

ASTORIA, CENTER OF COUNTY, WEALTHY IN ITS NATURAL RIGHT

Salmon Industry Is Valued at Millions of Dollars in Returns Each Year.

LUMBERING IS IMPORTANT

City Which Is More Than 100 Years Old Faces Future Which Indicates Continual Prosperity.

By Fred Lockley.
Astoria, Or., June 3.—Cities that have celebrated a hundred years of existence are rare in the Pacific northwest. Astoria celebrated her hundredth anniversary several years ago. Unlike cities on the Atlantic coast that date back a century or more, Astoria shows no evidence of her age. Astoria is strictly modern and is facing the future and not living in her past. Though she dates her history back to 1811 and is the site of the first permanent white settlement on the Pacific coast, she is thinking of how best to capitalize her natural advantages of location and how best to utilize the abundant resources in her tributary territory.

Clatsop county, of which Astoria is the county seat and the metropolis, has a coast line of 40 miles. Clatsop also has 40 miles of frontage along the Columbia river.

Timber and Salmon Factors.
Think what that means from the standpoint of transportation. Think, too, of the wonderful future store for a district that has the standing timber that Clatsop has and the untold wealth of salmon. Think of its future from the standpoint of its scenic attractiveness to the tourist and the summer vacationist. Gearhart, Seaside, Ecola, Cannon Beach and all the other beauty spots along Clatsop's seaward shore mean that in days to come hundreds of thousands of dollars will be brought into the county each year by pleasure or health seekers.

