

TO SELL SCENERY IS CHIEF OBJECT OF NEW ASSOCIATION

Great Scenery Department Store With Powerful Publicity Plant Is End Sought.

BUDGET SUGGESTS WAY

Figures Given on What Other Communities Are Doing to Attract Newcomers to Their Midst.

"Sell Oregon," was the first idea. "Sell the northwest," the idea expanded.

Under the power of the idea a Pacific northwest alliance has come into existence.

It is strictly a selling organization. Yet it will not sell land or lumber, mineral or fish, fruits or grain—unless indirectly.

To display on one long counter all scenic stock in trade—Crater lake, the Marble Falls of Josephine, the wonderful lake region of the Cascades, Mount Hood, the Columbia river highway, Wallawa, the Olympics, Puget sound, Rainier National park, Vancouver island, and so on through a long list, of which the attractions referred to are but a beginning.

How to finance the campaign; how to put the stamp of absolute believability on it, were the next questions.

Finance Plan Considered.

Let Oregon and Washington and British Columbia get back of the association, back of its campaign, back of the idea.

Quickly the forces of this state are being gotten into line. There will be a race to see which of the three commonwealths will act first.

Washington is to do the same and British Columbia, in somewhat different position, is to be asked for \$12,500 a year for two years.

Here is the preliminary budget: Budget Is Submitted.

"Maintenance northwest headquarters (not yet selected), salaries, printing, moving picture films, slides, photos, etc., \$25,000.

"Maintenance eastern headquarters (not yet selected but probably at Chicago), salaries of agents, traveling expenses, etc., \$15,000.

"Advertising in newspapers and magazines, \$15,000.

"For establishing connections with travel bureaus and use of their facilities, etc., \$7,500.

"Total, \$62,500."

The budget gives quick understanding of the specific lines of action to be followed. "As proof that this is the right method of securing tourist travel, one or two examples are pertinent."

Mr. Woodruff is credited with much of the creative influence in the idea which vitalizes the new association.

The Central California Tourist association, made up of the eight counties around San Francisco bay, has annually expended \$100,000 in each of the last 10 years for advertising their roads and climate. The money is raised by direct taxation.

The levy is made by the county courts and the money is turned over to the association.

In 1915, Denver, Colo., raised \$75,000 for advertising purposes. It is estimated that Colorado received this

WINS A CADETSHIP AFTER HARD TEST



John W. Sheehy.

John W. Sheehy, who took highest honors in the examination recently held for appointment to West Point, is the son of James Sheehy, 413 East Tenth street, and a graduate of Jefferson high school.

The entrance examination for Mr. Sheehy will be held next March at Vancouver barracks.

year a total of \$50,000,000 from tourist.

Big Sums Expended.

"The state of Washington has appropriated each year for a long period, large sums of money for advertising scenic and industrial resources of the state. The money is expended through the office of the secretary of state. The average has been about \$30,000 a year.

"The government of British Columbia annually spends fully \$300,000 for such work.

Oregon is the only northwest state where private citizens are annually called upon to dig up the money for advertising her scenic and industrial values.

How will Oregon's interests be protected? "Oregon will have equal representation on the board of directors and the executive committee of the North Pacific Tourist association.

Executive Committee Acts.

"The executive committee will be in actual charge of the disbursement of the appropriation by the employment of agents, purchases of all kinds and so forth. Under this plan no state will be able to secure more publicity than another."

The letter is to be signed by the directors for Oregon—Emory Olmstead, Portland, vice president; J. A. Latta, Medford; R. E. Scott, Hood River; J. H. Koke, Eugene; Tilford Taylor, Pendleton; W. J. Hofmann, Portland; Phil Metchan Jr., Portland; C. C. Overmire, Portland; Mark Woodruff, Portland.

Drop Will Increase.

Oregon's scenic drop is such that the more it is harvested the more there will be. It is a stock that increases with use. The more it is used, the more its value is increased. The tourist dollar is the most profitable of all dollars. It comes from a distance, is here for the night and stays here. We haven't been getting it for long.

Committees Named For Vassar Program

Two Performances Will Be Given at the Globe Theatre Saturday Afternoon; Patronesses.

Committee and patronesses have been announced for the Vassar program which will be given at the Globe theatre Saturday afternoon, October 28.

