

ASOUNDING GORANCE CONCERNING GREAT COLUMBIA RIVER HIGHWAY IS FOUND AMONG HOTEL MEN AND INFORMATION BUREAU AIDS

Men Who Greet Visitors to City Guess at Facts About the Highway

By Marshall N. Dana.
Adopting the name, Roger Williams of Rhode Island, I called on the hotel clerks and the Chamber of Commerce. "On the train some one said Portland had a scenic highway—the Oregon or Columbia road or some such name," I observed to the clerk at the Oregon. "It runs up east of town here, but it isn't open yet; they're blasting up near Hood River," responded the clerk. "The only way you can get onto the highway is to go to The Dalles by train."
"How far does it lead from there?" "Depends on where you want to go, but it runs to Pendleton now."
"Are there any particular features along the road?"
"Well, it runs over the foot of Mount Hood."
"Are there any waterfalls?"
"You'll find a few at Cascade Locks." Feeling that, as Roger Williams, some more knowledge might be helpful, I stepped in next door and said to the polite young gentleman behind the desk at the Benson hotel:
"Could you give me a little information about how I can get out on the Columbia river highway?"
"You ought to be able to learn from the automobile club," he answered. "They've been running a couple of trucks out there and if one of the drivers is in, he'd ought to be able to tell you something."

Like Distant Trail.
Suddenly, to the visiting Roger Williams, the Columbia highway seemed a distant trail, through an unknown land, whence daring trucksters brought back scraps of information. But I persisted: "Are there any scenic features worth noticing?"
"Only one, Multnomah falls. It's pretty fine, but there isn't much else, I guess."
S. Benson, owner of the Benson hotel, has been one of the good angels of the Columbia river highway. As a new paper man I knew all about his donations, services and interest before I entered this hotel, and, frankly, it was a disappointment not to find it a perfect hotbed of enthusiastic information.
"It's all handsurfaced now," the clerk on duty at the Portland Informer across the street, told me. "The only way you can get out is to hire a machine. Make it a half day trip and you'll enjoy it, for it's a mighty pretty road, I'm told."
"Could you give me the names of some of the waterfalls and special features?"
"No, I couldn't, but there is one place where you can see the Columbia river for 50 miles."
"How much did they have to spend on the road?"
"Blessed if I know, but they've certainly sunk a lot of money into it."

Threw Up His Hands.
The clerk at the Seward threw up his hands. "Don't know a thing about it. Don't read the papers. Not interested in automobile. This Tyrrel trip man says he's going to take the hotel clerks out over the road, and if he gives us a free ride I'll go along."
"The ride to Latolite falls is very beautiful," said the clerk at the Perkins.
"They're going to have a regular bus service out there presently, and I believe you might be able to get over the road in a bus now. But by the first of June, if you can wait, you ought to have a very nice trip."
Roger Williams of Rhode Island listened to this appreciatively, but the newspaper man vainly tried to remember Latolite falls.
"The only way you can get up the Columbia river highway now is by boat," vouchsafed the obliging clerk at the Imperial. "If you'd take the trip I'm sure you'd never regret it. No, I can't tell you when there will be a regular bus service out over the road, but Multnomah falls and the scenery are very pretty."

He Was Frank About It.
The genial gentleman at the Cornelia said: "They tell me it's the finest highway in the world, and the scenery is something wonderful."
"How will I get onto the road driving my own car?"
"I can't tell you that. I can talk to you a good while if you'll let me tell you things I don't know about the highway. I wish I had some literature on the subject."

"A jitney for \$2.50 an hour will take you out," was the information given at the Multnomah, where the literature about Honolulu and California was attractively displayed. There will be regular service over the highway very soon. A fellow who was telling me he intended to run some buses and call at the principal hotels. How soon will it be? Oh, some time during the summer. "But, say, if you want to know all about the highway, you go over to the Chamber of Commerce. It's their business to tell people about such things." Over to the Chamber of Commerce, which is in the Commercial club building, I strolled, and this is what I got at the information counter:
"Before the Automobile club moved away from its quarters on this floor we sent all inquirers over there to get authentic information, but now they've gone, we scarcely know what to do."