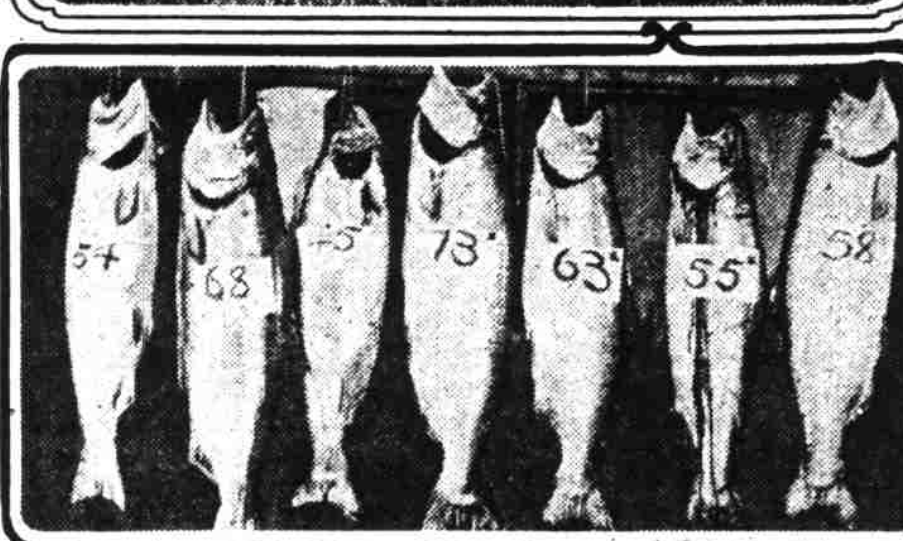
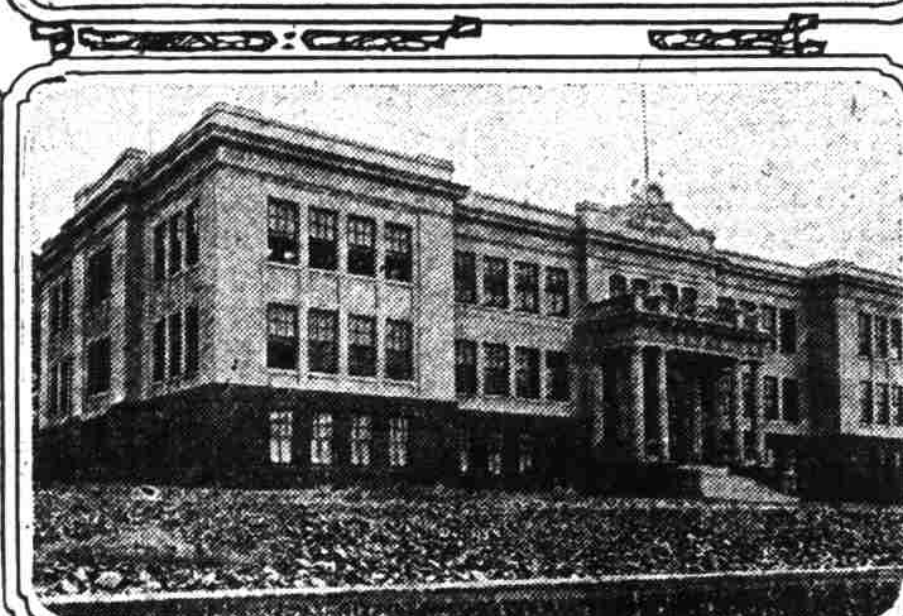
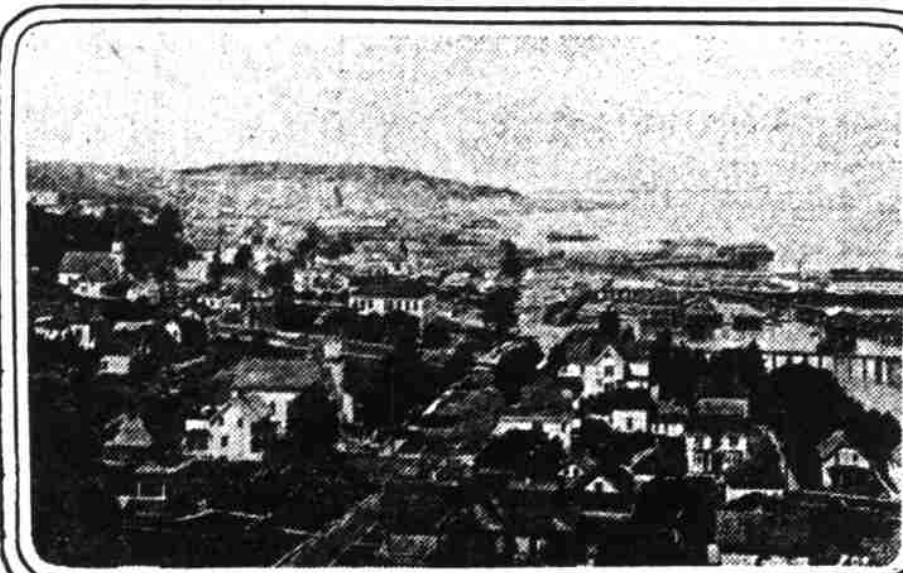
Think of the possibilities of development in a county where less than 1 per cent of its total area is cultivated. The total area of Clatsop county is 525,140 acres, and much of this area is inconceivably rich. It is made land along the river or beaverdam land along the streams. Because much of this land was an overgrown jungle of brush, and because water stood on it a good part of the time, it was considered of little or no value.

Land Is Reclaimed.
The farmers' children wandered over it at will, picking wild cranberries, blackberries, or salmon berries, and the owner of such land would have been glad to have gotten rid of it at \$5 an acre. Today this land is worth several hundred dollars an acre, and on top of this from \$100 to \$200 more must be spent in clearing it, grubbing out the stumps, draining it, leveling it, and planting it, but when this has once been done, its owner has a perpetual source of income from his cranberry bogs. This land, once thought worthless, equals the famous Cape Cod cranberry bogs, on the Atlantic coast.

More acreage is constantly being cleared and planted to cranberries, and, as a consequence, Clatsop county ranks first among all of Oregon's counties in the production of cranberries. Clatsop also ranks first in the production of canned salmon and in claims of the Columbia river bonanza and Clatsop Plains were in Holland, we would see within a few years the whole district diked and drained and under intensive cultivation, but here in the west there is such an abundance of land we do not pretend to cultivate it intensively.

Too much of the land in Clatsop county, as elsewhere in Oregon, is held idle by its owners, awaiting a rise in

CITY FLOURISHES BY SEA



Above—City of Astoria. Below—Monster Chinook salmon displayed by S. Schmidt & Co., Astoria.

value. They do not use it themselves, and by holding it at an exorbitant value they prevent its use by others.