Maynard is general chairman, and the following are assisting her: Ticket committee, Mrs. Earl Footner, Miss Alene Goscher, Mrs. Albert Sutton and Miss Eloise Hall; cantata, Mrs. Henry C. Jewett; building, Mrs. Florence Read, Mt. Holyoke, and Miss Maynard; Miss Lina B. James and Miss Dorothea Warner; publicity, Mrs. William B. Osborne, Mrs. Helen Eakin Starrett and Miss Harriett Wood.

Acting as patronesses are: Mrs. William M. Ladd, Mrs. Richard Montague and Mrs. James Felling. Women are invited to sponsor the affair, and the following: Mrs. Robert French for the Association of Collegiate Alumnae; Mrs. Harry B. Torrey, Reed college; Mrs. Robert Lewis Wellesley; Mrs. George Rebec, University of Oregon (formerly an instructor at Vassar); Mrs. Frederick Strong, Smith college; Miss Ruth Rockwood, Bryn Mawr; Miss Florence Read, Mt. Holyoke, and Mrs. Alan Welch Smith, Goucher, and

The performances will consist of Vassar songs, sung by choruses from the Fortnight schools, and moving pictures of a parent-teacher meeting at Vassar, which depicts the development of women through the centuries. The proceeds go to the alumnae fund for adding to the Vassar endowment.

Tickets are now on sale at the J. K. Gill store, in Meier & Frank's book department and at the Globe theatre.

JUDGES ARE PICKED TO DECIDE ON WHICH IS BEST LOCAL SLOGAN

Contest Which Has Been Going on for Some Time Will Be Brought to End Today.

MANY ENTRIES RECEIVED

First Prize of \$25 Offered; Buttons Bearing Successful Slogan Will Be Prepared Here.

Chairman Charles F. Berg has selected the judges who will decide upon the slogan which is to be adopted as representative of the progressive spirit of Portland, the pride of its citizens and the achievements of the city, and will be indicative of the duty each citizen holds in the building of Portland in the future.

Mayor H. R. Albee heads the committee, and at the request of Mr. Berg he has selected Walter E. Gill and Hopkin Jenkins as representatives of the city government.

Other members named.

The other members of the board of judges are: O. M. Clark, president of Portland Chamber of Commerce; J. C. Ainsworth, chairman, publicity and conventions bureau, Portland Chamber of Commerce; J. Pike, president of Rotary club; W. D. Whitcomb, president of Ad club; J. P. Jaeger, president of Progressive Business Men's club; F. E. Taylor, president of the Realty Board; E. E. Smith, president of the Central Labor council; J. Dannels, president of the East Side Business Men's club; R. G. E. Cornish, president of the Commercial club; S. M. Moore, president of the Civic League; W. C. Wilkes, president of the Transportation club.

Contest Ends Today.

The slogan contest which has been conducted by the Chamber of Commerce will close today. Entries in the contest which bear a post mark of October 15 or any date prior thereto will be received.

The judges will be called together early next week, and the work of eliminating the entries and boiling down the immense number that have been received will begin. The Chamber of Commerce has two large folders that have been filled with letters containing slogans.

Some of the authors have entered as many as 50 suggestions, while others have been content with one. In a large number of instances the proposed slogans have been accompanied by elaborate drawings illustrating the uses that can be made of the slogan on pennants, buttons, letter heads and cards.

To Adopt Button.

When the judges will have completed their selection a committee headed by Carl Schallinger of the Hazelwood company, will select a design for a button and a brooch on which the words will be placed in gold letters. It is the intention to ask every person in the city to purchase one of the designs and to wear it. The buttons were intended for the use of the men and the brooches for the use of ladies. It is expected the price can be made as low as 10 cents each if orders can be placed for lots of 50,000.

The prizes that have been offered consist of \$25 in gold for first prize, first best slogan; \$10 for second best, and \$5 for the third best.

Head Is Capable.

"The head of the corporation has displayed unusual capacity," said Mr. West, "and has achieved remarkable success in the management of the common stock for the good of our people."

Referring to the condition of affairs in Mexico, Mr. West said our connection with them has been managed with judgment and for the good of our country, and for that of the illiterate, half-starved Mexicans. The sons of Oregon mothers have been returned to them in good health and with none of them missing. Under a Republican administration when our troops were sent to Cuba this had not been the case, he said. In our experience on the Mexican border the soldiers had been well fed and suffered no hardships. In Cuba this was not the case, but there was confusion and bad management all around, he added.

CHILD DANCER TOOK PART IN CELEBRATION

Some one in the audience called out, "What about the booze business?" and the response that was made to this inquiry aroused a burst of applause.

