COLOR PICTURE TOUR PLANS ARE RAPIDLY BEING COMPLETED

Fund Is Nearly Finished and the Itinerary Is Being Made Up.

$3000 IS SUM NEEDED

Purpose of Trip Is to Inform Eastern People of Tourist Attractions of Portland and Northwest.

The fund is nearly complete and the itinerary is being perfected for the Berger-Jones wonder picture tour of eastern cities during February and March. Henry Berger Jr. and Frank I. Jones, makers of the natural color views along the Columbia river highway and Oregon scenery, and Phil S. Bates, tour manager, will leave Portland February 1. To meet the expense of the tour a fund of $3000 is necessary; $2802.50 was reported yesterday, and almost this entire amount was secured through the personal efforts of Mr. Bates.

The tour is conducted directly under the auspices of the Portland Ad club. The showing before the Chamber of Commerce of the United States was arranged by the Portland Chamber of Commerce.

To Inform Easterners.

The purpose of the tour is to tell eastern people of the tourist attractions offered by Portland, Oregon and the northwest, and by means of the wonder color pictures to suggest to them the scenic wonderland revealed by the construction of the Columbia river highway.

Acknowledgments of contributions were made yesterday as follows:

Portland Chamber of Commerce, $750; Spokane, Portland & Seattle railroad, $250; O-W R. & N., $250; Warren Construction company, $150; Rose Festival association, $100; Ad club, $100; T. B. Wilcox, $100; Progressive Business Men's club $50; W. M. Ladd, $50; Franklin T. Griffith, $25; C. C. Colt, $25; cash, $25; J. C. Ainsworth, $25; A. H. Devers, $25; W. G. McPherson, $25; East Side Business Men's club, $21; Walter F. Burrell, $20; A. L. Mills, $25; H. L. Corbett, $50; Charles M. Huntington, $2; cash $34.50; a total of $385 from women who saw a private showing of the pictures last Friday, as follows:

Additional Amounts Named.

Mesdames Josephine Hirsch, $50; Sigmund Frank, $25; A. J. Meier, $25; R. W. Wilson, $25; Emma Corbett, $25; Pearl White, $25; S. C. Carter, $10; R. W. Wilber, $10; Henry Everding, $10; Tyler Woodard, $10; George Willett, $10; D. P. Thompson, $10; Elizabeth M. Caldwell, $20; R. W. Mead, $20; Jacob Kamm, $20; Ludwig Hirsch, $10; Wilda Buckman, $10; S. P. Lockwood, $10; Otis Wight, $10; J. G. Clemson, $25; Julius Lippitt, $5; A. B. Richardson, $5; E. A. Wyld, $5; M. S. Huddleson, $10; J. L. Bowman, $10.

Realty Board Helps.

Total of $250 from members of the Realty board, after a showing of the pictures before the club, Friday noon, individual contributors as follows:

William Reidt, $25; M. E. Lee, $25; Hodson-Fenaughty Co., $25; H. R. Burke, $5; McCargar, Bates & Lively, $25; R. G. Dun Co., $10; H. H. Harris, $10; Land Title & Trust Co., $25; Leo Friede, $10; Frank McCrellis, $10; M. M. Clark Co., $25; Mead, $25; T. J. Gordon, $10; J. R. Patterson, $10; Behnke-Walker Business college, $5; D. J. Coffin, $5; Jones Lumber Co., $5; from members of the Portland Automobile Dealers' association, Northwest Auto company, $10, and $5 from each of the following: Pacific Kissel Kar branch, McCracken Motor Car company, Mitchell, Lewis & Staver, Roberts Motor Car company, White Motor Car company, Winton Motor Car company, White company and Oldsmobile company.

Itinerary Is Presented.

The itinerary of the Berger-Jones tour is announced as follows:

Harrisburg—February 5, Saturday, state capitol.

Washington, D. C.—February 8, Tuesday, National Press club; February 9, Wednesday, national convention, United States Chamber of Commerce; February 12, Saturday, Curtis Publishing Co.

