

CARAVAN REACHES WASCO IN SAFETY; COMING BY RIVER

Wasco, Nov. 30.—The caravan of 24 automobiles, including 75 persons, 11 of whom were women and eight children from babes in arms to 12 years old, which was stalled on the John Day river, Monday night, reached Wasco Tuesday night. None is apparently the worse for the experience.

The caravan, piloted by Archie West of Spokane, left Pendleton for Portland, November 23, reaching Arlington November 25. After two nights in Arlington they went on to a point west of Blalock, Sunday, and finding it impossible to go forward, here they made camp on the highway, carrying ties for fuel. They spent the night in the open. Detaching to McDonald ferry on the John Day, which they reached Monday night, after two days and nights bucking snow drifts from three to 30 feet in depth, they found that the cable was down and the ferry out of commission.

An improvised raft was constructed from a single board and West, with a shovel for an oar, succeeded in crossing the channel and with the assistance of the caretaker at the ferry, raised the boat and adjusted the cable. The caravan crossed Tuesday morning. Word was brought to the city of the predicament of the party. L. R. Jones and W. H. McDonald went to their relief with food and supplies. After a hearty meal the party headed for this city.

Through the efforts of citizens of Sherman county in breaking the road from Fulton canyon they were enabled to resume their journey Tuesday noon, en route for The Dalles, from which point they will ship their cars to Portland by boat.

DECLARES NEED OF A SELLING RENAISSANCE



Charles Henry Mackintosh

RETAIL SALESMEN IN NEED OF JAZZING UP

(Continued From Page One)

When an article is to be sold, it must be sold for the use it will be put to. Nobody wants to buy 1000 board feet of lumber. (The thing they do want to buy is the material for a house, a board walk or pantry shelves. "Today it takes merchandising ability and salesmanship to make a successful merchant. Advertising, except of the mail order variety, does not sell goods, it simply brings the customer to the store where he can determine whether he has been told the truth in the advertising. And if the merchant has not told the truth, advertising is not going to help him any."

Mackintosh is heartily in favor of an exposition in 1925 as a medium of advertising, basing his opinion on the success of the San Francisco exposition. Since starting on his tour of the country the visitor has spoken before 100 advertising clubs and will continue his tour to every city in the nation. Today noon he spoke before members of the Portland Ad club and the Chamber of Commerce at an open meeting in the main dining room of the chamber.

SALESMEN GIVEN POINTERS

At the luncheon meeting Mackintosh also stressed the need for better retail selling methods, saying that the best definition of successful merchandising was "selling goods that do not come back to customers who do."

"We can only do business with our friends and there is only one way to have friends. That way is to be a friend yourself. We get only by giving. Lasting success in business depends upon the service we give," said Mackintosh.

The national head of Ad clubs likened merchandising to a great tank into which is poured manufactured goods which flows through various pipes in its course to the spigots controlling the outlet. He said that the retail salesman was the spigot and that a long investigation by the National Ad club organization had revealed the fact that the spigot was less than half open, so that the whole tank was clogged.

SOUTHERN PACIFIC TO PUT MILLIONS IN NEW EQUIPMENT

Purchase is being made by the Southern Pacific Railroad company of millions of dollars worth of equipment, part of which will be used for the improvement of the lines in Oregon, according to announcement made today by William Sproule, president of the Southern Pacific system.

Sproule arrived this morning from his headquarters at San Francisco, intending to stay in Oregon "a week or so," and meet with Carl R. Gray, president of the Union Pacific system, who is scheduled to arrive here Saturday.

The Southern Pacific president announced that the company has just ordered 50 locomotives of latest design and thousands of tons of new rails, saying:

"While no new construction is contemplated, or is even possible under present railroad earnings, the Southern Pacific notwithstanding depressed business intends to keep improving its lines. The new rails are all of heavy type and will replace light rail construction on many Oregon branches. The locomotives will be used mainly on the coast lines of the company so that Oregon will get a good part of them."

Concerning Portland's projected exposition, Sproule said that the Southern Pacific would be well able to handle fair crowds without any radical changes. He predicted that the railroads would have to carry many more passengers if before 1925 if these heavy trucks are continued to operate without control of any kind," said Sproule.

"The bus competition and the ship competition has cut the earnings of the

railroads away down. The railroads have not been permitted to cut their rates to a point where they can meet Panama canal competition, yet the rail lines are taxed to help pay for the upkeep and losses of these vessels which the government taxed them to build."

Reports had been received by the chief executive of the Southern Pacific indicating that the new Elk Rock tunnel would be ready for train operation within 10 days.

