ing some of the household goods.

NEWSPAPER ADVERTISING

BRINGS BIG RESULTS.

e publicity is declared by John N.

* Willys, president of the Willys-

. Overland company, to be the prin-

* cipal reason why the Overland can &

s majority of munufacturers.

+ 83 for so low a price as \$750.

creased production.

"I recently overheard a remark

The price of an article to the

consumer can be made low in *

proportion as the advertising pro-

duces quantity sales. This prin-

ciple is not generally understood, *

* pose of extensive advertising is 8

+ to obtain a higher price. Inas-

* much as the results obtainable

* from the advertising depends so

* volume rather than profit per

@ unit.

@ good article."

sarily follows that the price will *

be the lowest that a reasonable *

"There is a benefit other than

of quality. Good advertising may *

s but we doubt if it can do it con- *

e tinuously on a profitable basis.

tinuously must be backed by a *

newspapers has brought big re-

"I have all the faith in the

world in newspapers," he says, s

versity of the masses. People who &

what they read in the dailies.

for a radius of many miles around

the center of publication. The

e great body of newspaper readers

etities and towns and in the coun-

try. The vast army of travelers

which every city draws reads the

"Consequently we bring the

Overland message to the atten-

tion of the public through the me-

dium of these papers. We find

* that our efforts in this direction *

have met with much success.

. Our newspaper advertising, to-

· gether with advertising in other

· fields, is, in a way, a measure of

VERNON MAY GET RODGERS

LOS ANGELES, Aug. 11.-Whether

Bill Rodgers, former star second sack-

er for the Portland Beavers, will be

turned over to the Vernon team will

be definitely decided this week, accord-

ing to a telegram to President Edward

When Manager McCredie of Port-

PACIFIC COAST LEAGUE

'Our best business men" says the

trying to make every day in Salem a

SICKNESS COMMON IN SUMMER.

Hay fever is attributed to pollen

floating in the air, while asthma is

caused by dust and certain atmospher-

ic conditions common in summer. Saf-

good market day for all comers."

At Los Angeles-

R. H. E.

· newspapers.

is composed of millions of city

residents and hundreds of thou-

sands who live in neighboring

The influence of the newspaper

is by no means local. It extends

lated prior to May 22, 1915, will be. The original union high school law is ambiguous and that the entire stattested in the circuit court Monday was passed in 1907 and amended in ute is made invalid because of this state of Oregon against Clackamas ture this year corrected the following day when Judge Campbell granted the county, known as the Giadstone high statement on which the demurrer is plaintiff a hearing to argue the matter, amas county due to the explosion of school case, will be argued before based: Judge Campbell.

into effect which corrected the alleged proposition is defeated."

THIS AFTERNOON-ELIMINA.

TION PLAN ADOPTED.

The entry list of Oregon City fire

free-for-all tennis tournament closed

Priday night with approximately thirty-

will be held in the near future.

Dye; and C. Green vs. Hankins.

This preliminary round will be con-

tinued Monday, and the men's doubles,

in which teams of the best local play-

ers will appear, will begin on that day,

The tournament will be played on the

elimination plan, these winning in the

preliminary round to be re-matched

with each other. Several umpires have

been appointed for the various match-

SOUTH MAIN STREET

when a demurrer in the case of the 1913 and again in 1915. The legisla- fact. The point was raised last Mon-

The importance of the decision may determine that less than a majority trict to prevent the organization of a of Robert Daniels, one mile west of water board for a franchise to lay a be seen when it is realized that about of all votes cast is not in favor of ini- union high school district in Gladstone. Clackamas station. Some insurance water main across the suspension one hundred union high schools have tiating said district for union high Clackamas, Jennings Lodge and Parkbeen organized in the state under the school purposes, then the school board law as is existed prior to May 22 of shall immediately notify the respecthis year when an amendment went tive school boards concerned that the original petitions calling the election

The action is part of the attempt of "If the district boundary board shall residents of the Jennings Lodge dis-burned to the ground the \$4000 home ment the application of the West Linn place. The complaint alleges that the did not have sufficient names.

