

LIVESTOCK SHOW TO CONTRIBUTE TO CITY'S PROSPERITY

J. L. Edwards, Head of Agricultural Section, Railroad Administration, Speaks at Luncheon.

RESTRICTIONS PROTESTED

Business Men of City Object to Limit of 70 Miles on Exposition Excursion Rate.

J. L. Edwards, head of the agricultural section of the United States railroad administration, told 250 representatives of Portland's business and civic organizations Wednesday afternoon that no enterprise could contribute more definitely to the prosperity of Portland and the Northwest than the Pacific International Livestock exposition.

An announcement by General Manager O. M. Plummer of the exposition that the railroad administration has restricted to a radius of 70 miles from Portland an exposition rate of a fare and a third was acted upon decisively in the form of a resolution asking that the restriction be lifted.

Luncheon was served with the compliments of the Swift Packing company and the Portland Union stockyards. Special cars and automobiles carried the crowd to the site of the livestock exposition.

Logger Dead as Result of Injury Received in Fall

Albert Randa, employed by the Columbia Logging company, fell from a trestle near Goble Wednesday afternoon and died at Good Samaritan hospital this morning from the effects of a fracture of the skull. Randa was 24 years old and married, his wife and two children living in Portland at 1291 Corbett street.

Second Marriage Follows Divorce For Edith Gaynor

San Francisco, July 17.—(U. N. S.)—Edith Augusta Gaynor, daughter of late Mayor Gaynor of New York city, today is believed to be somewhere in Southern California on a honeymoon with James Park, multi-millionaire, late a lieutenant in the United States field artillery and formerly master of the hunt at Meadowbrook.



GLASSES

accurately made and fitted by me, after a thorough examination of the eyes, are giving perfect vision and comfort to hundreds in Portland and vicinity.

DR. WHEAT
Eyesight Specialist

207 MORGAN BUILDING
Washington at Broadway

PILES

Relieved immediately. Tching, bleeding, protruding piles relieved by first application of OREGON, the wonderful remedy for Piles.

PORTLAND REMEDY CO.
Box 22, Portland, Oregon

Detroit Player Is Middle West's Hope In National Event

Chicago, July 17.—(U. N. S.)—Walter Wesbrook of Detroit today is the chief hope of the Middle West in the fight for the national clay court tennis championship. Wesbrook qualified as the leading Middle West candidate when he defeated Ralph Burdick in a protracted and hard fought match.

VETERAN REINSMAN WINS RACE

Geers Pilots Heir Reaper to Victory in Rich Stake at Kalamazoo.

KALAMAZOO, Mich., July 17.—Although beaten in the first heat, "Pop" Geers, the veteran reinsman, driving Heir Reaper, won the feature event—the \$3000 Paper Mills purse—of Wednesday's grand circuit meeting.

Single G. b. h. by Anderson Wilkes 1 1
Allen 1 1
Direction 2 2
Murphy 2 2
Time, 2:08 1/2, 2:09

2:00 trot, paper mills purse \$3000, three heats—
Heir Reaper, bk. h. by Early Reaper (Geers) 5 1 1
Royal Mac, b. s. by Royal McKinley (Murphy) 1 2 2
The Teddies, b. s. by Kentucky Todd (Stinson) 2 3 3
Prince Loren, b. s. by Prince McKinley (McDowell) 3 4 4
Bugs' Lassie, b. m. by Peter the Great (Coz) 4 3 5
Lord Stout, b. s. by Lord Forbes (Stout) 2 2 2
Time, 2:08 1/2, 2:04 1/2, 2:05 1/2

President Invites Senator McNary to Visit White House

Washington, July 17.—(WASHINGTON BUREAU OF THE JOURNAL)—An invitation to confer with the president has been received by Senator McNary and he probably will call at the White House early next week. It is believed the president desires to thank the Oregon senator for the active support he has given the League of Nations.

The reclamation service, responding to appeals Senator McNary has made for a full investigation of reservoir sites for the Deschutes project, informs Mr. J. Wiley, now in Idaho, has been directed to proceed to Oregon as an additional consulting engineer in connection with the visit of the eminent geologist, Dr. Crosby, who is scheduled to reach Oregon this week.

Idaho Power Co. Is Told to Show Why Current Inadequate

Boise, Idaho, July 17.—The public utilities commission has cited the Idaho Power company to show why consumption through the state cannot get all the current they want. If the present installations are inadequate to meet the demand from various irrigation projects, as well as commercial plants, the commission, it is understood, will insist that the power company enlarge its capacity.

Steamer Scantic in Distress Off Jersey

New York, July 17.—(U. P.)—The United States naval radio station received word today from the Philadelphia radio officials that the United States shipping board steamer Scantic was in distress off the New Jersey coast, this morning.

Frank J. Hayes is ill
Indianapolis, Ind., July 17.—(U. N. S.)—Frank J. Hayes, president of the United Mine Workers of America, who was in a sanitarium here suffering a nervous breakdown as a result of work involved in connection with a labor mission to the peace conference, has been granted four months leave of absence.

CUBS WILL PLAY N. Y. IN SERIES

Hot Contests Are Expected in Clashes Between Leaders in National League.