May Realize Folly.
We talk here in Oregon a good deal about wanting the producer, and we urge the city man to go back to the land, but we waste our breath and our printers' ink when we capitalize the future value of the land and hold it at a figure that prevents the producer of the city man getting a piece of land. Some day we will realize the folly of keeping the land out of productive use and digging up taxes to support those who could support themselves if they had a chance to add their labor to the soil and become producers in place of parasites.

Clatsop's climate is moist, likewise it is mild, and this combination means a luxuriant growth of grass, thus making an ideal dairy district. Where Clatsop county has one cow she should have 10, for there can be no overproduction of butter or cheese so long as our large cities continue to demand more of such produce than the west supplies.

There should be canneries scattered throughout the county to utilize the

berries, fruit and vegetables which grow to perfection along the coast and along the Columbia river.

Canneries Are Needed.
The cannerymen say there is not enough produce grown to make it pay to put their money in a cannery. The farmers say it does not pay to raise berries and vegetables unless there is a cannery which will make use of their berries and fruits. Somehow they should get together and do better team work.

Dairying brings in about \$1,000,000 a year now, and it is steadily increasing in importance. Clatsop probably has as fine timber as there is anywhere. Many of the fir trees are extremely large. It is not unusual to find a fir tree from 150 to 200 feet high whose diameter is from 6 to 10 feet at its base. Saw logs from 6 to 10 feet through are common.

A careful study of the standing timber in the county shows upward of 35,000,000 feet of merchantable timber. There are nine sawmills in Astoria, and many more scattered throughout the county. In addition to

SIXTY RIDERS WILL ACCOMPANY KING TAYLOR IN PAGEANT

Cowboy Consort to Make Spectacular Appearance in Festival Parade on Friday.

As a special escort to Tillman D. Taylor, king of the 1916 Rose Festival, more than 60 riders will accompany the king when he makes his appearance as a real live cowboy in the fraternal, military, civic and industrial parade Friday morning.

Arrangements for the participation of members of the Portland Livestock Exchange and the Portland Union stockyards have been completed by William H. Daughtrey, president of the stockyards. The riders will assemble at the car barns on Twenty-third and Washington streets and accompany the king and the Pendleton float to the point of formation near the big spectacle.

The king has many personal friends in Portland who are members of the Stock exchange and officials and employees of the Union stockyards, and the extra riders will form an imposing escort for King Joy as he rides through the city on horseback. In addition to the 60 riders from Portland more than a dozen Pendleton men will also accompany the king on his horseback tour through the city.

At recent Round-Ups the stockyards men in general have been present, and all those who will ride in the pageant are personal friends of King Joy.

Salmon Is Pre-eminent.
Astoria is pre-eminent in the salmon industry. The numerous canneries in Astoria give employment to about 4000 fishermen.

The putting out of the salmon fleet to the fishing grounds at the mouth of the Columbia is one of the picturesque sights of Astoria.

Astoria capital controls nearly 20 canneries, located at Astoria or along the shores of the Columbia river. Columbia river chinook, bluebacks, steelheads and silversides have taken the name and fame of Astoria all over the world.

From \$4,000,000 to \$5,000,000 a year is the annual value of the salmon harvest at Astoria. Sturgeon, shad, smelt, crabs, clams, oysters and a dozen other varieties of fish or shell fish are to be found at Astoria or in its immediate vicinity. Astoria cannerymen also own and operate a number of important canneries in Alaska.

22 People Identify Own Stolen Property

Police Easy Finding Owners for Valuable Found in Possession of Ver T. Williams, Alleged Burglar.

Twenty-two persons identified property found in the possession of Ver T. Williams, alleged house burglar, yesterday and said that the articles were stolen from their residences. The robberies dated from January 1, 1916. Detectives Swennes and Pat Moloney have secured identification of all but three of the 20 watches recovered, and all but three of the 75 rings. Twenty locketts with initials "J. M. B." and "Neva" and a bracelet marked "H. M. 1909" are among valuable articles still unidentified.

Williams was arrested late Saturday night as he was prowling through the home of G. M. Leach, 321 Glenn avenue. Patrolmen Hunt and Johnson surrounded the house, and Goldstone, brandishing an automatic revolver, covered Williams in the attic.

Festival Rest Room Opened by Church

Couches and Chairs Will Be Provided and Coffee Served Free by the First Presbyterian Church.