Philadelphia—February 15, Tuesday, Curtis Publishing Co.; February 16, Wednesday, J. B. Stetson and J. H. Cummings, government staff; February 17, Thursday, Drexel Institute.

Brooklyn—February 18, Friday, Brooklyn Institute of Arts and Sciences.

New York—February 22, Tuesday, Columbia university; February 23, Wednesday, newspaper men.

New Haven—February 25, Friday, Yale college, Lampson lyceum.

Westfield, Mass.—February 26, Saturday, home town of T. B. Wilcox.

Boston—February 28, Monday, Boston City club; February 29, Tuesday, Harvard college.

Rochester—March 1, Wednesday, open.

Buffalo—March 2, Thursday, Buffalo Rotary club.

Cleveland—March 3, Friday, May department stores.

Akron—March 4, Saturday, Chamber of Commerce.

Toledo—March 6, Monday, C. S. Jamison, V. P. Willis; March 7, Tuesday, Overland Auto Co.

Detroit—March 8, Wednesday, Detroit News & Auto Mfgs., Chamber of Commerce; March 9, Thursday, Detroit News & Auto Mfgs., Chamber of Commerce.

Chicago—March 10, Friday, Fort Wayne; March 11, Saturday; March 12, Sunday; March 13, Monday (dates to be closed); March 14, Tuesday, Emanuel Baptist church; March 15, Wednesday, March 16, Thursday; March 17, Friday, Rochelle, Ill.; March 18, Saturday; March 19, Sunday.

Racine—March 20, Monday.

Milwaukee—March 21, Tuesday.

St. Paul—March 22, Wednesday.

Minneapolis—March 23, Thursday.

Hotels—Washington, New Ebbitt; Baltimore, Hotel Bennett; Philadelphia, Hotel Adelphia; New York, Hotel Majestic; Boston, Hotel Lenox; Rochester, Hotel Rochester; Buffalo, Hotel Statler; Cleveland, Hotel Statler; Toledo, Hotel Secor; Detroit, Hotel Statler; Chicago, Hotel Sherman; Milwaukee, Hotel Pfister; St. Paul, Hotel St. Paul.

Calling attention to the tour of the Berger-Jones pictures, Marc Hubbert, general agent of the National Surety company of New York, has written letters to representatives of his company in each of the cities included in the itinerary. "Don't fail to see these pictures," he advises, "and tell your friends."

Checkroom Boy Used Tips to Buy Property

Young Fellow Who Died Recently Had Several Lots in Minneapolis and 40 Acres of Sandy Lake Land.

Minneapolis, Minn., Jan. 29.—Charles S. Bergquist was 17 years old when he began his business career. He was a polite and accommodating checkroom boy at the Minneapolis club for five years and all tips and money he saved went into the nest egg.

He told his mother he was buying real estate, and she chided him for undertaking anything of the kind at his age. Thereafter he said nothing about it, but went on buying.

He died suddenly when he was 23 years old, as the result of an accident. Four months ago friends of his began relating stories of property he had bought. His mother began a search at once.

She found he had several lots in the city and 40 acres of land near Sandy Lake. She is seeking further information about his land and trying to locate the bank in which he had an account.

COLOR PHOTOGRAPHS WORK OF SKILL

Portland Artists to Acquaint the East With Beauty of Oregon Scenery.

By Marshall N. Dana.

Some time ago two young men of Portland attempted a peculiar task. They wanted to pluck the colors from the landscape and imprison them in a black box; then by complex chemical processes in a deeply dark room to fasten these colors and the landscape itself immutably upon an oblong of glass so that when the near-sunlight of electricity should be passed through the plate others might see the view upon a screen as though they looked upon the original.

