

OPTIMISM IN THE SADDLE THROUGHOUT SOUTHERN OREGON; CROPS ENCOURAGING

Richardson Returns From District Where People Are Doing Things.

Optimism is in the saddle throughout southern Oregon, was the way Tom Richardson put it yesterday morning, upon his return from an extended riding tour of the Rogue River and Umpqua valleys.

Richardson made talks before the schools, commercial clubs and women's clubs throughout the Rogue River valley, commencing for a general meeting at Medford, which was held October 15. That occasion, composed of the commanding men and women of Ashland, Talent, Medford, Central Point, Jacksonville, Grants, Pass and other Rogue River valley communities, at Medford, was intensely patriotic and confident.

Crops are good, and the prices are satisfactory, buyers are scouring the valley for all the fruit that the inspectors will take.

The Rogue River valley people are in a splendid mood, and they have determined to make 1915 count with new people and new money.

Back of Spirit Revivalled. All points were represented. The mood there was intoxicating. The speeches were of the harmony brand, and when the meeting closed all the forces of the great southern Oregon valley were a chorus.

There will also be present several Oregonians to be convinced, and these convicers will come from all parts of the state.

Ashland is the place where meets the waste and abandonment of California, with its luxury, fertility and abundance of Oregon.

It is the proper place for such a showing, in San Francisco our splendid exhibit will compete with a thousand naturally, and while at Ashland it will not only have the center, but the entire stage.

NEEDLEWORK GUILD PLANNING YEARLY TEA

Garments Will Be Exhibited in Connection With Annual Event.

All over the country at this time of the year the hundreds of branches of the Needlework Guild are making their annual collections of new garments for the poor.

The Portland branch is now arranging for its yearly tea and exhibition of garments. This will be held on the afternoon of Wednesday, November 13, at the Unitarian church.

Last year the regular collection of garments brought 2203 pieces of clothing. These were distributed to the Baby Home, Children's Home, Boys' and Girls' Aid society, Fruit and Flower Mission, Day Nursery, Good Samaritan Hospital, House of the Good Shepherd, Home for the Aged, Louise Home, County Hospital, Peoples Institute, St. Elizabeth's Home, St. Vincent's Hospital, Salvation Army, Visiting Nurse Association, and Volunteers of America.

The officers of the local society are Mrs. Elizabeth Hamilton, president; Mrs. Alex. Bernstein, treasurer; Mrs. R. W. Wilbur, secretary.

The section presidents are Miss Felling, Miss T. F. Defries, Mrs. W. L. Brewster, Mrs. F. Behrens, Mrs. C. Garnett, Miss Charissa Wiley, Mrs. C. Mead, Miss K. S. Gile, Mrs. W. C. Alford, Mrs. Herbert Holman.

Commercial club we had a good heart to heart talk. The home of this club is especially inviting. Large, roomy, it is well kept and is an honor to its members.

It was the blue they were at the state fair, and they don't allow you to forget. They mix this with talk of prunes and corn, and it listens well. They have money and more of it coming down in Douglas county.

There will be a big day at the Portland Young Men's Christian association, as it marks the beginning of the regular program for the winter Sundays.

Men are invited to assemble at the Y. M. C. A. at 2:30 o'clock, after which there will be a social and music until 3:15 o'clock when the formal meeting will be held, with an address by Rev. J. E. Snyder on "The Shame-faced Man."

Three discussion classes will be held from 4:30 to 5:30 o'clock. At this hour the weekly fellowship supper will be served. An entirely new feature will be a song service from 5:30 to 10 o'clock. This will be led by R. E. Randall, of the religious work department.

HIGH SCHOOL STUDENTS TRAINED FOR BUSINESS CAREERS



Scenes in commercial department at the Lincoln High school.

Ten teachers are employed in Lincoln high school to give specialized business training to the 425 boys and girls enrolled in the commercial courses which include commercial arithmetic, penmanship, bookkeeping, typewriting, business English, commercial law, parliamentary law, economics, commerce and finance.

Students who wish to specialize in this sort of work may elect courses that will allow them seven of the 25 credits required for graduation. Emphasis is laid upon the course in business English while to give symmetry to the training one term of bookkeeping is required in the shorthand course and one term of typewriting in the bookkeeping course.

This is evidence of what the public schools are doing to provide practical short cuts to business careers for those students who are compelled by necessity or who desire to take them. The popularity of this department in Lincoln high is shown by comparing this year's enrollment of 435 to last year's enrollment of 260.

GOOD BUSINESS UNDER PHILANTHROPIC GUISE

London Laundryman as Insistent on Smiles as Soapsuds and Starch.

