16

SNOW FLURRY HERE

Portland Experiences Temperature of 35 Degrees.

COLD IS OVER NORTHWEST

Chehalis Covered by Six-Inch Fall. Continuance of Cold Wave Is Predicted by Weather Observer for Today.

With Central and Eastern Montana suffering from a temperature of from two to six degrees below zero, and Eastern Washington with a tempera-ture nearly all day below the freezing point, Portland escaped yesterday with a minimum temperature of 15

with a minimum temperature of 15 degrees. The highest temperature drifts the day was 41 degrees. The highest temperature drifts the degrees of the degrees of the degrees of the sensor, and last night as the provide of the degreement stores the light rain that fell was half snow. Acting-Forenaster Drake predicts and these the draw for Oregon, Washington and the degree the distribution of the cost. It is not probable, however, that the winds will be sensor, that the winds will be the tot be day. We desaid the day with the temperature and brisk southwesterly winds along the coast. It is not probable, however, that the winds will be the tot be day. We desaid the day with the temperature and brisk southwesterly winds along the coast. It is not probable, however, that the winds will be the tot for the day. We desaid the day with the temperature and be the sen hour at no the day.

Cascades Have Deep Snow.

Cascades Have Deep Snow. Bnow is reported to have fallen throughout the Facilic Northwest. It is reported by the Great Northern Rallway Company to be 20 inches deep at the summit of the Cascade Bange. At Chehalis it was six inches deep, and at Woodland, Wash, a snowfall of one inch is reported. Four inches fell at Montesano. At Astoria, the flakes melted as fast as they touched the scound.

flakes melted as fast as they touchou the ground. Portland's rainfall at this time is only 24 inches less than normal, de-spite the continued fair weather en-joyed for the past few weeks. At 5 o'clock last night the rainfall for the previous 24 hours had been 13 inches. There was no sumbine at any time during the day.

There was no sunshine at any time during the day. According to the report of the local weather bureau the storm was general throughout the northern part of the country. What was rain in South Car-olina was snow west of the Mississippi River. In Alberta the tomperature ranged between zero and ten degrees below. The temperatures are said to be much below normal for this time of year from the Red River Valley to the North Fact Coast.

Sen In Rough.

Mariners experienced a choppy sea, the report coming from Seattle that the passenger steamhip M. F. Plant the passenger steamship at r. rant lost a part of her rall on the port side in a heavy sen which broks over the deck, drenching the purser's office and stateroom, and damaging books and papers. Windows in the steward's de-partment were broken, but passengers'

partment were broken, but passagers quarters were uninjured. The steamer Humboldt, from South-eastern Alaska, had a foot of snow on her deck and was covered with leleyies when she reached Puget Sound yes-

WOODLAND, Wash, Nov. 2 .-- (Spe tal b-Woodland citizens awoke this morning to find an inch of snow on the ground. This is the earliest snowfall of the year in the recorded history of the valley. The snow continued today but the leges and Experiment Stations, to meet in Columbus, Ohio, November 15-17. President Kerr will address the con-vention Thursday, November 18, on "Means of Encouraging a Larger Pro-portion of Students to Engage in Gym-nasium Work and Other Forms of Ath-letics"

letics." President Kerr will go to New Tork and Washington from Columbus in con-nection with the three-branch experi-ment station located in this state. These stations are under the control of the United States Government. Dr. Withycombe will lead the discus-sion Friday. November 17. on institute work. The annual session of the Amer-ican Society of Agronomy. American Association for the Advancement of Agrificatural Teaching, the Society for the Promolion of Agricultural Educa-tion, the American Association of the Promotion of Agricultural Educa-tion, the American Association of Parmers' Institute Workers, the As-sociation of Official Seed Analysts, and the National Grange all meet at Co-lumbus on the same date and will re-quire some of both President Kerr's and Dr. Withycombe's time.

EDITING PUT FIRST

F. W. AYER SAYS BUSINESS TEXT ATTRACTS ALL.

Senior Member of Big Philadelphia Advertising Firm Lands Care Devoted to Display Matter.

