

### COAST HIGHWAY TRIPS URGED BY VISITOR TO CITY

The entire Pacific highway, from Canada to Mexico, is to be given extensive publicity for the purpose of increasing travel over it, by the Pacific Highway association, whose official organ is Pacific Coast Travel magazine. Capt. Harry L. Wells, editor of the magazine, was in Salem today conferring with Secretary C. E. Wilson of the chamber of commerce. He continued on to Portland, where he will address the chamber of commerce Monday night on the subject of publicity for the highway.

"We propose to sell trips over this wonderful 1800 miles of scenic highway to as many as possible of the 600,000 eastern tourists that come out to the Pacific coast every year and are ignorant of the fact that this is the finest trip of all they can take. There is nothing like it anywhere else in the world. Probably next year nearly half a million people will go to Southern California by automobile, the majority of whom will have plenty of time to travel about and have the machines in which to do it, but will not come up to Oregon unless special work is done among them to show them why they should come. That is the work the Pacific Highway association is going to do.

"I am on my way now to Vancouver and Victoria by way of Portland and Seattle, gathering information for a fine illustrated booklet of the entire highway, clear south to Tinian. This and the magazine, which will continuously have art pictures and interesting stories of the scenery and historic spots all along the way, will be used to sell a trip over the route to tourists, especially to the mass of them congested in the Los Angeles district, where we have an office in the chamber of commerce and are working through 14 information bureaus in that city alone."

Capt. Wells was in command of Company L of the Second Oregon regiment that went to the Philippines in 1898. He was editor of the West Shore magazine which was published in Portland a number of years ago and was editorial writer on the Oregonian. In recent years he has been editorial writer for the St. Louis Globe-Democrat.

### TESTS OF SPEED OF LIGHT MADE

Chicago, Oct. 17.—(A. P.)—Important experiments to determine the velocity of light to the highest degree of accuracy were made at the Mount Wilson, Cal., observatory by Professor A. A. Michelson, noted University of Chicago physicist. They were explained by him today in an informal talk before the physics club of the university.

An ingenious device enabled him to determine the speed of light traveling 22 miles and back to its source, he explained. He used an eight-sided mirror revolving at a speed of 530 revolutions a second. An arc light intrinsically as bright as sun light was flashed in the mirror and reflected to another mirror on a

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mountain 22 miles away. Incidentally to the fundamental problems involved in the experiment, which he hopes to continue next year, is the finding of a possible substitute for the triangular method of surveying which could be used to advantage over great distances and rough country, he said.

In addition he showed how measurement of the velocity of light to high precision might furnish accurate measurement of time—in view of the slowing down of the time in the course of ages. Light, he emphasized, is the most fundamental constant in nature.

### DRY NAVY GETS MORE THAN TEN MILLIONS IN RUM

Washington, Oct. 17.—(A. P.)—The coast guard's dry navy has captured 238 sea-going vessels and approximately 400 prisoners since its concentration against rum smugglers was started about seven months ago. This result has been obtained with the loss of four government ships and three members of their crews. Making public the figures today, the coast guard said its captures of rum exceeded \$10,000,000 in value.

### HI SCHOOL BOYS PLAN 30 PIECE BAND THIS YEAR

With Oscar Steelhammer as director, a band of some 30 pieces is planned by local high school boys, according to announcement made by them yesterday. Steelhammer has been director of the Cherrian band which has presented summer concerts in Willson park for a number of years. The first practice will be held next Tuesday night.

The exact method of financing the band's activities is one point that bothers the boys somewhat, the school board having at its last meeting turned down their request for funds with which to meet expenses. They state that expenses will be paid, partly at least, by themselves. Their immediate goal is to acquire two brass horns.

Members of the band as announced yesterday are as follows: Clarinet—M. Graber, R. Graber, B. Verbie, E. Tasto, A. Vaughan and Dale Dusch.

Cornets—F. Reminton, Mulligan, F. Gamble, Snyder, M. Duncan and E. Foster.  
Trombones—C. Lovell, W. Marlarly, I. Simmonds and W. Bailey.  
Horns in F—C. Strausbaugh, H. Struts and T. Downa.  
Flute—D. Panjate.  
Piccolo—O. Meyer.  
Baritone—R. Carl, manager.  
Saxophone—Glen Wilbur, A. Allen, P. Allen, A. Maisele and F. Cosmical.  
Bass horns—F. Wallace.  
Drums—D. Hardcastle, E. Rafferty and H. Shottick.  
R. Carl, manager of the band, states that the present intention is to enter a contest at Corvallis later in the year, as well as playing at high school athletic games. The boys have hopes of getting high school credits for their work on the band, they say.

Constantinople, Turkey.—First two rows of seats on trolley cars are being reserved for women. Paris, France.—Charles Heavy on his honeymoon with the former Princess Nina Mdivani of Russia. Texas and Stanford universities, on his honeymoon with the former Princess Nina Mdivani of Russia. Huberich, New York lawyer, formerly professor of Wisconsin.

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Everywhere and to everyone this name means but one thing: a product built honestly of the best available materials and sold at a just price.

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So important is a knowledge of these facts to the motor car buyer that Dodge Brothers, Inc., have determined to publish them, from time to time, until every newspaper reader in America may be presumed to have read them:

Dodge Brothers, during the past eleven years, have built and sold more than one million four hundred thousand motor cars—and more than 90% of these cars are still in service. This record requires no comment. It stands impressively alone in motor car history.

It has never been Dodge Brothers policy to build yearly models. When an improvement, that is really an improvement, is discovered, it is made at once. Their slogan, "Constantly Improved But No Yearly Models" is familiar the world over.

Dodge Brothers build one chassis and only one. This policy materially lowers manufacturing cost. It also enables Dodge Brothers engineers to concentrate their entire time and thought on the betterment of this one type.

Dodge Brothers have never had an "off year" or an "off car." This is because they have never used the public as a testing ground for "new models" or lowered the quality of their product in the slightest degree. Every change has been an improvement on the original design.

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The time has passed when transient novelties can lead a thoughtful buyer to overlook the great essentials of motor car worth. A few of these essentials, outlined above, go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

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