Produces Railroad Folder.
Request for some information about the road brought out a railroad folder, having the Columbia basin as a general subject, a single copy of a bus schedule soon to be if it isn't now, and a collection of disconnected photographs. "How many waterfalls are there?"
"Three, I guess."
"What did the road cost, what are its scenic features, what should I pay most attention to as I go over it?"
"We just simply haven't that data."

Oregon Bigamist Is Under Arrest

Klamath Falls, Or., May 13.—Charged with bigamy, H. E. Anglin is under arrest in San Francisco on complaint of Fred Noel, father of Miss Nina Noel, whom Anglin married here Thanksgiving. Extradition was waived, and the prisoner is coming here for trial. He was a local girl, Anglin was married in California several years ago. The father of the local girl followed Anglin to California and procured evidence to cause his arrest. Anglin was formerly superintendent of courthouse construction here.

When writing or calling on advertisers, you will confer a favor by mentioning The Journal. (Adv.)

Here Are Facts; All Greeters Should Master Them to Be Posted.

The hotel clerks and the information bureau of the Chamber of Commerce first meet the traveling public. If they had exact information about the Columbia river highway and could speak intimately and appreciatively of its transcendent beauties it ought to be worth millions in tourist money to Portland, for there is nothing that so attracts other visitors as the tale of man who has seen.

But not one of the hotel clerks and not one of the attendants at the information bureau of the Chamber of Commerce who were questioned had ever been out over the Columbia river highway or knew enough about it to satisfy the most casual questioner. "Are there any scenic features along the road?"
Not for a minute!

They cannot learn without a teacher. The fault rests with the city, with the management of the Chamber of Commerce, the transportation agencies, the Automobile club—and perhaps with the newspapers, although much has been printed about the highway. Of what use is the Columbia highway if inquirers can't learn why or how they can get to it?

Some Beauties Named.
"Don't forget the Columbia River Highway Trip. Ask the Clerk." In advance of the trip, however, this brief information will help:

The Columbia river highway is a new tourist route under construction from the Pacific ocean along the river 200 miles to The Dalles. It is not yet advisable to attempt to go from Portland to the sea by automobile, although the trip can be made from Portland 35 miles east to Warrenton and will be open to Cascade Locks, 42 miles east of Portland, sometime in June. Multnomah county is spending more than \$1,000,000 on the road.

It is not yet handsurfaced, but is a good, dirt road, with long radii curves and no grade exceeding 5 percent. To get on the highway run east of the river on either Base Line road or Sandy boulevard.

Some Beauties Named.
Base line road leads over Sandy river by the upper bridge and is preferable because it gives direct connection with the new road east of the bridge. Those who go by Sandy boulevard and the lower bridge find a pretty steep grade before they reach the highway proper. This grade will be overcome by a connecting link that follows the river on the east bank between the lower and upper bridges. Beyond the Sandy river the Columbia river highway leads first through excellent upland farming country. Passing Chanticleer, we reach Crown Point, 750 feet above the river, where concrete walks, wall and electric light have been installed, and where view may be had 30 miles up and 30 miles down the river. This point is almost directly above Rooster rock. Descending 600 feet in a 40 acre tract, the road spiraling downward like a triple figure 8, we reach Latolite falls, the Shippers' Drive, a high for the fairies. Then in succession we reach Bridal Veil falls, Coosy falls, Fort Rock on the mountainside and Lone Rock projecting from the river. Mist falls, which legend says is the hair of Spess's wife; Gordon falls, made by the descent of stream that bursts full born from the side of a mountain 3000 feet high; Multnomah falls, a double cataract with a drop of nearly 700 feet, known as the "Queen of American Waterfalls"; Oneonta gorge and falls, the slope which conceals a subterranean stream that sends air blasts out from among the rocks. Horse Fall falls, St. Peter's cathedral and seven other domed rocks, Beacon rock (across the river, 1100 feet high), and then Warrenton, which is as far as an automobile can go now. On the way examine the exquisite engineering

Buy It Now! And Be Sure It's Oregon Made!