Concerning his proposed conference with the president of the Union Pacific Sproule said they would be entirely of a friendly nature, growing out of a long acquaintance. He said that he did not believe the terminal question would be discussed since that matter has been "pretty well ironed out."

Pole Snaps With Worker at Its Top; Injuries Serious

Falling 35 feet when a telephone pole on which he was working snapped off at the bottom, Fred Kreamer, 34, a lineman for the P. R. L. & P. Co., was seriously injured this morning. He was at work on the line between Gresham and Fairview. Kreamer was taken to St. Vincent's hospital. He has severe head and back injuries, a fractured pelvis and possibly internal injuries. Kreamer is married and lives at Camas, Wash.

Lumber Terminal at N. Y. Nearly Ready

The new Fulton Lumber Terminal at New York city will be ready to receive shipments of lumber for storage and distribution within the next 60 days, said Ernest R. Shaw, general manager of the terminal, in a letter received by the State Chamber of Commerce today. Shaw also announced that he would visit Portland early in January to confer with lumber men of the Northwest for three weeks.

Union Pacific Track Near Kamela, Or., Is Washed Out of Line

La Grande, Nov. 30.—Three hundred feet of track on the Union Pacific at Porter, near Kamela, in the Blue mountains, is reported washed out. Train No. 17, westbound, arriving here at 9 o'clock this morning, is being detained. The extent of the damage or when the railroad would be open was not known here at noon. The highway is also reported in bad condition between here and Kamela because of slides during the night, following a heavy wind and rainstorm.

Water trouble between Porter and Gibbons was reported to the local office of the O-W. This morning, the message said that water was running over the tracks in that section, but report of an actual washout was not made. However, advice had not been received by the railroad company since 9 o'clock.

Bishop Curley Is Installed to Fill Place of Gibbons

Baltimore, Md., Nov. 30.—(I. N. S.)—A distinguished gathering of churchmen and laymen crowded Baltimore Cathedral today to take part in the impressive ceremonies attending the installation of Bishop Michael Joseph Curley of St. Augustine, Fla., as archbishop of the arch-diocese of Baltimore, successor to the late James Cardinal Gibbons. At today's services the papal bull was read making Bishop Curley archbishop of Baltimore, following which a pontifical high mass was celebrated by Bishop Corrigan of Baltimore. Preceding the Cathedral ceremonies, bishops, monsignors, priests and seminarians marched through the streets about the cathedral. Archbishop Curley is 42 years old, a native of Ireland. He was ordained a priest 17 years ago and created a bishop 10 years later.

Mrs. Obenchain's Story Is Denied By Two Witnesses

Los Angeles, Cal., Nov. 30.—Two of the first three witnesses called today to testify against Arthur C. Burch, made statements more damaging to Madalynne Obenchain than to the defendant, in the opinion of legal experts and spectators crowding the courtroom for the first of two murder trials growing out of the death of John Belton Kennedy. The witnesses whose testimony failed to agree with this woman's story of the fatal night were Autopsy Surgeon A. E. Wagner and Undertaker W. M. Strother. Wagner testified that examination of young Kennedy's body proved he died instantly.

Monthly Accident Record Is Broken

All traffic accident records in the history of the police department were broken today when the total for the present month to date reached 1421. Tuesday 83 accidents were reported. Last month the total was 1264. With one or more a day before the month is up it is apparent that the total will reach an even higher score than the record set for today.

Telephone Company Employee Is Injured

Crushed between a truck and a telephone pole this morning while at work at Grand avenue and East Clay streets, E. V. Reed, an employee of the Pacific Telephone & Telegraph company, was badly injured about the right leg. He was taken to St. Vincent's hospital in an Arrow ambulance.

Santiam Up Again; Bridge on Pacific Highway Blocked

Albany, Or., Nov. 30.—The Santiam river left its banks again this morning, due to melting of snow in the mountains, and as a result the Pacific highway is once more blocked at the bridge between Albany and Jefferson.

The detour around the section washed out in the recent flood was washed out about noon, the temporary culvert being unable to handle the rapidly rising waters. Reopening of the highway by Thursday noon, should the flood halt at once, is held possible.

Zigzag Ranger Station Unsafe; May Be Removed

The ranger station at Zigzag, because of the changing of the river bed in the high water, may have to be moved, Ranger C. L. Henson telephoned Supervisor T. H. Sherrard of the Oregon national forest today. Henson reported the station no longer safe and said he had removed to the bunk house across the road.

Beebe Murder Case Before Grand Jury

Ayaby, Or., Nov. 30.—The Linn county circuit court grand jury today opened its investigation of the first degree murder charge on which Pete Beebe is being held at the Linn county jail. Witnesses were called from Lebanon, Waterloo and Laconer. The grand jury Tuesday completed its inquiry into the case of Ralph Overholser and Louis Forester, charged with larceny from two Sweethome dwellings, and of Mathias Meyer, held on a statutory charge.