The speaker referred to the prominent men who have given their sanction to the proposed "Brewers' amendment." The messages sent out by the brewers was characterized as "Paul's Epistle to the Oregonians," and it was torn to shreds in 10 minutes of vigorous denunciation.

In closing, Mr. West said that he had been instrumental in getting Mark W. Weatherford to become a candidate for congress in opposition to Congressman Hawley in this district. He referred to Mr. Weatherford as a clean, honorable young man and said he would be much more useful in congress than Hawley has been.

To the efficient service of R. J. Moore, the Newberg representative of the Democratic state committee, was largely, the success of the meeting so far as the attendance was concerned. The demand for Wilson buttons here far exceeds the supply. The keenest interest is taken in the campaign by young people as well as older ones. Unable to get Wilson buttons school girls are wearing planned to their

Ennice Jessup was one of the most charming of the child dancers and cantata "A Dream of Fairyland," which was given Monday and Tuesday evenings in the assembly hall of the Montaville school. About 20 children took part in the cantata, the proceeds of which are for the benefit of Hope Presbyterian church, East Seventy-eighth and Everett streets.

TO MANAGE LAVENDER DAY



Mrs. Maude Burley, president of Branch I of the Lavender club, chairman of the committee in charge of the Lavender sale next Tuesday.

EX-GOVERNOR WEST HEARTILY RECEIVED AT NEWBERG MEETING

Newberg, Or., Oct. 14.—By far the largest audience that has turned out at any of the political meetings held in Newberg during this campaign was that which heard ex-Governor West last night. Applause for Mr. West's arguments swept the hall.

Mr. West started out with the proposition that our government is a great corporation with preferred stock in the hands of a few and the common stock held by the many.

He is now the choice of the holders of the common stock for a year and have operated it for their own personal gain, and to the injury of the holders of the common stock. Finally, after years of effort, the holders of the common stock got control and have since carried on the business to the advantage of the whole people.

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LAVENDER FLOWERS WILL BE SOLD FOR OLD PEOPLE'S HOME



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COLUMBIA HIGHWAY PRAISED AS SCENIC FEATURE OF NATION

I. I. Boak of Denver, Prominent Fraternal Leader, Gives Unqualified Opinion.

GUEST OF THE WOODMEN

Polley of Woodmen of World Declared to Be a Good Money at Home; It Is Western Institution.

"I have seen every important scenic road in the United States and Canada, and there is not one that equals the Columbia river highway," said I. I. Boak of Denver, Colo., president of the National Fraternal Congress and head consul of the Woodmen of the World, declared to be the largest and most successful fraternal order of the west.

Mr. Boak has been the guest of the Woodmen of the World since last Thursday noon. The officers of Rose City camp escorted him over the Columbia river highway and gave him reception that night.

Friday night Woodport camp and the other camps of the city tendered him a reception and banquet, escorting him from the Benson hotel with the W. O. W. band and Webfoot team to the O. W. Temple. Last night he was the guest of McMinville Woodmen of the World, where he dedicated the new building erected there by the order.

To Be Luncheon Guest.

Tomorrow noon he will be given a luncheon at the Benson tendered by the Oregon Insurance Federation, because of his being president of the Colorado federation. He will be in Olympia, Wash., tomorrow night and will visit the principal cities of Washington, Idaho and Montana before returning to Denver. Mr. Boak is accompanied by his wife, and they are returning from a sojourn in the Hawaiian Islands.

Speaking of the Woodmen of the World, of which he is the administrative head, Mr. Boak said:

"It has always been the policy of the order to keep its money at home. We believe in western money and we want to handle western money instead of sending it east. It has always been the desire of the order to be a cog in the great constructive work of the west."

"We want to be identified with the development of the country."

"Big Sum Invested."

"We have placed our investments in the communities to build school-houses, bridges, public buildings and other community needs. The Woodmen of the World has nearly \$2,000,000 invested in Oregon. The order has confidence in Oregon and in its people and we have long since learned that the order in Oregon have confidence in the Woodmen of the World. The confidence of the people of Oregon, and the loyalty of the members of the Oregon local camps, has had much to do with the success we have attained."