Oregon is the second Grand Rapids of America. Let the majority of the furniture in Oregon homes be brought great distances. This, too, despite the fact that the quality, price and style of Oregon-made furniture is equal to the Eastern product. Don't be mean to your dollar. If it wants to stay in Oregon let it stay. When you buy at home you buy of the men who help pay your taxes, who give employment to labor, who send great sums of money into local circulation and who are the real builders of Oregon. Therefore remember Oregon industry when buying, and especially remember the following concerns whose subscriptions make this campaign possible.

- BANKS. The United States National Bank, 75 Third St., Portland, Or.
- CANDY—YOGAN'S CHOCOLATES. Modern Confectionery Co., Portland, Oregon.
- CEREALS—"GOLDEN ROD." Golden Rod Milling Co., Portland, Oregon.
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- MONUMENTS—MARBLE, GRANITE. Blasing Granite Co., 267 Third, Portland, and Salem, Or.
- ORCONITE Insurance Company. "EXCLUSIVELY OREGON." "Home Office, CORVALLIS, OREGON." Warren Bros. Co., Journal Bldg., Portland, Or.
- RUBBER WHEELS, MECHANICAL GOODS. Portland Rubber Mills, 565 East Ninth St., Portland, Or.

K-9 Refuses to Stay Submerged Heavily Weighted

* When J. D. Foreman, of 1880 *
* Exeter street, was bitten by a *
* bulldog belonging to 1896 *
* Berkeley street yesterday, own- *
* ers of the canine immediately *
* proceeded to get rid of it by *
* taking the animal to the slough, *
* tying a rock around its neck *
* and casting it overboard. *
* Mrs. Foreman reported the in- *
* cident at police headquarters *
* and when the police responded, *
* were informed by the owners *
* that the dog had been drowned. *
* Hardly had the officer re- *
* ported back to Captain Moore *
* or the disposal of the animal *
* when someone else called up *
* headquarters and said that the *
* dog had saved himself and *
* on the way home again as fast *
* as his weakened condition *
* would permit. *
* The owners were directed to *
* shut the dog up and watch it *
* for symptoms of rabies. *
* *****

and construction of the Latourell falls and Shepherds' Dell bridges, also the picturesque old Italian rock walls of dry masonry.

Beyond Warrenton, bridges are constructing over McCorr, Moffett, Tanner and Eagle creeks. At Bonville, near Tanner creek, do not fail to make a trip through the Goda; on the right, the largest in the world, and on the slope just to the west examine the petrified logs, some of them 200 feet long, that excavation for the road has uncovered.

West of Cascade Locks (you can make the entire distance from Warrenton to Cascade Locks on foot), note the south trip through the Goda; on the right, the largest in the world, and on the slope just to the west examine the petrified logs, some of them 200 feet long, that excavation for the road has uncovered.

Forty-nine prizes for limericks. And when the awards are made, they will be given to the winners by Buffalo Bill in person, for the great plainsman has consented to appear at the office of The Journal, meet the prize winners and personally hand them their awards. And, of course, you know what a limerick is. Sure you do. But anyway, here's one, just for a sample:

ONCE A FIGHTER NAMED BUFFALO WIL-
LIAM,
SAW SOME INJUNS WHO RAN 'EM HE-
KILLED 'EM.
BUT THEY STARTED TOO LATE.
IT IS SAD TO RELATE
FOR BUFFALO WILLIAM HE SPILLED 'EM.
There, that's a limerick. Of course it may not be as clever or as good as one you could write. But it's a limerick, just the same. And now that you know what to do, here are the conditions:

The subject of the limerick must be Buffalo Bill. It can be funny, serious, clever, any way you want to make it, except, of course, derisive. It must be mailed to the Limerick Contest Editor of The Journal, with your name and address, so as to reach him not later than midnight, Friday, May 21. The next day will be used in judging the contestants. Sunday, May 23, the winners will be announced, and Monday, May 24, at noon, the prizes will be given out in front of the office of The Journal. The show? It will be here



NO use changing from one cigarette to another just about like it.