\$100.00 Refund

during the first 7 days of our big season's clean-up sale, announcement of which will be found on page 6 of this paper, and in addition to our tremendous price reduction on used cars, \$100 cash will be allotted to each group of ten consecutive purchasers, to be refunded to some one of the ten as determined and designated by the group themselves.

Who Gets the Money?

This question will be settled at 8:30 o'clock every evening.

MAIN SALESROOM

COVEY MOTOR CAR CO.

51ST AND WASHINGTON STS.

Whitman Pioneers Observe County's 50th Anniversary

Colfax, Wash., Nov. 30.—A notable gathering of pioneers were present Tuesday night at the Knights of Pythias hall, when the Whitman County Pioneers association celebrated the fiftieth anniversary of the formation of the county. George W. Case of St. John, president of the association, presided. The address of welcome was given by Mayor O. C. Glaser with response by Case.

William Goodyear of Pullman paid a tribute to the pioneers. He urged that the towns and highways be beautified and libraries and cultural centers be established. Mrs. Eldredge, a pioneer of 1872, said "The Shaking of the Hand." B. F. Harting gave an interesting historical sketch of the early days of the county.

A half dozen pioneers of 1871 and earlier were guests of honor. More than 150 were seated at the tables in the banquet hall.

U. S. Immigration Service Inspector Dies at Victoria

John Burford, former Salem resident and a native of Oregon, who had been for many years inspector for the U. S. immigration service, in charge of the office at Victoria, B. C., died suddenly of pneumonia and will be buried at Salem, Thursday, according to R. P. Bonham, chief of the immigration office in Portland.

\$5000 Fine and 5 Years for Owl Head

Indianapolis, Ind., Nov. 30.—(I. N. S.) Five years in the penitentiary and \$5000 fine was the sentence imposed upon John Talbott of South Bend, head of O. I. S. by Judge Anderson in federal court this afternoon. Talbott was convicted by a jury in federal court last week for violation of the Mann act.

\$50,000 DREDGE BURNS

Boise, Idaho, Nov. 30.—Fire, started by the backfire of a gasoline engine, caused the destruction Monday of a \$50,000 dredge, the property of Barghoorn & Johnson, contractors. A gang of men were working the dredge on a ditch north of Darling. No insurance was carried.

Ask for Horlick's
The ORIGINAL Malted Milk

Safe Milk
For Infants & Invalids
NO COOKING

The "Food-Drink" for All Ages.
Quick Lunch at Home, Office, and Fountain. Ask for HORLICK'S.

Avoid Imitations & Substitutes

Thursday, Friday, Saturday



Come on any one of these three days and get the greatest suit or overcoat value in the city of Portland. We have taken a large number of our fine ALL WOOL fabrics out of our higher priced shelves and marked them SPECIAL \$40 for Thursday, Friday and Saturday.

This is your opportunity to select the very fabric you prefer and have it tailored into a suit or overcoat, fashioned as you want it and to fit you alone, with a coat front guaranteed to stand up during the life of the garment. Nowhere else can you get such valuable clothes for the money.

Fine All-Wool Suit or Overcoat Tailored to Measure

This Week

\$40.00

Even a "ready-made" from woollens without any worsted threads, without any hand tailoring or a satisfactory fit will cost you as much as \$40.

Let This Arrow Guide You to Clothes, Satisfaction at a Moderate Price



Here you are absolutely safe on the workmanship, quality, style and fit because you select the fabric in the piece and our skilled tailors make the clothes with their own hands in our own shop. You know that we have no factory machinery with which to cut and "throw together" imperfect garments.

This Special Low Price for the quality offered on Thursday, Friday and Saturday is bound to be a welcome message to men who want new clothes right now and before the Holidays. Are you one of them?

Ray Barkhurst

For 14 Years Portland's Leading Tailor

Sixth at Stark St.

The men will ask for more

Delight them with this snappy sauce when you serve left-over fowl—Nippy Sauce for Meat:

Mix 1 tablespoon grated horseradish, 1/2 cup meat stock or water, and 4 tablespoons fine crushed onion. Cook in double boiler 20 minutes. Add fowl, cut in pieces and when hot remove from fire and serve.

Send for our free book "Breads, Suppers, Picnics" containing several new suggestions for preparing left-over meat the Premier way. Address

FRANCIS H. ROBERTS & COMPANY
901 West 7th Street - New York, N.Y.



Its flavor has placed it on a million tables