NEW YORK, July 17.—(U. N. S.)—The champion Cubs, somewhat the worse for wear, but still champions, invaded New York today to begin a three-game series with the Giants.

J. M'GRAW GETS BEST OF TRADE

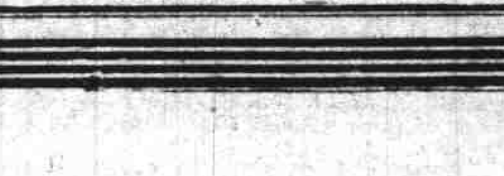
More Deals Expected as Result of Exchange of Snyder for Schupp.

NEW YORK, July 17.—(U. P.)—Expectations of further dickering of sensational nature in the National league were voiced here today following yesterday's inexplicable exchange in which John McGraw obtained a star catcher for a useless and crippled pitcher.

ANNOUNCEMENT

Edw. W. Wheeler, Optometrist

has returned from the East after a study of THE NEW SYSTEM eye examinations, the new way of getting better and quicker results in the examining and fitting of glasses.



WHEELER OPTICAL CO.
2nd FLOOR OREGONIAN BLDG.

Cardinals for Frank Snyder, it was contended, could be justified by Branch Rickey only by manipulating his players further and shunting Schupp to some one who wants to spend a season attempting to bring the former star back to greatness.

McGraw long has been hot after several star southpaws. He wants Rixey of the Phillies; Neft, Braves, or Cooper of the Pirates. He has little chance of getting the later two, although each of the clubs needs a good catcher.

As for Rixey, it is quite probable a deal can be arranged for him because Cactus Cravath wants a backstop.

How much Turkish?

No cigarette names mentioned

There are only three kinds of cigarettes: (1) those containing Turkish tobaccos alone, (2) those containing Domestic tobaccos alone, and (3) those containing various blends of both Turkish and Domestic. We manufacture all three kinds.

Hence we have nothing to lose and everything to gain by advising you fairly and openly as to which one of these three kinds of cigarettes will probably suit you best.

"How much Turkish?" is the big question in choosing a cigarette and the more smokers we can help by this frank advice, the more steady, contented purchasers we can count on, year after year, for our various cigarettes.

Tear out this advertisement—show it to some friend.

Liggett & Myers Tobacco Co.

MANUFACTURERS OF EVERY KIND OF CIGARETTES

Are you smoking too much—or too little—Turkish?

UNTIL you find the right answer to that question, you won't get one-half of the sheer enjoyment and comfort you should get from each day's smoking.

Maybe you have the answer already. Maybe your present cigarette is exactly the right one for you. If so, hang on to it—you're lucky and this story is not meant for you.

But, unless you are positive—unless you KNOW—that your present cigarette suits you better than any other cigarette possibly can, it will pay you well to understand this question of "How much Turkish?"

Straight Turkish vs. Domestic Tobaccos

Turkish and Domestic tobaccos are very different from each other. Turkish has a delicate, smooth flavor and a very rich, heavy aroma—Domestic has more real tobacco character, and the better grades possess what tobacco men like to call "life" or "sparkle."

Some men (comparatively few, however) can smoke straight Turkish cigarettes all day long.

Others—many of them, our records show—go to the other extreme, and prefer

straight Domestic. They can't stand any Turkish at all. They find it over-rich or heavy—too much aroma.

And in between these two extremes is the big majority—the normal or average smokers.

These average smokers like the Turkish flavor—yes. But they find that Turkish tobacco is something like plum pudding or candy—awfully good, but too much is, decidedly, too much.

Turkish and Domestic—Blended

So the average smoker finds that the just-right cigarette is a happy medium—that he can smoke more often and actually get more solid pleasure out of his smoking, all day long, by choosing a cigarette which is of part Turkish and part Domestic tobaccos, combined in a good blend.

Such cigarettes are called "Turkish blend" cigarettes.

How to recognize a good "Turkish blend"

There are only two things that count in a "Turkish blend" cigarette. One is

the quality of the tobaccos themselves (both Turkish and Domestic), and the other is the proper proportioning of each to each in the blending.

But while there are many "Turkish blends" on the market, it is easy for anyone to pick the good ones. Here is a simple test. If a cigarette satisfies your own requirements on these three points, it is pretty sure to be both a good blend and the right smoke for you:

First—It must give you that real Turkish flavor—but not so much of it as to be too rich or heavy.

Second—Along with this Turkish flavor, watch also for that "life" and delightful "sparkle" or that ripe, cool mellowness, peculiar to certain Domestic tobaccos.

Third—The cigarette should let your smoke appetite stay sharp and crisp so that you will relish every smoke clear up to bed-time; and whether or not you happen to smoke more heavily than usual, it should leave you feeling keen and fine.

"How much Turkish?"

So begin with this question—"How much Turkish?" You'll have to answer it yourself, for each man's taste is his own. But keep thinking about it; for when you've answered it correctly, you'll have found "your" cigarette. And we know we don't need to emphasize how much that will mean to you.

Beginning next Week

We shall resume the advertising here in Portland for one of our leading "Turkish Blend" cigarettes. These advertisements will tell you more about "How much Turkish" and we feel quite certain they will interest you.