> MRS. COREY, STEEL MAN'S WIFE, ACTING AS NURSE



Mrs. William E. Cory, wife of the + during a conversation in the * Attorney Hedges and a decision is was hit and that the train was going former president of the United States + amoker of a Pullman, indicating a expected within a few days. at such a speed that it could not be Steel corporation, is nursing wounded + that the speaker believed Over- * Peter Bluhm and Mr. and Mrs. John the war will last three to four years + vertising cost per car was a little & remarks by Mr. Porter. Laar, who were with Mrs. Clarke, ap more. Mrs. Corey formerly was Mabel + less than 2 per cent; this year . materially less due to greatly in-

FIRST WORK OF WORSWICK COM-PANY ON THOROUGHFARE IS DONE THURSDAY.

BRICKS TAKEN UP

The first actual work of the Worswick company toward the improving of Main street was done Thursday when several wagon loads of brock were taken up from Main street and hauled to the plant which is being installed at the foot of Twelfth street.

The bricks will be used in putting up the paving plant. The machinery, which arrived last week, will soon be ready for mixing the material which will be used on the new Main street, say the paving men.

Work is expected to begin within the of next week said one man with the company yesterday. street car company has completed its court in the Seventh street park. job of putting the track into shape so that the field is clear for the paving

POSTMASTER AT HUBBARD

AURORA, Ore., Aug. 7.-Kenneth B. Grimm, who has been in the employ of the state forestry service, has resigned and come home to assume the duties of the office of postmaster at Hubbard. His commission has not yet arrived, but he expects to take charge of the office at an early date.

His opponent for the postmastership was Hardle Dimick.

MOTHER OF

Tells How Lydia E. Pinkham's Vegetable Compound Restored Her Daughter's Health.

my 13 year old daughter had female weakness. I spoke to three doctors about it and they did not help her any. Lydia E. Pinkham's Vegetable Compound had been of great benefit to me,

so I decided to have her give it a trial. She has taken five bottles of the Vegetable Compound ac-

cording to directions on the bottle and she is cured of this trouble. She was all run down when she started taking the Compound and her periods did not come right. She was so poorly and weak that I often had to help her dress herself, but now she is regular and is rowing strong and healthy."- Mrs. MARTIN HELVIG, Plover, Iowa.

Hundreds of such letters expressing gratitude for the good Lydia E. Pinkham's Vegetable Compound has accom-plished are constantly being received, proving the reliability of this grand old

If you are ill do not drag along and continue to suffer day in and day out but at once take Lydia E. Pinkham's Vegetable Compound, a woman's remedy for

he opened, read and answered by a of spotless whiteness woman and held in strict confidence.

35 ENTER BIG LOCAL Coroner's Jury TENNIS TOURNAMENT Exonerates Car **CrewFromBlame** FIRST MATCHES WILL BE PLAYED

VERDICT IS MRS. CLARKE MET DEATH BY STANDING TOO CLOSE TO TRAIN.

A coroner's jury Friday afternoon five entries in the singles and doubles exonerated the car crew from all blame events. From the great interest shown for the death of Mrs. Davidella Clarke, it is probable a tournament for women who was hit and instantly killed at Glen Oak on the Willamette Valley Play in the tournament will begin Southern late Wednesday night.

this afternoon and a number of match-The jury found that Mrs. Clarke es have been scheduled beginning at 2 came to her death "by being struck by p. m. The schedule for this afternoon a passenger train on the Willamette, follows: Men's singles-Hofer vs. Stur-Valley Southern by standing too close ges; Lucas vs. Ladd; Eby vs. Kobolto the track." The jury was out half nik; Pfahl va Charman; Schinnes vs.

B. A. Hoag, motorman; Gerald Warner, brakeman, and Superintendent Stacer testified that the whistle was

peared before the jury. Mr. Bluhm Gilman, actress, said that he and Mrs. Clarke were standing on a board and suggested that when he stepped to the ground, the board flew up and she was thrown

The body of Mrs. Clarke was shipped at 8.20 o'clock Friday night to Bil-lings, Mont., where the funeral will be held. She is survived by 12 children. 10 of whom live in that state

50 EXPECTED TO JOIN TENNIS TOURNAMENT

ENTRY LIST WILL CLOSE TONIGHT AND MANY ARE EXPECTED TO ENTER TODAY.

Oregon City young people are to have a tennis tournament.

Several local men who are tennis ennext few days-probably by the middle thusiasts are helping the boys and cted keen competition is predicted. The The matches will be played on the public

closes. Any young man over the age yard was back in center field. of 15 years is eligible, and if any inmen's matches.

The city court has now been worked | Keen's showing was fair. in fairly good shape, and it is estimated that several hundred young people take an active interest in the sport. The preliminary matches will be played either Saturday afternoon or Mon-

ACCIDENTS OF FORTUNE.

