50 GOOD GARETTES 10¢

GENUINE "BULL" DURHAM TOBACCO

Colonel Abrams Transferred

SALEM, Ore. April 6.—Colonel [illegible] Abrams of Salem has been relieved from the command of the 162d reserve regiment to the command of the 182nd reserves. Headquarters of the former is in Salem and headquarters of the latter will be transferred from Salem. Colonel John [illegible] will take command of the new regiment.

Get that Renewed Ford today at the sale. Starts promptly at 9 at the E. C. Simmons Co. 4-7-1

[illegible] P. Hickox, piano tuner. Phone 1211J, or Morris Music 3-24-tf

TOURIST ATTRACTIONS OF STATE ARE LAUDED

Advertising For Oregon Is Secretaries' Subject

SCENERY IS BIG ASSET

Chamber of Commerce Men Close Course with Banquet as Guests of Kiwanis and Rotarians

Oregon's attractions for tourists, which were cited as being more diversified than those in any other state in the union, was the subject of a paper prepared by W. H. D. Dodson, manager of the Portland chamber of commerce, and read at the fifth session of the chamber of commerce secretaries at the university yesterday morning.

Climate and topography were given as the two main reasons for the scenic possibilities in Oregon, according to Mr. Dodson.

The value of the tourists to the state in a financial way was shown by quoting figures to show that last year between $7,000,000 and $10,000,000 was left here by travelers. This amount is expected to be greatly increased this year, it was stated.

"A study of the relief map of the state will show that a large part of Oregon cannot be cultivated," the paper stated, "and this territory contains scenery and vacation spots that are unexcelled in the United States today. Fishing, hunting and other outdoor sports will lure the tourists as nothing else will."

Climate Is Lauded

"Nor are the atmospheric conditions excelled by any section of the country. Delightful cool summer days and restful nights give a change from the more intense heat of other parts of the country. This in one of the nation's wildest and most picturesque states will command a recreational travel in full proportion to the energy and effort to which our people go in extending travel accommodations."

Forest fires were held to be one drawback to the scenic possibilities, and Mr. Dodson urged greater preventative measures in order to overcome the pall of smoke that often hangs about our mountains for days in the summer. Education of the people to be more careful with fires was given as one remedy.

To attract the tourist here, Mr. Dodson recommends a campaign of broad publicity. "Oregon is the only western state that is not spending large sums in advertising," said Mr. Dodson, "and to fortify ourselves, we must compete with states on the coast at least."

Advertising Program Described

Advertising programs and campaigns of other states and of railroads were described in the paper. As a preliminary to entering the national field, an intensive program among Oregon people to bring about a realization of attractions present was recommended. Proper facilities to care for travelers was also included in the discussion of actual needs.

The loss of the small state appropriation for work of this kind was deplored by Mr. Dodson, but he stated that portion of the $150,000 that is soon to be raised annually by Portland would be devoted to this work.

In working out the details of a program that will bring the tourist to Oregon, Mr. Dodson offers the following suggestions:

Learn About Country

"Learn more about the charm and beauty that is about your town and community. Preach to your people of its wonders and beauty. Make them acknowledge them.

"Make our recreation and our sports fit our climatic conditions. If it rains on the day that you play golf, wear clothes that make golf comfortable on such a day.

"Persuade yourself that cool summers and medium winters are health-giving and most invigorating.

"Persuade yourself that cool peratures, humidity, precipitation and other statistics of Oregon."

As a means of accomplishing the educational campaign, Mr. Dodson outlined educational fairs, contests and other means of persuading the people to study conditions here.

Development Suggestions Given

As a means of developing and maintaining the advantages present the following were offered:

"Block legislation that will retain the natural beauty of Oregon.

"Establish camp areas along highways.

"Make a consistent effore to beautify the state by planting trees, shrubbery and by better care of lands.

"Pursue the work of getting roads and trails into the heart of Oregon outdoors."

Mr. Dodson also asked for close co-operation of commercial organizations, and recommended that every help and courtesy be extended the tourist while in the state.

Development of world markets was held to be the most important solution of the marketing problem in Oregon by Professor A. L. Lomax, of the university. Mr. Lomax described the rapid increase of exportation from Oregon, and the growing demand for products, especially in the Orient.

Factors Are Told

Three factors in the development of a program of exportation were held to be steamship lines, representatives of trading lines and representatives of ports. The producer must co-operate with these factors, it was state.

As examples of present exportation of the state, Mr. Lomax quoted figures showing that Japan last year took 151,000,000 feet of lumber; China, 62,000,000; the United Kingdom, 12,000,000 and Australia, 12,000,000. These figures include only what was shipped from the port of Portland.