"The society has endeavored to raise the standard of citizenship by instilling into the minds of the members those principles of loyalty to home and country and our free institutions that makes for true manhood and womanhood. Of the \$2,000,000 paid out in the last 26 years to beneficiaries of the members of our order on the average every \$1000 has saved a home or educated an orphan. Nearly a quarter of our \$5,000,000 surplus is invested in Oregon and our interest in the welfare of the state is being added to the principal along with the future and to guarantee the payment of benefit claims as they come to presentation."

Call It Protection.

"Our aggregate certificates now amount to \$181,950,000, carried by 115,000 members in the nine Pacific coast states to which our operations have been confined. We call it insurance; no, no, we call it protection."

Mr. Boak has been identified with the Woodmen of the World since its inception by 25 men in Denver, Colo., 26 years ago, and went out as a fieldworker, preaching the gospel of protection to the people. He is not so much a revivalist as a steady puller; and he has never ceased pulling with the organization and Ex-Governor West, head manager, head clerk, and that he found in some parts of the first head consul, was elected to suc-

W. O. W. LEADER SEES COLUMBIA RIVER ROAD



I. I. Boak, head consul of the Woodmen of the World.

ceed him by the unanimous voice of its membership. For the past 11 years he has been at the head of the institution, and is recognized as one of the foremost fraternalists of the country, and an able trustee and financier with the millions of dollars in his charge.

Forest Grove Sewer Not Satisfactory

Two Laterals of System Condemned by City Engineer Will Be Uncovered, So Members of Council May Inspect.

Forest Grove, Or., Oct. 14.—The sewer system in this city, which was completed several weeks ago, has not been accepted by the council, owing to a number of defects which the city engineer says are in the sewer, and it is probable that the courts may have to determine the matter.

At a meeting of the council the contractors very emphatically stated that they desired the city to come to some definite action in either accepting or rejecting the sewer, and they said they would take immediate action to protect their interests.

Two of the laterals, which have been condemned by the city engineer, will be uncovered, so that the members of the council may be able to see just what condition they are in. The council is determined not to accept the sewer in its present condition. The contractors have also presented a large bill for extras, and the settlement of this will also probably cause a hitch.

Road Supervisors Want Action.

Forest Grove, Or., Oct. 14.—Many of the road supervisors in this county will call special meetings in their districts within the next two weeks, for the purpose of voting on the question of a special tax levy to repair the highways.

Within the last three years a large number of districts, of which there are 48 in the county, have raised money to rebuild their roads by special levy, and this has resulted in much good work being done. In order to vote on the proposition, at least 10 per cent of the taxpayers in each district must sign a petition calling for a vote, and notices must be posted by the supervisor 10 days before the meeting.

Grand Jury to Study Vice in Seattle

Seattle, Wash., Oct. 14.—Superior Court Judge King Dykeman late this afternoon called a grand jury to investigate wholesale bootlegging, bawdy houses and other vices. Sheriff Hodge will be chief in charge of investigation. The investigation will be called upon to make a searching inquiry as to what was actually done with a certain 1500 quarts of whiskey which Hodge claims he destroyed.

Good Meeting at Woodburn.

Woodburn, Or., Oct. 14.—An enthusiastic audience tonight heard Mark W. Weatherford and Ex-Governor West speak. Three hundred Wilson supporters gathered to hear the gospel of peace, prosperity and preparedness.

WILSON SENTIMENT IN COOS COUNTY BREAKS POLITICAL PRECEDENT

R. A. Copple, Mayor of Marshfield, Is President of the Wilson League.

MEMBERSHIP IS GROWING

Never Before Has There Been Such Demonstration on Behalf of a Democratic Candidate.

Marshfield, Or., Oct. 14.—The Woodrow Wilson league of Coos county has elected the following officers:

President, R. A. Copple, mayor of Marshfield; treasurer, Edward Noonan; secretary, Mrs. James Bennett. The organization is strictly one to promote the candidacy of Mr. Wilson for president in the campaign of the local county and state candidates has not been considered in this movement for the reason that there are so many Republicans and voters affiliated with the party who wish to vote for Wilson regardless of their local preference that the organization was made strictly Wilson league.

So far, after 24 hours of organization the membership is 230, and the leaders say that the enrollment will be 700 by the first of next week.

There has never before in the history of Coos county, always strongly Republican, been such a demonstration for a Democratic candidate for president.

Wilson Paper at University.

University of Oregon, Eugene, Or., Oct. 14.—Wilson for President, the motto of a new student publication that is scheduled to make its appearance on the campus Monday. Under the name of the University Wilsonian the paper will be published weekly up to the date of election.