Incidents That Led to the Rise of Famous Dramatic Stars.

More than 200 years ago a dramatist, sitting in the bar of a London tavern, overheard a girl in the next com reading atoud from a play book. and he was so much pleased by the sound of her voice and the fluency and sprightliness of her delivery that he sought acquaintance with her, obtained her confidence and opeqed for her the way to a successful dramatic Plover, Iowa. - "From a small child career. That girl, a dramatic genius thus accidentally discovered, was Anne Oldfield, who adorned the English stage for twenty-five years, whose ashes rest in the cloister of Westminster abbey and whose name is one of historic re

A theatrical manager in Cincinnati in the seventies, having planned to produce a popular comic opera with a theatrical aptitude and provided the manager was Robert E. J. Miles, and under his direction she made her first the interest in baseball here. appearance on the stage and passed

her juvenile novitlate. Brough. Later she adopted that of Julia Marlowe. - William Winter in Century Magazine.

The Mistleton.

The mistletoe is a Druidical contribution to Christmas. It was held in great veneration by the Druids in ancient England, and the cutting of it was attended by sacrificing and feast-

With weird incantations the priest elimbed the tree on which the mistletoe grew and cut it away with a knife If you want special advice write to of purest gold, no base metal being at Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will they were received below in a man!

FOR WOUNDED SOLDIERS



RUNS BY VERNONITES.

PORTLAND, Ore., Aug. 11.—Chang- + largely upon the price, it necesing from the usual variety of defeat, the Portland Beavers were today shut out by the Bernonites and held down + profit will permit. The entire plan + to six hits while the Californians se + is predicated upon profit from The Beavers made only one error

but that one error, made by Hillyard, was responsible for the first of the three runs of the Californians. Wilhoit, Gleichmann and Purtell each got on a place on the bases in the fourth Berger then came to bat and singled across second and on Hillyard's error, Wilhoit and Gleichmann crossed the plate. Berger brought in the third run when Spencer knocked out a hit.

In hope of checking the Beaver losing steak, Manager Walter McCredie shifted his line-up hard-hitting third sacker, was stationed at first base in place of Fred Der-Fifteen had entered the single and rick, who will be given a rest. Bobby ten the doubles up to Thursday night Davis, the infielder who injured his and the number is expected to total 50 leg in sliding to the plate on the Fourth before tonight, when the entry list of July, was on third base. Dave Hill-

During practice the Beaver leader terest is shown a ladies' tournament gave his two recruits a trial. He was will be started in connection with the well pleased with the showing of Garrick, the eastern Oregon twirler. Mc-

Stanley Coveleskie, the young hurler, who will in all probability be sold to the Cleveland Naps this month, Anyone wishing to enter phone 43, started on the mound for the Beavers and Fred Carisch, who has been playing great ball during the past month, was behind the bat. Decanniere was on the mound for the visitors. Today's batting order:

Vernon-Rader, 3b.; Doane, If.; Bayess, cf.; Wilholt, rf.; Purtell, 2b. Glichmann, 1b.: Berger, ss.; Spence,

Decaniere, p. Portland-Carlisle, If.; Hammond, 2b.; Speas, rf.; Bates, 1b.; Stumpf, ss.; Carisch c.; Hillyard, cf.; Davis, 3b. Coveleskie, n. Umpires-Phyle and Toman.

SAN FRANCISCO PARK WILL BE MADE LARGER.

SAN FRANCISCO, Cal., Aug. 11 .thousand shares of the reorganized San Francisco baseball club Maier from Garry Herrman, owner of as a successor to the Recreation Park the Cincinnati Reds today. association, have ben set aside for pubchorus composed of pupils from the lie subscription at \$5 per share, it was land was in Los Angeles be claimed public schools, selected Sarah Frost, announced here today. It is for the Rodgers still belongs to his club be then a girl about twelve, perceived her purpose of the board of directors as cause \$2500 due the Beavers had not outlined by Henry Berry, owner of the been paid. opportunity for its development. The San Francisco club, to have as many stockholders as possible to increase

Berry also announced today that an Oakland Her stage name at first was Fanny grounds, had been leased and that new grandstands and bleachers would be built this fall. The stands are to be Statesman, "are at work all the time of concrete.

The directors of the re-organized club are Henry Berry, T. J. Stephens, Judge Thomas F. Graham, Joseph A. Chanslor and G. F. Herr.