Five million pounds of prunes went from the Willamette valley to the United Kingdom, said Mr. Lomax, while 2,000,000 pounds went to France. The Italian prune was the most popular variety, it was stated.

Wheat demand is growing steadily, it was pointed out, and figures showed that Japan, a rice-eating country, last year received 3,500,000 bushels of wheat from Portland. China also imported 750,000 bushels from Oregon. This is due to the fact that the Orient is becoming industrialized, said Mr. Lomax.

Rail Development Important

The most important factor at present it was stated, was the development of railroads connecting the ports of Oregon with the inland. Steps in this direction that are hoped for in the future are the completion of the Natron cut-off, and other lines needed in central and southern parts of the state. Development of ports was also considered essential.

"Irrigation is also coming," said Mr. Lomax, "and the scientific use of water will greatly increase the yield in Oregon."

Mr. Lomax cited as the keynote of his talk the study of foreign markets, and the possibilities they have to offer.

"Advertising the state," was the topic chosen by Herbert Cuthbert, secretary of the Pacific Northwest Tourist association. "The object of advertising should be to tell the country what there is in Oregon," he said, "not merely that there is a state of Oregon."

Survey Held Necessary

An initial survey of all Oregon resources was given as the first and most essential step towards a state advertising program. Mr. Cuthbert believes that through the commercial organizations such a survey could be made and completed within two weeks.

Truth in all advertising was especially emphasized as an essential in the campaign. "Never advertise anything unless you can take your man to it and show it to him," he stated.

Waste in media must be eliminated, it was pointed out. "Buy your space just like you would potatoes," was the instruction. "Buy where you can get the most for your money."

Tourist advertising was cited as the best media, and it was shown that 60 per cent of the population of sections of California came to that state as tourists.

A definite distribution of an advertising fund was also outlined as follows: On a basis of $100,000, 40 per cent should go to leading newspapers; 20 per cent in national magazines; five per cent on billboards; seven per cent in booklets; five per cent on special features and 13 per cent for overhead and administration costs.

Press Co-operation Essential

Co-operation with the press of the state was held to be very essential, and an impartial, statewide view of the campaign was one object that was declared necessary.

Other phases of the development discussed by Mr. Cuthbert were the needs of Oregon, the problem of the farmer, development of new industries, and the scenic lure of Oregon. Oregon, it was said, is destined to be the workshop of the nation, due to its ideal climate, and abundant power resources.

"The future is bright for Oregon," he said in closing. "A campaign that will bring people to Oregon will help to solve all of our difficulties. It will help to populate one of the most beautiful regions in America. It will convert raw material into wealth. It will create a new Oregon, a greater Oregon."

The closing minutes of the morning session were devoted to a discussion of auto camp information bureaus, Dean E. C. Robbins of the university, outlining a program of information to be undertaken by the commercial men.

Letter-Writing Discussed

In the afternoon, Clarence Thorpe, professor of public speaking at the university, gave the secretaries some valuable pointers on letter-writing, emphasizing the need for clear, forceful English, and neatness and style in preparation.

"Mistakes of the Past Year," was taken up and discussed by the secretaries under the leadership of H. O. Frobach, of Medford, president of the secretaries during the past year. Many problems were taken up at this time, and the most expedient solutions to them were brought out during the talks.

At 6:30 a banquet was given in honor of the visitors by the Kiwanis and Rotary clubs at the Osburn hotel.

This session, the third annual secretaries' short course, was declared to have been most successful by the men present, and plans are already under way for the school next year.

Eugene Collection Agency

No collection, no fee; no entry fee or dues. W. H. BLOWERS. 11-12-tf.

Get that Renewed Ford today at the big sale. Starts promptly at 9 a. m. at the E. C. Simmons Co. 4-7-1

Insure with Henry Tromp, 33W.9th

Ah, How Juicy and Tender!

That's the expression that usually accompanies the first forkful of meat purchased from our shop. Not only is it palatable, but contains all of the nourishment that nature put into it. Our meats are always fresh, giving you an assurance of their high quality. The economical housewife makes ours her Meat Headquarters.

Eugene Packing Comp'y

Phone 38

Just Lots of Good Things to Eat

Doesn't this Spring weather make you think of new vegetables from the garden? Don't wait for your garden to produce these things when you can get them from our store. Fresh Asparagus, Radishes, New Onions, Rhubarb and Celery. Lovely Head Lettuce, New Tomatoes and Cucumbers for the salad. Mustard and Spinach Greens, New Potatoes and New Peas.