Harry Crane of Portland, is the editor. He states that the circulation will be about 500, reaching a majority of the entire student body.

The paper will be issued under the control of the Wilson league, an organization of students working for the re-election of the president.

Wilson Meeting at Milwaukie.

Milwaukie, Or., Oct. 14.—Professor L. H. Morgan, principal of the Sellwood schools, who announced himself a Republican, born so and still so, but decidedly in favor of and working for the election of Woodrow Wilson, announced himself as the chief executive of the land, shared honors with Judge John H. Stevenson of Portland at a meeting held at Milwaukie Friday evening.

The meeting was the largest attended and most enthusiastic held in Milwaukie in years. The theatre in which it was held was crowded to the doors. Every available seat was occupied and every foot of standing space appropriated by a crowd of enthusiastic Woodrow Wilson supporters, who cheered each mention of his name vociferously.

Judge Stevenson outlined his program to a recital of the accomplishments of Wilson and his administration in the early part of his address, but threw a thunderbolt into the ranks of the Hughes supporters when he answered and disproved the accusations, insinuations and arguments made by Ex-Senator C. W. Fulton at a meeting held here the night previous.

Miss Bernarda Harry and a chorus from Portland rendered vocal selections. The Misses Dorothy Winstinger and Stockton rendered musical selections, and two reels of pictures were shown. The meeting was under the auspices of the Woodrow Wilson league, C. W. Collier presiding.

Carmen for Wilson.

Milwaukie, Or., Oct. 14.—A straw vote taken recently at the Sellwood carmen voted in a split to one ward for Wilson. The result being 300 to 52 for Mr. Hughes.

Former Policeman Rearrested.

Seattle, Wash., Oct. 14.—Former Policeman Edward J. Margret was again arrested last night. This time on a charge of violating the liquor law. He was released on \$1000 cash bail.

Prosecuting Attorney Lundin filed the information against Margret in the superior court.

When writing or falling on advertisements, please mention The Journal. (Adv.)

Of Course You Want Beauty

Stuart's Calcium Wafers Will Make Your Skin as Clear and Delicate as the Petals of a Lily.

Send Today for Free Trial Package. Pimples, blackheads, eczema, rough, chapped skin, muddy complexion, sallowness, all disappear rapidly when you use Stuart's Calcium Wafers. You want again smoo your delicate skin.

With grease, ointment, lotion and talcum, you do the job that makes your skin fairly reveal in its freedom. Pimples dry up and flake off. Beautiful new skin forms and remains in its freedom. The proceeds of this wonderful. Get a 50 cent box of Stuart's Calcium Wafers of any drug store. They are sweet, safe, harmless and oh! how effective. You can't believe the freedom you get by sending the coupon below.

Free Trial Coupon

F. A. Stuart, Co., 324 Stuart Bldg., Seattle, Wash. Send me at once by return mail, a free trial package of Stuart's Calcium Wafers.

Name _____ Street _____ City _____ State _____

Send me at once by return mail, a free trial package of Stuart's Calcium Wafers.

The Settle Shop Pittock 303 Portland, Block Washington St. Ore. REMARKABLE VALUES. YOU WILL ENJOY. Fresh from New York comes lots of merchandise, secured EXPRESSLY for our October ANNIVERSARY SPECIAL. AT THESE PRICES on merchandise of this QUALITY there will be no dull moments—no dull days—no dull weeks. QUALITY SUIT VALUES—That Cannot Be Equaled! WE MENTION MERELY THREE PRICES—THERE ARE MORE. SUITS. One group of Suits in a variety of materials—gabardines, serges, English twills, English chevrons, checks, mixtures and broadcloths, in all shades. Plain, fancy and fur trimmed. Our ANNIVERSARY SPECIAL \$24.50. SUITS. One group of Suits in Poiret twills, suede velvet, serges, gabardines, chifon, broadcloths, in all shades. Plain, fancy and fur trimmed. Our ANNIVERSARY SPECIAL \$32.50. SUITS. One group of Suits in all the exquisite foreign fabrics—not the fancy and plain, including Poiret twills, cord de luxe, Beatrice, broadcloths, etc. All shades. ANNIVERSARY SPECIAL \$45.00. QUALITY COAT VALUES—Really Remarkable Values! One Lot of Coats. in a variety of materials, plain and mixtures—all colors, including plums, Burgundies, greens, taupe, navy, black belts and full flare models—plain and fur-trimmed. ANNIVERSARY SPECIAL \$25.