Advertising in the newspapers and magazines is read quite as extensively and with as much careful study as the news text and therefore requires as much consideration and ability in its preparation, declared F. W. Ayer, of Philadelphia, senior member of the well-known advertising firm of N. W. Ayer & Son, on his first visit to Portland, yesterday.

land, yesterday. Mr. Ayer declared that advertising sections of the leading magazines are better edited than the news sections. The reason for this, he said, lies in the fact that the readers give more at-tention to the advertising. "If you will observe magazine read-ers on a train, in a hoted, in a library or wherever you happen to find them." he said, "you will observe that more than half of them are secrutinizing the advertising pages. Why, I have mot many editors who admitted that they even read the advertisements of

the advertising pages. Why, I have met many editors who admitted that they even read the advertisements of their own newspapers more carefully than the news columns. "Advertising has undergone wonder-ful revolutions in the last decade. To-day it is an important—an essential— part of any selling proposal. "To obtain best results from adver-tising it is necessary first to have a meritorious article-asomothing that will repeat. The thing that you adver-tise must be a legitimate business proposal—noi a find nor something designed to deceive. It must be a real, substantial, staple and enduring article and you must tell the truth about it. The days of reckless, unscrupulous ad-vertising are over. Advertising men-know that Manufacturers know that their goods are not sold when they pass from their hands into those of the relative. They must reach the ulti-mate consumer and the consumer must be satisfied. Then can the introduction of an article be called a success. On that basis the modern idea of ad-vertising is carried out." Mr. Ayer is a bollever in the purity of language used in advertising and the efforts of the Young Men's Chris-tian Association in this direction, and declared that the Y. M. C. A is one of the greatest powers for good and one of the most substantial aids to

her deck and was covered with leicyles when she reached Puget Sound yes-terday. Bbs reported a severe storm in Queen Charlotte Sound. WOODLAND HAS FIRST SNOW Fall Along Lewis River Is Earliest in History. declared that the Y. M. C. A is one of the greatest powers for good and of the greatest powers for good and osund business in the country. His firm, many years ago, adopted a vertising that cannot be passed from a man to a woman or from a woman to a man without embarrasment. It re-fuses to handle the advertisements of liquor dealers. We are doing more business now than at this time last year," he said.

We are doing more business now than at this time last year," he said, "which shows that husiness is good. There is a steady demand for staple articles. This may not be true of luxu-rice, but the situation is improving in the Frant. the East.



Rep.	Stop them	,
ACO ACO		man //s
		Contraction of the second
		Street and Street and Street and

PARKROSE

Even the weather can't stop the heavy buying.

A number of purchasers who hadn't the time to see PARK-ROSE yesterday and others who wanted to see it on a pleasant day-made selections and paid a deposit.

You can do the same. Call at our office-make a selection. If you like it when you see it, keep it. If not, change it.

This plan gives you an opportunity to do so without any inconvenience. Or, if you prefer, we'll show you Parkrose in our autos any time you suggest. Phone Main 208 or A 2050.

HARTMAN & THOMPSON

Ground Floor, Chamber of Commerce Fourth and Stark Streets.

ESTIMATE IS CUT DOWN

FIRE COMMITTEE PLANS TO ELIMINATE NEW STEAMERS.

Cost of Maintaining Department for 1912, as Will Be Recommended, Is \$630,000.

By eliminating steamers in the new fire stations planned for the various parts of the residence district of the parts of the residence district of the city the estimate of the cost of main-taining the fire department during 1811 yesterday was cut down \$150,000 by Mayor Rushlight and the fire com-mittee of the Executive Board. The appropriation for the department as recommended by the committee will be \$600,000 instead of \$750,000, as recently recommended by Assistant Chief Laud-enbios then estima chief

enklos, then acting chief. Each of the outer stations will be wided with a combination hose and Each

The proposition was referred to the City Attorney to see if a franchise would be necessary. Because the plans for the new Sun-

Because the plans for the new sub-nyside fire station to be built at East Thirty-Fourth and East Taylor streets call for a building more costly than the amount available for the purpose, the committee will visit the building site tomorrow to see what changes in the plans can be made.

BABE-MURDER IS DENIED

Hilda Johnson Engages Counsel Case to Be Called Tomorrow.

Hilda Johnson, accused of the mur-der of her newly-born infant, will be given a preliminary hearing Saturday morning before Judge Taxwell. She engaged Waldemar Seton yesterday as her attorney and Mr. Seton announced he would introduce testimony to refuts the declaration made by Coroner Nor-den and Dr. R. C. Yenney that the girl was confined recently. The defense will bring witnesses to show that the woman attended a dance Saturday. The defense will also point to the fact that the domestic told Mrs. George Kelly, in the basement of