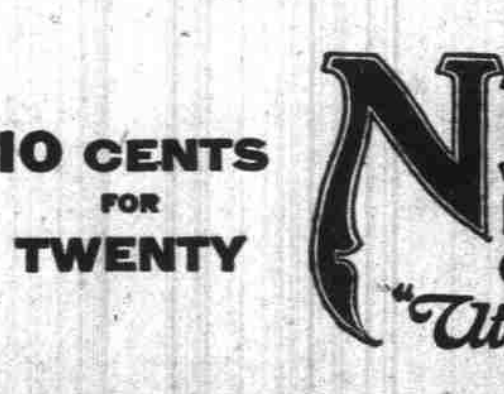
No good reason for switching to a new cigarette unless it is "Utterly Different."

We ask you to invest your money in a cigarette that is "Utterly Different" because it is better—and is better because it is "Utterly Different."

Other cigarettes are 99% the same — NEBO plain end cigarettes are 100% "Utterly Different."

Doesn't the very idea of such an "Utterly Different" cigarette "make you take notice?"—Don't you NEED IT?—Won't you try it? You'll THANK us.

GUARANTEE—If after smoking half the package of NEBO plain end you are not delighted, return balance of package to P. Lorillard Co., New York (Established 1760) and receive your money back.



PRIZES OFFERED FOR BEST LIMERICKS ON GREAT BUFFALO BILL

Real Coin and Tickets to the Sells-Floto Circus Will Be Given to Winners.

Seize your pencil firmly. Strike an attitude. Or, for that matter, strike anything you want to, just so you get your mind in good working order. Then write a limerick—just on the best limerick you ever wrote in your life. There'll be money in it. And if there isn't, there's a liable to be a ticket to the circus. Or maybe two tickets. For The Journal hereby announces that it has \$50 and 50 reserved seat tickets to the circus to give away. And all that is necessary to get one of the prizes is to write a limerick worthy of a prize about Buffalo Bill.

For let it be known that Buffalo Bill is coming to Portland for two days with the Sells-Floto circus and Buffalo Bill's Original Wild West. Everybody's interested in Buffalo Bill. The Journal knows that, and so The Journal has instituted a contest for the best limerick about the famous plainsman. And since this is a contest, there naturally will be prizes.

First prize \$15.00
Second prize 12.50
Third prize 7.50
Fourth prize 5.00
Ten prizes of 1.00
Fifteen prizes of two reserved seat tickets each to the Sells-Floto circus. Twenty more prizes of one reserved seat ticket each to the circus.

Forty-nine prizes for limericks. And when the awards are made, they will be given to the winners by Buffalo Bill in person, for the great plainsman has consented to appear at the office of The Journal, meet the prize winners and personally hand them their awards. And, of course, you know what a limerick is. Sure you do. But anyway, here's one, just for a sample:

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California Floods Intercept Autoists

A few days ago Samuel Hill and H. L. Bowlby, former state highway engineer, started to make an automobile trip over the Central Oregon highway to California and return from San Diego to Portland over the Pacific highway. A telegram received from Mr. Hill yesterday brought the information that they had reached Chico, Cal., where, on account of floods in the Sacramento valley, they were forced to ship their car to San Francisco. They made a good start, going from Maryhill, Wash., to Lakeview, Or., a distance of 348 miles, the first day.

Orpheum to Open Film Show Sunday

"The Eternal City," "Hall Calne's Story," "With Pauline Frederick," is First Bill Selected.
It was announced this morning that the Orpheum, which recently closed for the season as the hope of big time vaudeville, will throw open its doors next Sunday morning as a moving picture theatre. The pictures will be continued for summer. No announcement of further plans was made by Manager T. E. Conlon. General Manager Conlon is in the east in connection with the settlement with the Marcus Loew and Empress theatre deal, and it is probable that if Mr. Conlon resumes control of the Empress chain of theatres his plans for the future may be entirely rearranged. "The Eternal City," a dramatization of Hall Calne's story, with Miss Pauline Frederick in the role of Donna

May 24, 25, at Twenty-fifth and Raleigh streets. And just one thing more: The contest is open to everybody. So come on in.

