

HARD TIMES ON PACIFIC COAST OVER; BIGGEST TOURIST TRAVEL YET IS EXPECTED THIS YEAR

WENATCHEE, April 6.—(Special.) "The worst of the hard times in the Pacific northwest are over and the dawn of a new era of prosperity is very near," said Herbert Cuthbert in his address before the Wenatchee chamber of commerce and their local branch of the Automobile Club of Western Washington at Wenatchee Tuesday.

"I do not think I am too optimistic in my prophecy," said Mr. Cuthbert, "taking into consideration what I have observed during the past few weeks and the lessons I have learned during my trip to California and the general tone of the comments of financiers and business men of the east."

"California is a wonderful state. They have a great deal to advertise and they are energetic, farseeing, clear-headed, cheerful people, but do you know that the state of Oregon and the state of Washington and the province of British Columbia are in any way inferior to the state of California? Do we admit for a single moment California has more natural resources than we have, more opportunities for development, a better state in which to live, a better all the year round climate, or that they have a more happy and contented people? If so, do not let us advertise. Let California do all the publicity for the Pacific coast, but if we do believe in this country and we do believe that there is no place on earth like the Pacific northwest, then let us advertise to the fullest extent, even as California has done and is doing."

"In previous years Californians have made their winter season their great advertising plea—"It is summer time in California" when the snows covered the ground of every city in the east, but they have realized that the advertising of the Pacific Northwest Tourist association during the past five or six years has been very effective, that we were getting the summer business and therefore they have got together a fund of \$150,000 a year and are advertising California as "The Amazing Summer Land" for the first time in history, by the All Year Club of Southern California. This more than ever emphasizes the necessity of the Pacific Northwest Tourist association redoubling its efforts to hold the summer business and continuing to inform the people of the east about our own scenery, climate, resources and opportunities."

"I may safely prophesy as a result of the advertising of the Pacific Northwest Tourist association in the past, from information in our own office, and received from railway officials, automobile clubs and others, that we will have at least 50 per cent more travel in the Pacific northwest this year than we had last."

"As a result of our advertising in California and our work with the Automobile clubs and those who travel and as a result of the special tourist rate from California we were able to get from the railways, we know that we will have between 200,000 and 250,000 people from that state this year. Many of these, like visitors from the east, will become residents, for not all the people who are going to California will find the climate suited to them. In any case they will be with us for a time and leave their money here, and they will learn something of the Pacific northwest which will help to improve general business relations between the south and the north."

"If we have that many visitors from California and knowing that the railway rates from the east have been reduced 20 per cent, that the war tax has been taken off, that there are no less than seven big conventions to be held on the coast this year and that we are in touch with every automobile

club and almost every information bureau in the United States and Canada, we can at least anticipate from all the rest of the United States twice as many people as we shall have from California."

"If we have not less than 650,000 people—and we had 450,000 registrations in automobile camps alone last year,—of course there were some duplications, but not more than one tourist in five registers in an automobile camp,—and if we put the average expenditure of each person at \$100, which is very much lower than the actual expenditure, as most of them remain from two weeks to four weeks, while many of them remain with us for two or three months, we will have an income this year from strangers of \$65,000,000."

"This money is all found money. It has cost nothing to bring it in and we have not impoverished the country in any way by sending anything out of the country in return for it. This new revenue will go a long way towards paying taxes and providing additional capital for the development of our established enterprises, but this is not all. It is only a very small portion of the advantages we will secure from the advertising of the past. The experience of California will be repeated in the Pacific northwest. Many of these people will become permanent residents, either this year or in the years to come. They will realize, as others have realized in California, that the theatre of events is changing, that there is a greater tendency than ever for people who live in a severe climate in winter and extremely hot climate in summer to migrate to the Pacific coast especially the man who realizes that manufacturing can be carried on quite as cheaply on the coast and that labor is more efficient."

"There is one more way in which we may emulate California. There is never the slightest doubt as to where a 'Sunkist Orange' is grown, nor anything else that is produced in California. We in the Pacific northwest have been allowing the people to guess where our fruit was grown and where our products were produced. Everything that goes out of the Pacific northwest should go out under the Pacific northwest label."

"I have had a design made which I am submitting to you and which might be printed on every piece of paper in which an apple is wrapped. At the top of the center circle is the legend 'A Pacific Northwest Product.' In the center is an orchard scene and at the bottom of the outer circle a vacant place is left for Wenatchee, Washington. If that label were universally adopted by every district in the Pacific northwest we would have every apple identified by every consumer. This is just a thought that might be adopted by every grower and every producer in the Pacific northwest."

"The great need of this country," said Lord Northcliffe when he passed through a few months ago, 'is population.' The great need of our farmers is population but the right kind of population, not of people who are out of work, not of people who are trying to take the place of those who are working, but of people who have money to engage in manufacturing, to engage in shipping, in canning, in iron works, steel works, in mining, in lumbering, in everything that will employ labor and thus provide a market for the things the farmer produces."

"There is nothing that will increase the profit of the farmer so much, nor that will reduce his taxes so much, as to bring in a class of new people who will employ more labor and will help to pay the taxes that a few are paying now and help to consume the products of the soil."

