

DIVA FARRAR IS CONTRIBUTOR TO SYMPHONY FUND

There was a stir at Symphony society headquarters Thursday when word came that Geraldine Farrar had signed up as a member and sent her check for the annual dues of \$10.

"A good sport," said somebody. "Do you realize that you now belong to the same society as Geraldine Farrar?" asked another worker of a new subscriber.

"Of course she is from the East and knows that a city can't be a real city without a symphony orchestra," was a third observation. "It shows that our campaign is worth while when it can claim the attention of a prima donna on the day she is to sing."

Miss Farrar's pledge card will be treasured in the records of the society, together with that of Edward Bok, the Philadelphia publicist who sent his greetings to the Portland Symphony orchestra recently in the form of a signed card and check for \$10.

The drive managers hope the example of Miss Farrar and Bok in becoming members of the society will be emulated by many Portlanders. The society was organized to help finance the orchestra and the \$10 contributions are used to help defray the annual deficit which has hitherto been met by a few citizens. The thousand memberships desired would create a needed fund of \$10,000 and distribute the financial burden more evenly.

Memberships may be applied for on the following coupon:

THE SYMPHONY SOCIETY OF PORTLAND, OREGON

The undersigned hereby joins in the organization of the Symphony Society of Portland, Oregon, and agrees to pay annual dues of \$10. Membership and the obligation to pay dues shall be subject to termination by written notice to the secretary of the society on or before June 1 in any year.

Dated 1922..

Name

Address

Telephone

Mail this coupon to the Symphony Society of Portland, Oregon, in care of Sherman-Clay & Co.

Birney Cars Telescope at Curve



Wreckage of Depot-Morrison street cars at 19th and Glisan, where eastbound trolley skidded over autumn leaves in trying to negotiate turn Thursday afternoon.

FAIR CARAVAN DRIVE ON VALLEY LAUNCHED

(Continued From Page One)

Riley: Mr. and Mrs. George Greenfield and Mr. and Mrs. Fred Smith; Harry Hale and party; W. G. Stoner, H. H. Harwood, Fred German, two members of Exposition Quartet, A. C. McDonald, Mr. and Mrs. Bruce Rowan, Whitfield, Whitcomb Co., G. R. Harper and party; Allen T. Clarke, Tom Leonard; Tom Compton and wife; T. D.

Bird, Exposition Quartet; J. P. Parker, Arthur Carlson; Portland Gas & Coke Co., J. Earl Jones and party; K. A. Sinclair and party; A. J. Sherill and party; W. W. Elz and party; A. R. Ritter, Harry Beckwith, Harvey Wells, John Marple, J. G. Adams and party; John Brown, H. L. St. Clair of Greenham; service car; official photographer, G. E. Sanderson and party.

Another caravan will leave the city next Friday morning on a similar trip to Astoria, Seaside and way points, to advertise the exposition.

The first organized move in behalf of the 1927 exposition was made Thursday at a meeting of chairmen of committees that will carry on the campaign to insure the success of the exposition measures at the November election.

The opinion was expressed that special efforts should be directed to the country districts and that it should be made clear that the purpose of the exposition is to stimulate the development of the entire state. Mayor Baker emphasized this in his talk to the chairmen when he told them of the plight of the farmers and business men of some of the country sections. A program along these lines will be present at a meeting Monday when details for the campaign will be submitted.

MONROES HAVE SON

Oregon City, Oct. 12.—Mr. and Mrs. John M. Monroe of Portland are receiving congratulations on the birth of a son at Oregon City hospital Tuesday.

The Stars and Stripes In the Near East

More than one hundred years ago the followers of Mohammed in the Mediterranean were forced to lower their Crescent in defeat before the American flag; today the largest flag afloat in Smyrna is reported to be the same Stars and Stripes, while the finest destroyers in the United States navy have crossed the Atlantic to join other American ships near the scene of the Turkish victories.

What the United States will do is a question which looms large on three continents. In Asia Minor there is joy that America will give food and shelter; in Europe there is hope that America will join the conference which will finally settle the status of Thrace and the Straits; in the United States the correspondents say that the government is impressed by the great surge of anti-Turkish feeling among its citizens.

A "hands-off" policy has been officially announced with a statement of the administration's approval of the allied desire to keep the Straits free and the little peoples protected. Does this go far enough to suit the American people?

The leading article in THE LITERARY DIGEST this week, October 14, gives expression to public opinion of every shade in answer to that question, and shows what the government might do, and perhaps what it will do. The article is illustrated with several half-tones and cartoons.

WHEN YOU FEEL BLUE

and need a good hearty laugh to revive your sagging spirits, step into a theatre showing

FUN FROM THE PRESS The Latest Laughmaker on the Screen

You'll get five minutes of chuckles and laughs and in all probability a good dramatic program besides. "Fun From the Press" is produced by The Literary Digest and distributed by W. W. Hodkinson Corp.

Other Important News-articles in the "Digest" this Week (October 14) are:

The Three-Mile Rum Limit
Navies That Won't Scrap
To Halt "Coal Bootleggers"
The Herrin Massacre Indictments
Tightening the Entente at the Dardanelles

Allied Debts and Our Tariff
Why American Isolation Must End
Finger-Printing the World
Where French Department Stores Lead the World

"Battling Siki" as a Dark Cloud on the Horizon

"Old Doctor K D K F"
How to Construct a Loop Aerial
Soviet Art in All Its Glory
The Passing of Stage Scenery
Europe Prodding Islam Into a Holy War
The "Red" Church of Russia
Why the Turks Massacre Turkey's "Joan of Arc"
The Sort of Man Mustafa Kemal Is
Who Is the Greatest Baseball Pitcher?
Topics of the Day

Many Interesting Illustrations, Including Cartoons

Get October 14th Number, on Sale To-day—At All News-dealers—10 Cents



The Literary Digest

Fathers and Mothers of America

Why not make sure that your children have the advantage of using the Funk & Wagnall Comprehensive and Concise Standard Dictionary in school and at home? It means quicker progress.

Ask Their Teachers

Straining Every Link in the Regal Chain from Coast to Coast

The sales reports just received from all stores show that every Regal Store in every city in the country, from New York to San Francisco, more than doubled the sales of last year for the month of September.

When the price of leather dropped this Spring I dropped the price of all Regal Shoes to \$6.80, and immediately announced the return to our old Platform,—“One Profit, One Quality, and One Price.”

This Fall the cost of leather has increased, but the volume of business in all Regal stores has increased so much faster that we can afford to maintain our Quality, and maintain our Price.

And the Reason is 100% increase in Sales and \$100,000 saved in Expense.

Concentrating the entire production of our factory on One Quality and One Price, cuts down the factory expense by increasing production and reducing factory inventories.

Selling all shoes in our stores at One Price, cuts down the Selling Expense, and makes it possible to carry a greater variety of styles with a smaller stock, because our salesmen don't have to show you the same style in different grades at higher prices.

Saving more in our Factory, selling more in our Stores, and sharing the savings by giving greater value for less money, is the reason why the Regal Chain of Stores from Coast to Coast is showing the greatest increase in the shoe business.

E. J. Bain
President
Regal Shoe Company

They're All One Price
\$6.80

REGAL SHOES

For Men and Women

347 Washington St., Portland (Bet. Bdwy. and Park St.)
From Coast to Coast in Regal Stores—One Price