Women's Pumps, Pair \$1.79

\$3.50 to \$5 Kinds.
Black suede Oxfords and pumps, tan Russia Oxfords and pumps, black velvet pumps, patent leather Oxfords. All sizes.
—Third Floor, 6th-St. Bldg.

Women's Hosiery, Pair 28c

Regularly, Pair 50c
2 pairs 55c. Lisle and silk lises, black, tans and colors. Full fashioned, double soles, garter tops.
—First Floor, 6th-St. Bldg.

Women's Kid Gloves 39c

Originally \$1.25-\$1.75
Standard makes, black, white, tans, mode, greys, sizes 5 1/2, 6 and 6 1/2, larger sizes. No phone nor C. O. D. orders.
—First Floor, 6th-St. Bldg.

Silk Petticots \$1.98

\$3.00 Kind
A soft, a meshaline, jersey and meshaline combined. In full range styles, all new Spring shades.
—Fifth Floor, 6th-St. Bldg.

Taffeta Silk, Yard \$1.19

36 Inches Wide
Splendid quality taffeta. Black, navy, green, brown, Belgian blue, pink, blue, changeable.
—Third Floor, 6th-St. Bldg.

Ribbon Remnants 1/2 Price

3/4 to 2 1/2-Yard Lengths
All kinds and colors in taffeta, satin, tulle, brocade, moire, velours, black and colored velvets.
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Percales The Yard 9c

Our Reg. 12 1/2c Grade
Yard wide good quality percales in a very good assortment of colors, both light and dark. Special for Friday.
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Crepe Neige Flouncings 69c

Usually 85c to \$1.25
Very dainty, solid work, fast edges, hemstitched and ruffled with black, white and pink. At this low price the yard.
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Adjustable Window Screens Reduced!

Measure Windows Before Ordering
Height 12 inches, extreme width 33 inches, were 25c, now 19c
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Height 18 inches, extreme width 33 inches, were 30c, now 24c
Height 18 inches, extreme width 45 inches, were 40c, now 32c
Height 24 inches, extreme width 33 inches, were 35c, now 28c
Height 24 inches, extreme width 41 inches, were 40c, now 33c
Height 24 inches, extreme width, 45 inches, were 45c, now 36c
—Temporary Annex, Third Floor.

New Steel Coaches Arrived Here Today

Brand new all-steel coaches, Pullmans, baggage cars, diners and observation cars, arrived this morning from Seattle for use on the Northern Pacific's passenger service between Portland and Puget sound. The cars are the biggest that ever pulled into the Union depot, according to Northern Pacific officials, who say they represent the latest triumph of car building.
The Pullmans weigh 72 tons. The berths are longer, higher and more luxurious than those previously in service. All the new cars are equipped with the "invisible light," with electric fixtures built into the car wall. The coaches will carry 84 people and are finished in rich plush. The smoking cars are upholstered in leather.

Memorial Day Plans Being Made

Partial arrangements for the observance of Memorial Day have been made by the joint committee representing the G. A. R., United Spanish War Veterans, Women's Relief Corps, Ladies Auxiliary to the Spanish War Veterans. The speeches and literary exercises will be given in the new Deutsch Haus at Thirteenth and Main streets. A parade will start from the court house at 2 p. m. Automobiles will be furnished all veterans unable to walk if they come to the court house early. Many children from the public schools will take part under E. D. Curtis, principal of the Sunnyside school. The graves of veterans in the different cemeteries will be decorated in the morning. Services in memory of the sailors of the United States navy will be held on board the cruiser Boston.

A Double Event! 58th Anniversary and 1319th Friday Surprise Sales.

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