"Sixty-five per cent of the population of the United States is east of the Mississippi. Our farmers cannot ship their products east of the Mississippi. Very few of them produce enough to do this, even if they could, and so the only solution is to bring the population from east of the Mississippi and even from the middle west to our coast and California has found that the most effective way is to bring them on a pleasure trip first,—get them acquainted with our advantages, attractions and opportunities, and through these means build up a population of the very best kind of people. We will increase the deposits in our banks, the capital available for development and thus insure an era of prosperity that so far the Pacific northwest has not enjoyed."

PORTLAND, Ore., April 6.—Six grapplers widely known in the Pacific northwest as the leading middleweights will meet at the Armory tonight in bouts staged as a benefit for the Portland community chest. The bouts listed follow: Ted Thye vs. Jim Noregaard, two hours to a decision or two out of three falls. Oscar Butter vs. George Lambert, one hour to decision or one fall. Basanta Singh vs. Joe Kennedy, 30 minutes to a decision or one fall.

WANTS LOCATION MEDFORD DISTRICT FOR BOX FACTORY

The Chamber of Commerce has been given assurances by a large box manufacturer in the state of Washington, employing from 20 to 40 men, that he would move his plant to Medford providing he could be assured yellow and sugar pine logs in quantity desired.

From a million and a half to two million feet of the above logs would be required annually and owners of pine timber are requested to advise the management of the Chamber of Commerce as to their willingness to supply this timber with an estimate of the cost of the logs to the manufacturer.

The manufacturer making this inquiry is ready to move his box factory to Medford right away and replies to the Chamber of Commerce request should be made immediately. This is a chance to get another industrial plant established here on a substantial business basis, no bonus or other conditions are being asked for, other than the possibility of buying pine logs at a reasonable cost.

W. C. T. U. CAMPAIGN FOR ENFORCEMENT OF CIGARETTE LAW

The Ashland W. C. T. U. is engaged in a campaign for the enforcement of the state cigarette law against selling cigarettes to minors and has distributed handbills throughout the valley as follows:

- 1.—It is unlawful to sell, offer for sale, keep for sale or give away to any minor any cigarettes, cigarette papers, or any substitute thereof in Oregon. (A minor is any boy under twenty-one years of age and any girl under eighteen years of age).
- 2.—It is unlawful for any minor to smoke, use, or be in possession of any cigarettes. And it is unlawful for any proprietor or employe to permit minors to use cigarettes on their premises. Penalty: \$5.00 for each offense.
- 3.—Minors using cigarettes must tell from whom they were obtained when asked by parent, teacher or officer of the law. Penalty: \$5.00 for refusal to give information.
- 4.—Any officer failing to perform his duty in connection with the cigarette law shall be guilty of a misdemeanor. Penalty: A fine of not more than \$5.00 nor less than \$10.00.
- 5.—It is unlawful for any person to purchase cigarettes for minors. Penalty: A fine of not more than \$100.00 nor less than \$25.00.

RESUME ATLANTIC FLIGHT APRIL 11

LISBON, April 6.—(By the Associated Press.)—Advices from St. Vincent, Cape Verde Islands, say that the Portuguese naval captains, Saadoura and Coutinho will resume their trans-Atlantic flight at five o'clock in the afternoon of April 11, according to present plans. They expect to arrive at the Island of Fernando Noronha, off the coast of Brazil at 11 o'clock the next day, covering the 1,250 miles which constitute the third and most hazardous leg of their flight from this city to Rio de Janeiro.

"SCIATIC FOR 30 YEARS—FREED BY INTERNAL BATHS"

Mr. Geo. E. Thurston of 1700 Hurst St., Portland, Ore., writes to the Tyrell Hygienic Institute of New York: "I have suffered nearly thirty years with Sciatic Rheumatism. Two years ago, I purchased a 'J. B. L. Cascade.' I haven't suffered one pang since I used it. It is a wonderful treatment." The "J. B. L. Cascade" cleanses the lower intestine its entire length and keeps it always free of poisonous waste. Thousands testify that Constipation, Indigestion, Stomach Troubles, Illness, Headaches and all the many serious troubles which they cause, are absolutely relieved and prevented by this Nature Treatment.

SITUATION IN MEXICO BETTER, DOHENY STATES

MEXICO CITY, April 6.—(By Associated Press.) "Exhaustion of the Mexican oil fields is a matter connected with the very remote future and present contemplated developments are such as to guarantee large, continuous production for a long time," said Edward I. Doheny, president of the Mexican Petroleum company, prior to his departure for the United States.

"With the proper encouragement and the generous treatment which we feel the Mexican government will give to the industry, it will be many decades before Mexico will cease to export oil on a large scale," the statement added.

Mr. Doheny said his trip to Mexico had been only to inspect his company's properties, and that his party had found that "our landholdings as to development and prospects are more encouraging than ever before."

His interviews with President Obregon and heads of the governmental departments were described as most agreeable and satisfactory. "President Obregon," he added, "impressed us by his personal magnetism his attitude of geniality, his sincerity and his good will."