Pimples, Skin Blemishes, Eczema Cured.

No odds how serious, how long ferers who can, seek the mountains or standing your case, there's help for the sea. Hay fever and asthma vicyou in every particle of Dr. Hobson's tims compelled to remain at home will Eczema Ointment. It wipes out all find relief in Foley's Honey and Tar trace of your ailment, and leaves your Compound which allays the inflamms skin clean and soft as a child's. Hun- tion, soothes and heals raw and rasp dreds of users have sent voluntary let- ing bronchial tubes and helps to overters of thanks. Just try one box. It come difficulty in breathing, and will mean freedom from suffering and makes sound, refreshing sleep possible embarrassment. (Adv.) Jones Drug Co.

GET BRIDGE FRANCHISE

COUNTY COURT, ASKS THAT COURT HOUSE BE SUPPLIED WITH WATER FREE. The second fire in two days in Clack-

kerosene lamp Saturday night The county court has under advisebridge. L. L. Porter and L. L. Pickens, Mrs. Daniels started to her room at of the West Linn water board; Engiabout 10 o'clock when the lamp ex- neers H. A. Rands and S. A. Cobb, and The fire spread rapidly but C. Schnebel, attorney for the South Mrs. Daniels, her husband and their Fork water commission, appeared begranddaughter, who was staying with fore the court Friday afternoon but them, were able to escape. Soldiers were unable to reach a satisfactory from the Clackamas rifle range saw the agreement with the county.

light and asisted the family in remov- County Commissioner Knight de manded that in return for the privi-Priday night between 8 and 9 o'clock lege of crossing the bridge, the court a lamp in the hands of J. White, of the house should be supplied with water White Grocery company, Clackamas free. He argued that the county sought Heights, exploded and the store was no money for the franchise, and that completely destroyed. Only a few of free mountain water was all that was the fixtures and a small amount of the required.

Mr. Schuebel told the court that the stock was saved and the loss was about two cities,-Oregon City and West Linn-paid taxes on over \$5,000,000 assessed valuation into the county and should be granted this franchise which would cost the county nothing.

He and Mr. Porter also told the court that under exisiting contracts between Oregon City and West Linn, The Overland is frequently re- ? + ferred to as the most advertised + the town across the river could not give away or sell water to any person of all motor cars. This extensive of * he sold at a price which would * the ironclad contract with Oregon City e mean a loss on every car to the + prevented such action.

A copy of the contract between the Mr. Willys points out how the + two cities was given to the court in · widespread advertsing done by his * order to show the commissioners that under its terms it would be impossicompany has made it possible to * + market the new Overland Model * ble for West Linn to supply the court house with water free. The county court will refer the contract to District

An agreement between Oregon City stopped before she was struck, even soldiers in Paris. Her husband re + land advertising must cost about + and West Linn or an amended conthough the emergency brakes were ap- turned to this country a short time * \$200 per car. This, of course, is a tract was hinted by a short talk be- BOARD AWARDS CONTRACT FOR ago. Mr. Corey said that he believed * preposterous. Last year our ad- a fore the court by Mr. Pickens and by

1400 CATTLE ARRIVE

The receipts for Monday at the Portland Union Stock Yards are: Cattie, 1324; calves, 8; hogs, 1771; sheep, 888

Cattle receipts for Monday were 1400 head. Top steers again at 7c which has been the high spot for some weeks past. Cows and heifers had a slow sale and prices were easier.

Hog trade began on somewhat of a pyrothecnical order owing to the light. night. The issue is dated August 1. ness of receipts. The rise was around 25 cents. Tops going at \$7,30, bulk * price which the consumer gets * \$7.20 to \$7.30. from the advertising-a guarantee &

Market opened with less than a thousand in the sales ring. Supplies are e sell a poor article for a time, e not swelling in a successable manner. Market can be quoted at steady prices. The following sales are representa-

Extensive advertising to pay con-

Mr. Willys says that the adver- * * tising done by his company in the * 34 Cows, 1150. 5 Cows, 1220 Bull. 1140 ... 1 Stag. 850. "The daily newspaper is the uniread no other publications read * of the world and form their opin . 520 Lambs, 66. ion of people and things from @ 295 Ewes, 103............ 4.75

ADMITS SHE LISTED



Capt PEDERSON-

Captain Harry Pederson of the Eastland, which overturned at her pier in Chicago, causing a loss of about 980 outside of West Linn. Mr. Porter when he gave an order to "let the peocited the case of Willamette as an ex- pie off" the passengers became panie ample. He said that Willamette de. stricken. He said that it was hard to sired to buy water from West Linn but Judge when a boat is going to capsize.