London, Oct. 18.—Soapsuds and starch are needed for good laundry work, but smiles are quite as necessary an ingredient. Acting on this theory, Frank Wellstead, proprietor of a big laundering establishment in Wellstead, a western suburb of London, gives all his girl employes theatre tickets once a week. He supplies free lunches for them, and at intervals during working hours he entertains them with selections on a gramophone.

It is not because I'm kind hearted," he said today, explaining his method. "It is simply and purely a business proposition. If laundry work is to be well done, those who do it must be happy. Sad or gloomy girls invariably turn out poor work. I make it a rule always to smile on entering the laundry, and to encourage the girls to talk and laugh while at their tasks.

Use common sense—buy Superior coal, 15 ton. Main 154; A-1541. (Adv.)

Distinctive but dignified suitings are rare.

Our Fall and Winter exhibit shows how the newest fabrics combine distinctiveness with refinement. Don't miss them.

Suits and Overcoats to Order \$25 to \$65

Satisfaction guaranteed in all cases. Garments to order in a day if required. Full Dress and Tuxedo Suits a specialty.

Health Salon WILLIAM JERRENS' SONS, 108 Third Street, TAILOR FOR YOUNG MEN

CAMPUS NOTES FROM REED COLLEGE

The song writing contest held at a recent reception of the "new" girls by the "old" resulted in a decided increase in the number of Reed college songs. The women wrote words to go with familiar tunes, both popular and classical.

The newly organized dancing club will hold its opening dance Friday, October 24, in the college reception hall. The committee promises that it will be the most successful affair of the kind that has ever been given at Reed.

At a meeting of the new students Friday afternoon David Bruce, Robert Sabn and J. and Paul Rittenberg were elected to membership on the house committee, which has charge of the men's social room in the dormitory. It was decided that the committee should arrange for a "feed" in the near future.

Dr. W. T. Foster, president of Reed college, delivered a lecture before the college assembly on Thursday, in which he set forth the history of the foundation and development of the college from the earliest beginnings to the present time.

The first skating party of the year was given Wednesday at the Oaks rink. Despite a number of counter attractions the attendance was good. The crowd was especially congenial and everyone had a whole souled good time. This was the first of a series of such events, which will be held from time to time throughout the winter.

The Red chorus is at present preparing Gunod's "Gallia," to be sung at one of the vespers services within the next month. This service will be composed almost entirely of musical numbers.

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TITLE CONFERRED ON PORTLAND MUSICIAN

Dr. Clement B. Shaw, author and director of music of this city, has received a letter stating that the title of doctor of literature has been conferred upon him by the president and faculty of Baldwin university, his alma mater.

The action was taken at the annual meeting in August, in recognition of Dr. Shaw's numerous translations of literary masterpieces from the Scandinavian and German languages. Prominent among the German translations of Dr. Shaw are the works of Wagner. Translations from Swedish that have brought Dr. Shaw particularly into prominence are the classics of Tegner and Wallin.

Dr. Shaw was pleasantly surprised upon receipt of the high honor, which came entirely unlooked for.

Talking Machines at Your Own Terms. See Graves Music Co. removal adv. Page 12, sec. 2. (Adv.)

4000 Beautiful Dolls Given Away Free

WOODARD, CLARKE & CO. DOLL DAY TOMORROW Starting at 9 A. M. WOODARD, CLARKE & CO.



One doll, no more, to each customer making a 50c purchase or over. Great, big, bouncing dollies, with laughing eyes that open and close—the kind little girls like. We are the originators of FREE DOLL DAY in Portland, and this year we are giving a better made doll than ever before, and with a 50c purchase. Each doll is 16 inches high; some have light hair and some dark, some blue eyes, others brown. Everyone making a purchase of 50 cents or over will receive A DOLL FREE.

There Is Something in Our Store You Want!

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- Imported and Domestic Perfumes. TOOTH BRUSH HOLDER FREE with each 35c Tooth Brush. \$1.25 Wood-Lark Hair Brush 98c. Sea Salt. Bath Towels. Wash Rags. Soaps of all kinds. Stationery. Syringes \$1.00 Up. Hot Water Bottles, \$1.00 Up. Thermos Bottles \$1.00 Up. Razors \$1.00 Up. Watches \$1.00 Up. Clocks 75c Up. Razor Straps 50c Up. Framed Pictures 50c Up.

- Picture Framing. Cut Glass. Kodak Developing and Printing. Kodak Supplies. Candles. Medicinal Wines and Liquors. Trusses and Braces. Elastic Hosiery. Chafing Dishes and Percolators. Patent Medicines from Everywhere. Shaving Mirrors and Supplies. The Home of U-AR-DAS Luxury. Imported Leather Novelties. Invalid Chairs for Sale or Rent. Parisian Ivory Clocks. Unique Jewelry.

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AND HUNDREDS OF ARTICLES TOO MANY TO TELL ABOUT

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