Their self-imposed task was the more formidable in that they undertook not the simple pastorals of farm scenes, but the visions of magnificent beauty revealed in the tremendous cleft cut by the second largest river of the nation completely through a western mountain range. Their audacious ambition demanded the rainbow in the foam silvered waterfall. They craved the dreamy purple-blue of the summer haze in the abysmal gorge. They desired the vivid, elusive, glacial blue of the crevasses in the ice. They would be content with nothing less than the soft rose tints of the sunrise upon the snow peaks and the crimson glory of the sunset reflected in the deep water of the river.

They persisted doggedly through unrewarded months. They spent with apparently prodigal waste thousands of dollars of their own money hardly earned, one from a supply store, the other from a home decorating shop. Night came and found one high upon a glacier. His shivering bed was a block of ice. But in the morning he photographed the sunrise, even the living rays of light flung upon the paling vault of heaven. The other upon an occasion accepted a wet and chilling couch among the dripping undergrowth, but he slept happily in the consciousness that he had captured the final color riot of the sunset on clouds that had broken away after rain.

Little by little they added to their treasures. With every devoted artistic instinct alert they labored. The rainbow that lasted but a moment in the waterfall became their's forever, as did the iridescent tintings of the mountain trout freshly taken from his home in the cascading stream. The dream laden haze of the mountains became their property to call forth at will, and even the stupendous mystery of the cliffs and monoliths.

Those who had seen for themselves oftenest gazed with most exalted, recurring of inspiration upon these wonder-color views. They discovered even, that there were shadings which the eye had overlooked but that came out intensely upon the screen.

A Call to Service.

And when these young men, Henry Berger, Jr., and Frank I. Jones, admitted to themselves the certainty of success the triumphant reward of public recognition came to them in a call to service.

They had done their great work in the gorge of the Columbia, and meanwhile another parallel achievment had bnen in ling of accomplishment there.

There had come a man of extending vision and wakeful imagination who saw a road of easy grade by the side of the river and under the shadow of the heights. His mind turned to an engineer who is also a poet and he took him to Europe where he might gaze upon and study deeply the art of old world highways. A merchant prince commanded the forces that set about to arouse public sentiment in behalf of the Columbia river highway. The Journal sounded trumpet calls of leadership. A public official dared reactionary criticism. A man of much wealth gave free his unlimited executive powers in construction. The people provided gladly the vast sum needed. The Columbia, greatest of highways, became a fact.

Then came strong desire to turn hitherward the golden tide of tourist travel. A man to whom had been given a revelation of the possibilities made a suggestion. A business club caught the idea and other organizations followed. The suggestion crystallized into plan. The plan was for a tour of eastern cities with the wonder color views and their makers. Representative women responded with a will and with others subscribed liberally to the project. Another man volunteered his experience and ability as tour manager.

Berger and Jones will go east and the people of eastern cities wait eagerly for they have learned that these young men of Portland have done the greatest work in color photography in the world and that even the inventors and developers of the process gratefully admit the fact. In Washington and before the greatest business organization of the nation—the Chamber of Commerce of the United States—Samuel Lancaster, the engineer of the highway, will tell about the views and the road, but otherwise, and before the outstanding educational, civic and business institutions of America, they will tell their own story.

To them it is the biggest event of life. Can you not understand it so, remembering the long months of discouraging toil?

But how are the wonder color views made that transfer to glass, without pigment, the surpassing pictures of the Almighty with reverent reproduction of the marvelous colorings as they are in nature?

You may have a layman's understanding of it.

A few evenings ago I was permitted to go down into the basement dark room of Berger's home where much of the work was done and to follow the process.

A camera of excellent lens is fitted with a ray filter. In absolute darkness a black and white orthochromatic plate is inserted and with it, emulsion to emulsion, a taking screen. The orthochromatic plate has a nicer appreciation of the shadings from black to white than the ordinary negative.

Adjusting the color plates to reproduce nature involves artistic appreciation and judgment. Frank I. Jones is giving the plates a last touch and Henry Berger Jr., is watching him.

The taking screen contains the primary colors uniformly arranged with something like 20,000 squares to the inch of surface. The exposure is made with extremest care and when the artist within the operator tells him that the ordering of lights and shadows is most auspicious.

