come, there will be something wrong with the omensand there isn't. For nothing has been left to the rule of probability insofar as attractive and impelling advertisement may go, and the scenic wonder-lands of the Pacific Northwest are known in the East through this me-dium as never before.

dium as never before. The extensive advertising campaign consists of half-page display spaces in the largest Eastern papers, followed by quarter pages, with smaller advertise-ments in a half hundred other news-papers. Pages and half pages have been liberally used in the principal magapapers. Pages and half pages have been liberally used in the principal maga-sines, but particularly in those which appeal to the lover of streams and woodland, of strange mountains and cool trails. Motoring magazines have been extensively used to carry the story of the Northwestern tours, while pub-lications appealing to the interest of the angler and the mountain-climber have carried the call.

## Stream and Forest Attract.

Not through this medium alone has the invitation been extended, for the association has not ventured to carry all of its eggs in one basket. It has all of 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. There is one on motoring, another on moun-tain climbing, and others on yachting,

ough means of doing so than by visit-ing its various sections. The wonder-ful scenic attractions, with the diver-stine the pacific Northwest sector the idea that the idea tion in the Pacific Northwest, are more than sufficient to warrant the spend-ing of a vacation here, especially if by so doing it will be possible for you to gather at first hand valuable infor-mation of the resources of the country through which you pass and learn compliance warrant the spend-ing of a vacation here, especially if by so doing it will be possible for you eral McAdoo is doing nothing more or less than to cut out the deadwood from passenger business, remove the unnecessary trains which can be withsomething of the richness and beauty of this 'Farthest West.'" unnecessary trains which can be with-drawn by the elimination of competi-tion, and that all persons who desire to



OREGON DIRECTORS AND OFFICERS OF THE PACIFIC NORTHWEST TOURIST ASSOCIATION, WHICH

IS WAGING AN EXTENSIVE CAMPAIGN FOR TOURIST TRAVEL TO THIS SECTION.

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 selflubricating.



Five-Passenger Touring Car, \$1395 Four-Passenger Roadstar . . \$1395 Sedan . . . . \$2085 Four - Passenger Coupe . . . \$2085 Seven-Passenger . . . . . . . \$1545 Prices J. n. b. Kennsha



#### 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. N. J., is established a special bureau, with enlarged photographs of North-western scenic attractions and with a supply of the five booklets. The representative in charge reports that the bu reau has proved popular and resultful. A campaign has now been started to bring the motorists of California to the Northwest. Similar endeavor will be made to bring the traveling public of three con

Montana and adjoining states to the three commonwealths this Summer. Success has followed the efforts of the association in several important instances. Joining with the press asso-clations 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 "con-vention-on-wheels" plan. Its secretary, Herbert Cuthbert, attended the recent session at Hot Springs, Ark., and re-ceived the acceptance of the invitation.

#### Personal Campaign Success.

The association also brought about 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 co via San Francisco 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 J. Jones throughout the East, Thou-sands of letters have been received by Northwestern people regarding, this tour. Hundreds of columns of news-paper reviews were given to the lec-turers and many requests have been

ade for return engagements. As the result of the tour Mr. Riley has had two offers from Chautauqua as-sociations to present the Pacific Northwest's attractions before their Eastern audiences. So well was the lecture re-elved that Samuel Hill, while in Cali-fornis, 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.

report made recently by Herbert Cuthbert, secretary of the association, to the officers and directors, discusses the prospect of transportation facilities and is of heartily optimistic tenor.

"At the beginning of this year," writes Mr. Cuthbert, "the association was confronted with a very difficult question and one upon which, naturally, there could be two opinions. It was very difficult for each individual di-rector, in his desire conscientiously to carry out the responsibilities devolving upon him, to determine whether or not

Ensign Raymond F. Tillman.

Ensign Raymond F. Tillman, son of Mr. and Mrs. Frank Till-man, 815 Front street, has made

a rapid rise in the United States

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quille for the purpose of choosing cantravel in search of a vacation will find

didates for County Judge and Commis-sioners, there were 250 people present. dequate accommodation. The board of directors for Oregon comprises the following: Ben W. Olcott, Secretary of State, Salem; W. J. Hof-mann, finance commissioner and chair-man of advertising and printing com-mittee, Portland; Phil Metschan, Jr., finance commissioner, Bobert W. Saw-The organization is promoting a re-call of all members of the County Court. Mayor George P. Topping, of Bandon, was nominated to oppose Judge man of advertising and printing com-mittee, Portland: Phil Metschan, Jr., finance commissioner; Robert W. Saw-yer, Bend: H. A. Latta, Medford: A. R. Tiffany, Eugene; J. W. Seimons, Kla-math Falls; Leslie Butler, Hood River; J. P. Jaeger, Portland. Emery Oim-tread of Portland. Emery Oim-tread of Portland. Emery Oim-tread of Portland. Emery Oim-J. P. Jaeger, Portland. Emery Oim-stead, of Portland, is vice-president for Oregon. J. C. Ainsworth, of Portland, is treasurer of the association for all of the county and gave the northern or

three commonwealths. Governor Withycombe recently re-appointed Mr. Metschan and Mr. Hofmann as commissioners of finance, in the full ticket, some saying they would charge of the expenditure of the \$45,000 support Judge Watson and others that charge of the expenditure of the \$45,000 fund for the advancement of the Northwould stand by Commissioner they west, which is Oregon's portion of the Philip, total fund of \$112,000. They There is some talk of holding a spe

cial election, but the County Court is credited with objecting to this proce-dure, claiming the expense could be greatly lessened if the election was \* FORMER CITY FIREMAN RISES RAPIDLY IN NAVY. held simultaneously with the general election in November.