Our Store Gives You More Liberty

Spring shopping and the "out-of-doors" calls you from your kitchen. Let our delicatessen keep you supplied with foods. Clubhouse or potato salad; Redrock cottage cheese, or meat loaf. Fresh pies daily, cakes, cookies, doughnuts and lady fingers are well worth ordering. The new "toast loaf"—made to fit the electric toaster—will tempt the lagging appetite. We have the most complete assortment of breads in the city. Here are a few of the different kinds we make: "Butterfly," cream, Pullman loaf, raisin, nut, health bread, bran and wholewheat. Three kinds of Parkerhouse rolls. Come in and let us tell you about the rest.

Just What You Have Been Waiting For

The new canned grape fruit you have been asking for. Delicious grape fruit from Porto Rico all ready for the table. One can is equal to three grape fruit. Try some today.

Ry Krisp—New Sweedish Health Bread

This wholesome, nutritious, all-grain food is made from all of the rye and has over 1600 calories to the pound—more per pound than meat. It comes in packages, and when warmed in the oven for a few minutes and served with butter, takes the place of toast—you will be sure to like it.

Try Our Beef Roast for Sunday

Our meats are all government inspected, hung until properly aged and ready to serve.
The sauerkraut season is almost over. Your family will enjoy another dish of wienies and sauerkraut before the season ends.
Why not order spring lamb?

The Table Supply Co.

L. D. PIERCE, Proprietor
Ninth and Oak Telephone 246

Heilig Theatre

Today

Wesley Barry
—in—
'Heroes of the Street'

The kind of a picture you have often wished for but seldom see.

"Freckles" Barry as Mickey Callahan is a picture that will linger long in your memory.

A "gold medal" winner among this season's screen hits.

Mel Hertz
In Popular Program
1. "Who Tied the Can to the Old Dog's Tail."
2. "When You Belong to Somebody Else, Why Don't You Leave Me Alone."
Irving Berlin's Latest Song Hit

And Other Heilig Features Added for Your Pleasure

Usual Prices—10-20-30c
Continuous Today 1 to 11

Coming Monday
"THE BEAUTIFUL AND DAMNED"

Sale at Springfield Opens Today

McDOWELL'S Department Store

Quitting Business

Join the Crowds That Are Coming! Let Nothing Keep You Away!

Entire Stock of Dry Goods, Notions, Hosiery, Underwear

The stocks are so varied it would take page after page to list everything in this store—so for your information let's say it is a regular variety stock that is going to be sold at public sale, not for what it is worth, but for what it will bring. Here you will find all kinds of Dry Goods, Notions, Ribbons, Laces, Embroideries, Women's Blouses and House Dresses, Towels, Table Oilcloth, Hosiery and Underwear for everybody, all kinds of Toilet Articles, Handbags, Vanity Cases and Purses, Brassieres, Beads, Parasols, Umbrellas, Hose Supporters, Men's Work Clothing, Work Shirts, Suspenders, Handkerchiefs, Gloves, Children's Play Suits, Toys, Dolls, Books, Stationery, Scissors, Pocket Knives, Mirrors, Hair Brushes, Toilet Soaps, Jewelry of all kinds, Baskets, Flower Pots, Casseroles—in fact, the greatest variety of useful articles ever gathered together under one roof at such prices as will be in evidence at the closing out of this popular department and variety store. All to go at cost, less than cost, and half-price.

Prices Cut to Shreds
on Entire Stock of Aluminum, Glass, China and Crockery Ware

A remarkable climax in value-giving will be the sensational sale prices offered on this entire stock of high-grade Aluminumware, Tin and Graniteware, in every known useful article for the household. And the surprising values and wonderful sale of Imported and Domestic Chinaware in sets or single pieces will interest every housewife, as the savings are enormous. All Glassware, Crockery, and Pottery of every kind and description will be closed out—not for whatit is worth, but for what it will bring. Buy gas with what you save here.

COME TODAY — SURPRISE AFTER SURPRISE AWAITS YOU — NEVER, AT NO TIME, SUCH A COME-DOWN IN PRICES!

Look for the Yellow Windows McDowell's Dept. Store Springfield, Oregon

MOTOR CARS INCREASE

SECRETARY OF STATE PREDICTS BIG REGISTRATION

Sam Kozer Here to Attend Regents Meeting Quotes Figures on Number of Vehicles

If increased state registration of motor vehicles is any indication of prosperity, the state of Oregon is now in a boom period, according to the estimate of Sam Kozer, secretary of state, who is here to attend the University of Oregon regents' meeting today. The state official quotes figures for the first three months of 1923 showing that a total of 112,700 motor vehicles have been registered in that period which is an increase of 19,340 over the first three months of 1922. The total increase in the number of vehicles registered in 1922 over 1921 was 15,951, says Mr. Kozer.