Back in the dark room again the negative is separated from the color plate and developed in a chemical bath. It is found that, apparently, none of the color has been communicated to the negative but that the infinitesmal lines of the taking screen have been communicated.

From the negative a positive is taken and chemically developed. It has no color otherthan black and white but carries the screen of the color plate.

Then a viewing screen which contains the primary colors is laid against the positive. The operator stands before a brilliant light.

There is, at first, only a blur. The positive and color plate are moved in their adjustment ever so slightly. Spots of color appear. A little more movement to be measured in the thousandeths of an inch, and the rainbow color spots enlarge. More patient adjustment and suddenly the view as nature created it appears. I saw the delicate colorings of the carnation and the rose, the glory of the browns and purples of the mountains, the vivid reflection of the sunset,—things the great artists of earth only have been able to imitate. Quickly the two are bound unshakably together and the slide is ready for the stereopticon.

How does that last tiny adjustment reproduce nature? God alone knows. We pause and are reverent in the face of untranslated mystery.

Perhaps the black and white negative contains latent and unrefracted the colors of the original color plate expressed in the terms of the tintings caught from nature by the eye of the camera. Perhaps these latest colorings find their own in the precise adjustment with the second color plate. Perhaps not. But it is done and nature has surrendered that which in all times gone she has held away from man and his dreams.

Success Crowns Patient Effort.

"I began experimenting ten or fifteen years ago," Berger was saying. "It was with the Lunier process which requires but one plate without a screen and with an emulsion made partly from potatoes.

"Results were not very satisfactory," admitted the man whose photography in black and white has won him medals in Dresden, Budapest and at the Panama-Pacific exposition.

"About two and a half years ago Frank Jones called my attention to the new Paget process. We worked on it together. His is a wonderful nature, artistic and persistent beyond belief. The carving of the Columbia river highway was our inspiration. For 16 months we spent our week ends in the gorge of the Columbia and the heights above. In all that time I was at home only two of three Sundays. Mr. Lancaster gave us free use of the beds prepared for him in the construction camp. In beginning we had nothing but defeat. Then we began to get results. But even now, at the best, fifty per cent of our work is waste, largely because of defects in the plates, and we cannot recover costs because of these defects for the reason the manufacturers do not consider it a perfected process.

"And we have just made a beginning. We have taken only a few of the views along the highway. We can go on for years, and we hope to. But the sum of $10,000 would not compensate us for what we have paid out in materials and time and energy."

Does what I have written leave the thought that these men travel east that they may exploit their own triumph?

I do not mean it so. Their only expression is one of gladness that they can go and tell the world the story of the great highway and to extend so much more wonderful an invitation than we have been able before to offer that our tourist guests during the years to come may be numbered in the millions.

And that, mayhap, there may come out of the verdict of the nation a finer definition of the scenic wonders all about us which they have portrayed.

SWEET PEA SOCIETY OUT TO RECAPTURE THE CHALLENGE CUP

Meeting of Growers to Be Held February 3; Prof. H. D. Northrop to Speak.

"Bring Back the Challenge Cup!"

This is the slogan of the Oregon Sweet Pea society for 1916.

During the last two years the much coveted honor has slipped out of the state and for that reason every man, woman and child in Portland, interested in sweet pea culture, has been asked to attend a meeting the evening of Thursday, February 3, on the third floor of Sherman, Clay & Company's store, Sixth and Morrison streets, when the campaign for sweet pea growing will commence in earnest.

The call for the meeting has been issued by J. H. Dundore, president of the society. Prof. H. D. Northrop, authority on the subject of when and how to plant sweet peas, will talk on "Sweet Pea Inoculation." A musical program will also be a feature of the evening.

February is the month the sweet peas should be planted and the meeting of February 3 will bring out many new and interesting facts regarding the culture of this attractive flower.