A Rose Festival rest room will be operated in the banquet rooms of the First Presbyterian church during the three days of the festival, for the accommodation and comfort of strangers and visitors, as well as members of this church. Couches and chairs will be provided and coffee served, free of charge. Every one is invited to bring lunch and make use of tables and chairs. Sandwiches will be provided by the Women's association at a small cost.

Hostesses will be in charge from 10 a. m. to 6 p. m. each day, and to 8 p. m. Friday. A capable nurse for children will be available at small cost. Plenty of water and towels may be had for the asking, and all the facilities of the church will be at the service of the public, including telephones.

Extradition of Ford Permitted by Court

Chief Justice at Winnipeg Reverses Decision of Lower Court in Case of Alleged Forger Wanted Here.

Reversing the lower court, the chief justice at Winnipeg, Manitoba, Canada, has ordered the extradition of H. N. Ford and Elizabeth Frary, known here as Mrs. Ford, according to a telegram received from Winnipeg yesterday afternoon by District Attorney Evans.

Ford and Miss Frary are wanted in Portland to answer a charge of forgery. They are charged with having forged the name of Mrs. Caroline Ford, who is the real wife of Ford by a marriage performed during the gold rush days in Alaska by a notary public, to deeds to property valued at about \$12,000.

The message received by the district attorney states that the two will return now without further fighting. They will be brought by Joseph Keller, special agent for the state.

May Run as Independent.
Salem, Or., June 6.—A defeated candidate is not prohibited by his promise to accept no other party nomination from becoming an independent candidate. Attorney General Brown held in an opinion Monday.

FOR BRAIN PAC
Take Morsford's Acid Phosphate. Gives prompt relief to tired nerves, brain and headache, following mental strain or overwork.—Adv.

Dedication of the Highway—Be Sure and Have an Automobile Coat, Hat and Veil

97 Suits in This Sale

A Shipment of 5000 Yards
Silk Crepe de Chine
40 Inches Wide, Extra Quality
Selling Heretofore to \$2.25

Wednesday Only
Black and 25 Colors

Very Special \$1.50

\$1.00 Quality 26-inch
Black Messaline 75c
Very Special

—Second Floor.

Announcing for Wednesday
An Event
Of Greatest Import

Tailored Suits

Of Poplin, Gabardine, Broadcloth and Shepherd Checks

Models to \$35.00

In Every Size—in Every Color—
Extraordinary Sale Price

\$12.50

No C. O. D., No Exchanges
—Third Floor.

A Four Price Waist Sale

The Newest Waists, the Latest Models, Choicest Materials

For Wednesday We Shall Offer 5000 Waists

That Are Extraordinarily Priced for These Qualities

—Made of plain and striped tub silks—embroidered and plain crepe de chine—pussy willow silks—French voile—Natural colored pongee—Georgette crepes.

\$2.50 and \$3.00 Waists

At \$1.75

\$4.25 to \$4.75 Waists

At \$2.95

\$3.25 to \$4.00 Waists

At \$2.25

Regular \$5.00 Waists

At \$3.45

—Third Floor.

From the Fourth Floor
Suits

For Misses and Small Women

That Have Sold to \$30.00

Wednesday \$15.00

—Of serge, shepherd checks and gabardines, in new shades.

—Fourth Floor

Continuing Wednesday the
Unparalleled Prices on
Italian Silk Underwear

\$3.75 Vests and Bloomers \$1.98
To \$4 Vests and Bloomers \$2.39
To \$4.50 Vests, Union Suits \$2.95
To \$5.00 Union Suits \$3.35
To \$6.50 Union Suits \$3.95
To \$7.50 Union Suits \$4.95
To \$10.00 Union Suits \$5.95

—First Floor

A Feature Sale of

Rag Rugs

For Beach and Country Houses

—In every size from 18 to 36 inches to 36 by 72 inches. In hit and miss patterns with striped borders—fancy bordered rugs—Quintin fancy twist rugs in all colors.