A total of at least 150,000 licenses will be issued before the end of the present year, according to the prediction of the state official who basing his calculations on a total population in the state of 850,000 at the end of the 12 months believes that every man, woman and child in the state will be enabled to go riding at one time if they so desire. The figures on the amount of gas consumed during the first two months of the present year in comparison with a similar period of 1922 are interesting. The total volume for January and February, 1923, is 6,631,000 gallons and for the two months of 1922, 5,316,000 gallons.

The state tax on gas amounts to $134,675 in this period and in 1922 was $107,620. The total state income for motor licenses including all types as well as the fees for drivers' licenses is $3,009,538 up to April 1, 1923. The first three months of 1922 show a total income from this source of $2,505,411. This is an increase of over $500,000. The state official states that the income from the gas tax is expected to reach at least $600,000 this year.

DIED

LATTIN—At the home of her daughter, Mrs. Charles Fitch, on the Crow stage road, April 6, 1923, Mrs. Mary Lattin, at the age of 82 years. She is survived by five children, four sons and one daughter; Mrs. Charles Fitch, Crow stage road; E. P. Lattin, Pleasant Hill; H. R. Lattin, Hart, Mich.; W. R. Lattin, Salem, and H. J. Lattin, of Seattle. Funeral arrangements are being made at the Veatch chapel and will be announced later.

MUTUAL LIFE. G. M. Sprague. U. S. Nat'l Bldg. 2-17-tf.

Warner tunes pianos. Phone 1511R. 3-25-tf

POWER PLAN PRESENTED

HEARING HELD ON PROJECT AT BURBANK, WASH.

PORTLAND, Ore., April 6. — The Burbank power project, inaugurated for the extension of the rights of Burbank Washington, Irrigation District No. 4, will be considered by the federal power board without opposition from the interested transportation and navigation companies. A formal hearing before Captain George Mayo, head of the United States engineering forces for this district, was held here today. Representatives of various shipping interests went over the entire plan, before acceptance.

A plant at present operates hydraulic turbines by means of a wing dam on the south side of the Snake river at Burbank five miles from the mouth of the stream. The diversion of the water is not sufficient to provide for operation during the low water months of the year. The proposal is to construct a wing dam on the north side and close the gap by removal bear trap cribs.

There's one here for you—Renewed Ford cars—Real bargains today; come early. Sale opens at 9 this morning. E. C. Simmons Co. 4-7-1

Red Cross corn remedy. Guaranteed. 25c. Red Cross Drug Co. 4-4-tf

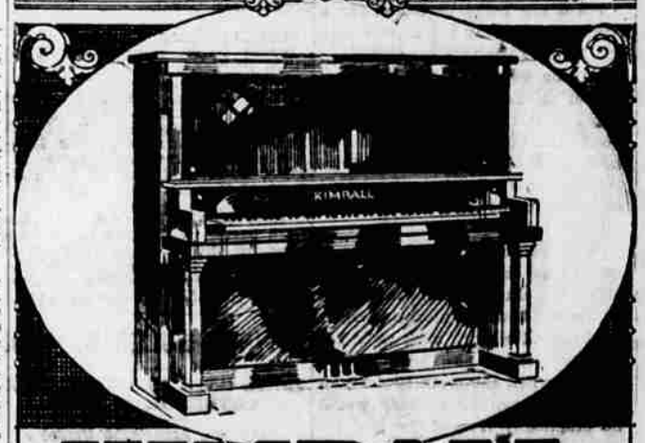
Quick Quaker Oats
The Quickest-Cooking Oats in the World

Now you get two things in Quaker Oats which no other oats can offer. You get a flavor which has won the world. All Quaker Oats are flaked from queen grains only—just the rich, plump, flavory oats.

And now there is *Quick* Quaker — the quickest-cooking oats in the world. It cooks in 3 to 5 minutes.

Made from the same queen grains, but the oats are cut before flaking. They are rolled very thin and partly cooked. So the flakes are smaller and thinner—that is all. And those small thin flakes cook quickly.

In either style you get the finest flavor an oat dish ever had. In *Quick* you get quick cooking. Tell your grocer which style you prefer.



KIMBALL PIANOS

TO the prospective piano purchaser: Do you realize that a piano indorsed by the world's greatest artists, thati s now in over 300,000 American homes, *must* possess the exact qualities that *you* are seeking? See and hear the KIMBALL Piano, and you will not wonder at its great popularity.

LARAWAY MUSIC HOUSE

884 Willamette St. Phone 1