"We hope for a large attendance at this meeting," said Mr. Dundore, the president of the organization. "An interesting booklet on sweet pea culture and the planting of the sweet pea with other timely facts has been issued and will be ready for distribution at the meeting and all Portland people who are growing sweet peas should attend and secure this important literature on the subject," he continued.

PLANS TO ENCOURAGE TRAVEL TO FESTIVAL WILL BE CONDUCTED

Special Attention Will Be Paid to Points Beyond the 50 Mile Radius.

RAILROAD FIGURES GIVEN

Heaviest Travel Last Year Within 50-Mile Limit Except from Points on O-W. R. & N. Co. Road.

To encourage travel to the tenth annual Rose Festival, June 7, 8 and 9, beyond a radius of 50 miles of Portland, will be one of the campaigns of the 1916 festival board.

W. C. Wilkes, assistant general freight and passenger agent of the Spokane, Portland & Seattle railway, and chairman of the transportation committee of the fiesta, has made a report to Chairman S. C. Bratton, of the publicity committee, showing the heavy travel to the festival last year to have been within the 50-mile zone, except from points on the O-W. R. & N.

Reports from the O-W. R. & N. show the percentage of travel from the territory beyond the 100-mile zone was 81 per cent. However, the travel to the annual festival is within the 50-mile zone and this year efforts will be made through rates and special advertising to attract visitors beyond 50 miles of Portland.

The report of travel to the festival last year as made to Mr. Bratton by Mr. Wilkes is as follows:

O-W. R. & N.—50 to 75 miles limit, 11 per cent; 75 to 100 miles limit, 8 per cent; 100 miles and over, 81 per cent.

Southern Pacific company—Under 50 miles, 60 per cent; 50 to 75 miles, 19 per cent; 75 to 100 miles, 8 per cent; over 100 miles, 12 per cent.

S. P. & S. and O. E. railways—Under 50 miles, 53 per cent; 50 to 74 miles, 3 per cent; 75 to 99 miles, 8 per cent; over 100 miles, 10 per cent.

An Absolute Sacrifice!

Every Woman's $19.50-$34.50
Fancy Suit --$10

Every Woman's $15.00-$20.00
Winter Coat --$10

Every Woman's $9.00-$10.00
Raglan Skating Coat --$5

Every Woman's $3.50-$12.50
Separate Skirt --Half Price

Every Woman's $3.95-$6.00
Silk Petticoat --Half Price

It is my intention to clear out every one of these garments this week.

YOU Cannot Afford to Miss This Sale

Ben Selling
Morrison at Fourth

SEE ALSO BACK PAGE, THIS SECTION

Tomorrow--LAST DAY of Our

White Sale and Sale Odds & Ends & Surplus Stock

Women's and Misses' Suits

No Comparative Values Given in This Sale — They're Too Astonishingly Great!

148 Suits at *$10.00* | 195 Suits at *$20.00*
220 Suits at *$15.00* | 212 Suits at *$25.00*

—Of course, it would be impossible adequately to describe 775 suits — particularly these groups—as in many instances they're odds and ends from dozens of lines.

—Plain tailored and trimmed. Serges, poplins, corduroy, velvets, broadcloth and sport mixtures. Black, navy, brown, green, and scores of stylish mixtures and combinations of colors.

DRESSES

$12.50 to $20 Models, Now $ 7.85!
$22.50 to $30 Models, Now $15.00!

—Dresses of all sorts—pretty silks, velvets, messalines, silk and cloth combinations for afternoon wear and practical serge dresses for business and street.

—This is a big "cleanup"—to make ready for the new Spring stocks that are commencing to arrive.

COATS

$15.00 to $19.50 Coats at $10.00!
$20.00 to $29.50 Coats at $15.00!
$32.50 to $35.00 Coats at $20.00!

—The season's best styles. Big, roomy, comfortable garments for cold weather, lighter coats for the Spring season, and coats ideal for rainy weather.