\$300IsPremium On \$20,000Bonds For High School

ING FIRM.

G. L. & J. A. McPherson, of Portland, were awarded the \$20,000 high school addition bond issue Friday by

the school board. Their bid was prin-

cipal and accrued interest with \$300

premium. Eight bids were opened. every one of which was above par. The bonds have a life of 20 years, but the board reserves the right to call them in any time after five years. payable semi-annually, and will be issued in demoninations of \$500 each. The bonds will be delivered to the county treasurer, probably within a

few days, said Director Eby Friday The contract for building the addition has been awarded to Stebinger Brothers, of Portland, and work will dent on the west side road in which probably begin within the next week. the occupants of the car escaped with-The contractors delayed operations un- out injury occurred late Thursday afttil the bonds were sold,

A Good Household Salve

not of themselves serious, but infec-23 Steers, 1380...... 6.75 tion or low vitality may make them Wolf & Son, hop concern of Silverton, 93 Steers, 1220 6.50 dangerous. Don't neglect a cut. sore, was driving the car at a moderate rate 49 Steers, 1109. 6.25 bruise or hurt because it's small, of speed when, twisting from his grasp, 5.25 Blood Polson has resulted from a pin- it crashed through the railing and wal 5,00 prick or scratch. For all such all- into the ditch breaking the front wheel 3.50 ments Bucklen's Arnica Salve is ex- from the spindle which was not even 4.25 cellent. It protects and heals the damaged. The machine was lying on Hogs, 122...... 7.25 Good for all Skin Blemishes, Pimples, The damage was estimated at about 6.50 5-ounce 25c box from your druggist. wheel and a broken foot board no dam-

PRETTY BAD BEFORE WARSAW - NALLY IS CAPTURED BY GERMAN ARMIES

EVACUATION OF CAPITAL BY RUS SIAN FORCES THOUGHT TO HAVE BEEN ORDERLY.

TUETONS HOPE TO CUT OFF RETREAT TO SECOND LINE

German Emperor and Empress Are Expected to Enter City in Few Days-Third Attempt of the Tuetons Successful.

LONDON, Aug. 5 .- Warsaw has been occupied by the German army, but the neager information contained in official reports indicates that the main Russian force made an orderly excavation, while the Teutons were stubbornly resisted by rearguards.

The entrance of the Germans followed a two-day assault on the outer forts by the army under command of lives, declares that his boat had "listed Prince Leopold of Bavaria. This atpretty badly before." He says that tack was bravely resisted by the Russian rearguard, to whom the German official report pays tribute.

While no news of the destruction of the forts has been received, military observers think it probable that the Russians blew up the works before evacuating, as it now seems certain that abandonment of the Polish capital had been decided several days ago,

The German emperor and empress are expected to enter the conquered ctly in state in a few days, it having been reported a few weeks ago that such was their intention.

This is the third attempt of the Germans to capture Warsaw, the two pre vious eampaigns proving costly failures, although on a much smaller scale than the final and successful action which necessitated a military movement of proportions never before equaled. It involved some 4,000,000 Austro-German troops.

Reports from Warsaw estimate that more than 500,900 of the population of 900,000 had departed from the ctly after it became apparent that its capture by the Germans was probable. The Russian commander-in-chief had devoted one road to the exclusive use of the refugees several days ago.

RAILING; NONE HURT

The second recent automobile acciernoon when T. C. Wolf, driving a 1913 model Cadillac, plunged through the railing of the walk leading to Bolton, Ordinary ailments and injuries are and over a ten foot embankment.

Mr. Wolf, a member of the firm, A. (Adv.) age was done.

ANNOUNCEMENT

The following prices f. o. b. Detroit, effective August 2, 1915:

\$390.00 Ford Runabout Ford Touring Car 440.00 Ford Town Car 640.00

No speedometer included in this year's equipment, otherwise cars

There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to August 1, 1916:

Profit-Sharing with Retail Buyers

On August 1, 1914, we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914, and August 1, 1915, we would share profits with the retail purchasers, to the extent of from \$40 te \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit, sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but, realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce costs for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

Ford Motor Company DETROIT

Pacific Highway Garage 11th and Main Streets