News Summary of Last Night

CHICAGO—Hope that the building industry will "clean house" without the necessity of government intervention was expressed in a message from President Harding to national lumber manufacturers association.

WASHINGTON—Work of re-writing the 100,000 odd rates in the Fedney tariff bill finally was completed by senate finance committee Republicans.

ST. LOUIS—A reduction from 5 to 4 1/2 per cent in the discount rate of the federal reserve bank was announced for all classes of paper and maturities, effective today.

MEXICO CITY—A decree is to be issued shortly, according to semi-official sources which will be aimed at facilitating more extensive exploitation of Mexican territory by foreign and other companies seeking oil.

Cut This Out—It Is Worth Money. Cut out this slip, enclose with 5c and mail it to Foley & Co., 2825 Sheffield Ave., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound for coughs, colds and croup; Foley Kidney Pills for pains in sides and back; rheumatism, backache, kidney and bladder ailments; and Foley Cathartic Tablets, a wholesome and thoroughly cleansing cathartic for constipation, biliousness, headaches, and sluggish bowels. Sold everywhere. Adv.

NEWSPAPER ADDS TO BE USED BY U. S. GOVERNMENT

OMAHA, Neb., April 6.—Four cities, Omaha, South Bend, Ind., Newark, N. J., and Seattle, Wash., have been selected by the United States government for an experi-

ment in newspaper advertising. Postmaster C. E. Black said today following the appearance in local papers of advertisements of the new four and one half per cent treasury savings certificates. Use of printers' ink as a means of stimulating sales of the certificates, was suggested by Secretary of the Treasury Mellon, according to Mr. Black. The government, he said, has a "business proposition to place before the public and is going about it in a business-like manner." If the response to advertisements in the four cities where the experiment is being tried is satisfactory, it is understood the newspaper campaign will be extended.

THE OLD RELIABLE REMEDY For Colds

BRONCHITIS IN 24 HOURS LA GRIPPE IN 3 DAYS

WORLD'S STANDARD FOR TWO GENERATIONS

BEGIN'S active within ten seconds. Refreshing and most dependable family remedy for Colds, Headaches and La Grippe. Don't experiment—insist upon HILL'S Compound Throat Lozenges. World's standard Cold remedy for two generations. Demand red box bearing Mr. Hill's portrait and signature.

AT ALL DRUGGISTS—All Cases W. H. HILL COMPANY, DETROIT

How Firestone Has Reduced the Cost of Tire Service

Size	Jan. 1921 Prices	Jan. 1922 Prices	Reduction
30 x 3 Fabric	\$18.75	\$ 9.85	47%
30 x 3 1/2 "	22.50	11.65	48%
30 x 3 1/2 Cord	35.75	17.50	51%
32 x 4 "	56.55	32.40	43%
33 x 4 1/2 "	67.00	42.85	36%
33 x 5 "	81.50	52.15	36%

HOW the cost of building quality tires has been brought down to the lowest level in history was explained by H. S. Firestone, President of the Company, to the stockholders at the annual meeting on December 15, 1921.

1. All inventories and commitments at or below the market.
 2. Increased manufacturing efficiency and volume production reduced factory overhead 58%.
 3. Selling costs reduced 38%.
- Mr. Firestone stated, "This reduction in prices is made possible by our unusually advantageous buying facilities, and the enthusiasm, loyalty and determination of our 100% stockholding organization."
- "Due credit must be given to Firestone dealers who are selling Firestone tires on a smaller margin of profit. This brings every Firestone saving direct to the car-owner."
- The saving through first cost plus the saving through high mileage doubles Firestone economy and is daily adding new fame to the Firestone principle of service—

Most Miles per Dollar

Firestone

HITSON MOTORS—36-40 So. Fir St.

MONTHS OF SUFFERING

How a Baltimore Girl Recovered Her Health

Baltimore, Maryland.—"For several months I suffered with severe backache and general weakness. I could not sleep comfortably at night for pains in my back. I found your book at home one day and after reading it began at once to take Lydia E. Pinkham's Vegetable Compound. I have had very good results and some of my girl friends are taking it now. You may use this letter to help other girls, as the letters in your book helped me."— ROSE WADNER, 3018 Roseland Place, Baltimore, Md.

That is the thought so often expressed in letters recommending Lydia E. Pinkham's Vegetable Compound. These women know what they have suffered, they describe their symptoms and state how they were finally made well. Just plain statements, but they want other women to be helped.

TED THYE TO WRESTLE FOR COMMUNITY CHEST

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ESKIMO PIE

TRADE MARK REGISTERED

Captures America by storm

Tease your taste. Think of the finest ice cream you have ever eaten. Then, in thought, cover that with crispy, luscious milk-chocolate. Eskimo Pie makes a wonderful combination of these two finest of delicacies. Fresh from the best ice cream factories they come wrapped in sanitary tin-foil. Sold by the millions daily—at regular ice cream shops. Made under patents by the licensees of the Russell Stover Company, Mallery Building, Chicago.

10c

Snider Dairy Produce Co.