Clearaway of WAISTS--Odds and Ends

At $2.98 — **Were $4.50** — —Several good styles, black crepe de chine, Georgette crepe, lace and flesh-colored waists, some lace trim'd.

At $3.98 — **Were $5.50-$6.00** — —Pretty models, made of chiffon taffeta, plaid silks, black and white effects, many beautifully lace trimmed.

At $4.98 — **Were $8.00-$8.50** — —Georgette crepes, crepe de chines, lace and striped grenadines. Plain tailored or "dressy" blouses.

At $5.85 — **Were $10.50 to $12.50** — —Newest Georgette crepes and voiles. All white, blue, black and brown shades. Many models.

At $7.45 — **Were $12.50 to $14.00** — —Soft Georgette crepes and chic chiffons, mostly blues and blacks, for wear with street costumes.

Fourth Floor.

Final Cleanup of Undermuslins

—**GOWNS** in a variety of styles, materials and patterns—some of sheer nainsook, others of soft batiste, lingerie cloth or crepe, lace and ribbon trimmed.
—**59c, 79c, 98c, $1.27, $1.59, $1.98, $2.98.**

—**ENVELOPE CHEMISE,** well made and finished. Some pretty lace-trimmed effects, others with simple embroidery edge.
—**$1.47, $1.59, $1.95, $2.29, $2.98.**

—**COMBINATIONS** of soft nainsook, daintily made and trimmed, **$1.59.**

—**CORSET COVERS** in many styles, lace and embroidery trimmed, some with sleeves.
—**29c, 49c, 59c.**

—**DRAWERS** in knicker or wide-knee effect. Lace and embroidery trimmed, at
—**29c, 59c, 79c, 87c, 98c.**

—**WHITE SKIRTS** in the pretty, new, fluffy models, popular for Spring.
—**93c, $1.47, $1.93.**

—**CREPE DE CHINE** envelope chemise and camisoles, lace trimmed,
—**$1.95**

Corsets for Clearance 98c

—Odds and ends of splendid corsets. Nearly all styles and models included—but not all sizes of any one kind. A few Nemo corsets in discontinued models, or slightly soiled from display, included.
—Third Floor, Sixth St.

Jersey Silk Petticoats $3.98

—Astonishing bargains in fine silk Jersey underskirts. One lot made with full taffeta flounce—in almost all the popular colors—specially priced at $3.98.

—Another lot of all taffeta petticoats, with fancy flounces, some fluted, others with small ruffles—special at $3.98

Messaline Petticoats $1.98

—One lot of excellent messaline underskirts for quick let-go! Good quality silk, well made, with fancy flounce. Special at $1.98.
—Third Floor, Sixth Street

—**"Keeping Up With Lizzie," by Irving Bacheller.... $1.00**
Mr. Bacheller lectures about this book Tuesday at 8:15, Lincoln High School.
—Basement Balcony

Last Day White Sale of Misses' and Children's Needs

—Mothers, if you have not seen the splendid bargains for the children offered on our Second Floor during the great White Sale, come in tomorrow. It's the last day, and savings are big!

Misses' $1 Gowns, 79c
—Warm fleeced flannelette Gowns. Fancy pink and blue stripes. With or without collars. Yokes and fancy braid trimming. Sizes 6 to 14.

Infants' Coats
—White coats—both long and short. Crepe de chine, Bedford cord, serge and flannel—all reduced!
—Were $4.50, $5.50 to $22.50
—Now $2.25, $2.75 to $11.25

White Coats
—White coats for infants and girls—broadcloth, tweed, serge, herringbone cheviot and novelties, sizes 2 to 14.
—Were $5.00, $10 to $19.50
—Now $2.50, $ 5 to $ 9.75

Second Floor, Sixth Street

—School Beautifying Committee meets at 4 P. M., Monday. Illustrated Talks on Art by Mrs. R. E. Rockwood and Mrs. Julia Marquam.
—Sixth Floor.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Charge Purchases
Monday go on February accounts, payable March 1.

SEE ALSO BACK PAGE, THIS SECTION