Several wordy altercations occurred during the meeting, between former District Attorney Lilequist and Frank B. Cameron, who printed the Agitator here for several years.

WASHINGTON TO HOLD FAIR September 19 and 20 Are Dates

'Fixed by Board of Directors.

FOREST GROVE, Or., June 15.-(Spe-ial.)-The dates for the Washington County Fair have been fixed for Thurs-County Fair have been fixed for Thurs-day and Friday, September 19 and 20. The fair will be held on the campus grounds of Pacific University. At a recent meeting a county-wide organization was formed, the various Granges and other farmers' organiza-tions being given representation on the board of directors. The newly elected officers are: Pres-ident A. E. Westcott Banks: vise.

ident, A. E. Westcott, Banks; vice-president, Mrs. Hattle E. Vall, Man-ning; treasurer, R. G. Scott, Sherwood; secretary, N. C. Jamison, Hillsboro.

# **KESL IS FIRST LIEUTENANT**

Portland Man Returns From Texas Camp With Commission.

Naval Reserve force since his last enlistment as an ordinary seaman April 5, 1917. A recent letter from him announced that he was commissioned Ensign May Roy W. Kesl, former secretary to Mayor Baker, has reached Portland from Camp MacArthur at Waco, Tex., he was commissioned Ensign May 28. He was made a coxswain June 1, 1917; boatswain second mate August 2, 1917; first mate Febru-ary 1, 1918, and chief boatswain April 1, 1918. He had served a previous enlistment in the Navy and saw service in China. He is 24 years old. with a commission as First Lieutenant in the Signal Corps and orders to re-port for duty at Vancouver Barracka. Lieutenant Kesl left Portland on May nlisted as a private and was sent

or throat troubles that threaten to become ohronic, this Calcium compound will be found effective. The handlest form yet chronic, this Calcium compound will be found effective. The handlest form yet doubled. Free from harmful or habit-" forming drugs. Try them today. 50 cents a box, including war tax 1 for Washington, where he endeavored to obtain a commission from the War Department. Disappointed there, he

Camp MacArthur, where, after a short

The children of the Shaver Schoo 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 Boyd Howard Peterson Lily Lang Helen Plinklewisch Lauretta McCauley Barbara Jenny Luella Brooka lifton Berwick Edward Zimmerman Annie Wagbo Peter Boman Margaret Hickey Atex Frelof Peter Boman Roy Robertson William Hepburn Robert MacDonald Leo Smith Thelma Berwick Anna Larsen Alex Frolof Marguerite Dickle Frank Gray Roy Anderson George Seeband Roger Bruce Arthur McCauley Haraid McCauley Selina White Courad Leichner Eddle Jagelski Harold McCauley Harold Bevau

## CARD OF THANKS.

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



Special Likly luggage to suit your re-

E. W. PEASE CO.

110 SIXTH ST.

ECKMANS .

alcerbs

FOR WEAK LUNGS

For sale by all druggists Schman Laboratory. Philadelp

service, giving vaccinations, taking in celebrations in other cities and measurements for uniforms and the as-signing of equipment and quarters. By using the college health service to the staging a celebration, but because





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

"It certainly seems wonderful, after trying almost every conceivable meditypics almost every concervatio medi-cine for the past thirty years, that a few bottles of Taniac should give me that long-hoped-for relief, but it has, and I'll praise it as long as I live." This interesting and remarkable state-

This interesting and remarkable state-ment was made by Mrs. Hester E. Nap-per in an interview at her residence, 1020 South Second West atreet, Salt Lake City, Utah, recently. "Ever since I was a girl of sixteen." 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 bloat me up, causing almost unbearable pain, and a pressurs around my heart that almost cut off my breath. I couldn't est an apple or an breath. I couldn't est an apple or sn orange without it making me almost, deathly slčk, and milk was just like polson to me. I had no appetite at all, could eat no meats of any kind, and for years I simply suffered agony. At times I was almost prostrated with for years I simply suffered agony. At times I was almost prostrated with headache and my nerves were all shat-tered. I was so nervous and miserable I could get no rest day or night and felt tired and worn out all the time, Last Fall my condition became so se-riours that my family was alarmed about me. I had given up nearly alf hopes of ever getting relief and 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

the testimonial of a party I know and who had gotten such wonderful results from Taniac that I decided to try it myself. Well, if Taniac had failed me 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 feit a general improvement. My appetite picked up and since that time I have had no more pain or smothering apells. I have taken three bottles now 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 condiand my siomach is in such the condi-tion that I can eat meats and anything else I want without the slightest dis-comfort from it. I find real pleasure now in living, as I'm able to work, shit wince Tanlac has done so much for me I now in fiving, as in a sole to work, and since Tanlac has done so much for mc 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.



This veteran. S. B. Lamphere, was addicted to the excessive use of tobacco for many years, He wanted to quit, but needed something to help him. He learned of a free book that tells about to-

heeded something to help him. He hearned of a free bacco habit and how to conquer it quickly, eas-ity and safely. In a recent latter he writes: "I have no desire for tobacco any more. I feel like a new man." Any one desiring a copy of this book on to-bacco habit, simaking and chewing, can pet it free, postpaid, by writing to Edward J. Woods, 12 N. Station E. New York City. You will be surprised and pleased Look for quiet-er nerves, stronger heart, better digestion, improved eye-sight, increased vigor, tonger life and other advantages if you quit polson-ing yourself.-Adv.