50c Rag Rugs... 37c
95c Rag Rugs... 79c
1.00 Rag Rugs... 83c
1.50 Rag Rugs... 98c
2.00 Rag Rugs... 1.47
2.25 Rag Rugs... 1.79
3.25 Rag Rugs... 2.47
3.50 Rag Rugs... 2.79

—Fifth Floor

French Lingerie, Matinees and Negligees At Half Price

The Greatest Exposition and Sale of Hand Embroidered Lingerie Ever Held in the City

Gowns
Regular \$4.50, \$5.95, \$7.50 to \$16.50
Special \$2.25, \$2.98, \$3.75 to \$23.25

Skirts
Regular \$1.98, \$2.35, \$4.95 to \$15.00
Special 99c, \$1.13, \$2.48 to \$22.50

Corset Covers
Regular \$4.00, \$5.00, \$6.50 to \$13.50
Special \$2.00, \$2.50, \$3.25 to \$6.75

Negligees of crepe de chine, fine lingerie, voile, chiffons, albatross, dotted Swiss and French flannels in exquisite colorings, and with beautiful trimmings.

Short Negligees, regular \$3.75, \$4.50, \$6.50 to \$35.00
Special \$1.88, \$2.25, \$3.25 to \$17.50

Long Negligees, regular \$6.50, \$7.95, \$8.95 to \$51.50
Special \$3.25, \$3.98, \$4.48 to \$25.75

Drawers
Regular \$4.00, \$5.00 to \$20.50
Special \$2.00, \$2.50 to \$10.25

Princess Slips
Regular \$5.25, \$7.50 to \$67.50
Special \$2.63, \$3.75 to \$33.75

Chemise
Regular \$4.00, \$5.00 to \$25.00
Special \$2.00, \$2.50 to \$12.50

Negligees of crepe de chine, fine lingerie, voile, chiffons, albatross, dotted Swiss and French flannels in exquisite colorings, and with beautiful trimmings.

Short Negligees, regular \$3.75, \$4.50, \$6.50 to \$35.00
Special \$1.88, \$2.25, \$3.25 to \$17.50

Long Negligees, regular \$6.50, \$7.95, \$8.95 to \$51.50
Special \$3.25, \$3.98, \$4.48 to \$25.75

—Fourth Floor.

Sipman Wolfe & Co
Merchandise of Merit Only

Phones: Marshall 5000 Home Phone H-2222

Ice Cream Parlors and Soda Fountain, Basement

Special 25c Hot Lunch
—Chicken Noodle Soup—Roast Veal or Creamed Crab on Toast, or Deviled Crab

—Potatoes—
Relish—Bread,
Butter, Rolls—
Beverages.

—Basement

Beautiful New Model
Trimmed White
Panama Hats
On Sale Wednesday
\$1.95

—The shapes alone are worth more than \$1.95. See them—they are the most attractive hats offered anywhere.

—Basement.

For Wednesday
House Dresses
Selling to \$1.75
98c
All Sizes 34 to 44

—Becoming styles, extra well made, of light and dark percales and ginghams, plain colors, stripes, figures, checks.

—Basement.

Just In by Express
Black and White
Checked and Plaid
Sports Coats
At a Remarkable Price
\$5.95

—Snappy styles, in just the right weight wool for outing and street wear.

—Basement.

For Rose Festival
Middy Blouses
With Striped Collars
Extra Special
50c

—Regulation slip-over style, laced front; collar, cuffs and pocket of black and white. Copenhagen, rose and white stripes. Sizes 10 to 20 years.

—Basement

Packard

and other prominent automobile engineers favor motor oils from Western crude.

Exposition juries at San Francisco and San Diego gave highest competitive awards to Zerolene—an oil from Western crude.

Zerolene is the best oil for your motor because scientifically refined from selected California crude—**asphalt-base.**

Government experts tell us that oils correctly refined from asphalt-base crude "distill without decomposition" do not break up and

lose their lubricating value under cylinder heat] and are much better adapted to motor cylinders, as far as their carbon-forming proclivities are concerned, than are paraffine-base Pennsylvania oils."

When you empty the crank-case refill with Zerolene.

ZEROLENE
the Standard Oil for Motor Cars

Dealers everywhere and at our SERVICE STATIONS

Standard Oil Company
(California)
Portland



Copy of address on Motor-Cylinder Lubrication, before the American Society of Naval Engineers, by Lieut. Bryan, U. S. N., will be sent on request.