AMUSEMENTS.	CLASSIFIED AD. RATES
HEILIG THEATER Th and Taylor PHONES MAIN 1 AND A 1122.	Daily or Sunday. Per Line One time
Tonight S:15 Tomorrow Night Mat. Tomorrow.	Same ad three consecutive times 30 Same ad six or seven consecutive times 50 Remittances must accompany out-of-tow
Henry B. Harris presents Edgar Selwyn's Comedy of City Life 211B COUNTRY BOY Evenings: Lower floor, \$1.50, \$1: bal- cony, 5 rows \$1, 6 rows 75c, 11 rows 50c; gallety, 35c, 25c. Tomorrow's matthee: \$1, 75c, 50c, 85c, 25c.	orders. When one advertisement is not run in con secutive issues the one-time rate applies. Six words count as one line on cash ad vertisements and no ad counted for less than two lines. On charge or book advertisements the charge will be based on the actual number of lines appearing in the paper, regardless of lines appearing in the paper.
SEAT SALE OPENS TODAY HEILIG THEATER Thomes Main 1 and A lite. MIGHTS NEXT SUNDAY SPECIAL PRICE MAT. SATURDAY SPECIAL PRICE MAT. SATURDAY H. B. WARNER —In- "ALLAS JIMMY VALENTINE" Excellent CastComplete Production. Excellent CastComplete Production.	In New Today all advertisements at charged by measure only. 14 lines to th inch. Situations Wanted, Male. Situations Wanted, Female. Situations Wanted, Female. Situations Wanted, Female. The above rates apply to advertisement most accepting the following: Oregonian will necept classified advertise ments over the telephone, providing the ad- vertiser is a subscriber to either phone, by prices will be quoted over the phone, by hill will be rendered the following das Whether subsecriter to either phone will accepted over the phone depends upon th promptiess of the phone depends upon th geoma divertisements will be accepted over the telephone. Orders for one is sertisen only will be accepted for "Hones for Rent, Furniture for Sale," "Businer Opportunities," "Booming-honses" an "Wanted to Rent."
BAKKER THEATER Main 2 and A 5369 Gea L Baher Mrr. Boc: Saturday matines, 25c, 50c, HILLY (SINGLE) CLAFFORD, a the mericest riot of mirth and melody, THE GIRL THE MAN AND THE GAME." Species 100 per cent girls, Made especially in laughing purposes. Brightest comedy in pars. Night prices, 26c, 50c, 75c, 51.0a, Noxt week.—The Thind Degree."	IF YOU HAVE ACCUMULATED your property by long, hard effort and want ab-

MAIN 6, A 1010 MATTNEE EVERY DAY CONCELLING 15-25-54 NIGHTS THEATER 15-25-50-750

WEEK NOVEMBER 6-Pat Rooney & Mar lon Bent, presenting "The Busy Bell Roy" Ed. F. Reynard, Marle King & Company Three Hickey Brothers, Pauline Moran



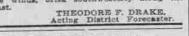
Unequalled Vandeville. WEEK NOVEMBER 6-Special Engagement Barney Fagan and Hearietta Byrou. The Tivoll Quartet, Palmer and Lewis, Carter and Buford, Happy Harrison and His Mule, Dynamite, Miss May Clinton, Pantagescope, Popular prices Matinee Daily, 2:80, 7:80, 9.



Balance on purchaser's own time, will **OREGON HUMANE SOCIETY** OFFICE CITY HALL. Main 593, A 7588. HUMANE OFFICER, Sergeant Crate. Residence, 24 E. 24th N. East 4779. R. A. Dunnire, Res. 536 Wasco St. W. G. Eaton, Res. 73 E. 16th. East 1785. Horse Ambulance, A 6101. Pr. Ex. 4. Nights, Sundays and Holidays, A 6165; Pr. Ex. 4. Trunk 7. within four blocks of Washington st.

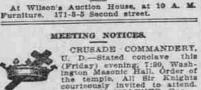
ranging from 2 degrees to 6 degrees below gero were reported this evening, and in Al-berts they ranged from nero to 10 degrees below. Prom the Red River Valley to the North Padific Coast, temperatures are much below normal for this season of the year. Conditions are favorable for rain or snow Friday throughout this district, with con-tinued low temperatures. FORBCASTR. Togetand and thinks. Pain or more

FORECASTS. Portland and vicinity-Rain or snow; southwesterly winds. Oregon, Washington and Idaho-Rain or snow; continued low temperatures; change-able winds, brisk southwesterly along the Coast.





cously invited to atta F. H. NOLINER, Rec.



parties. D. PARKER BRYON, Yeon Bldg. Riverfront

Home Absolutely the best buy on the river.

of making at least \$20,-

000 in ten years on in-

crease of value; if you

have \$6000 i/de money,

we can show you a choice

piece of inside property

to net you 51/2 per cent,

with no care and located

where the biggest ad-

vance in values is to take place in the next five

This is an unusual opportunity and quick ac-

HARTMAN & THOMPSON

Real Estate Dept. Chamber of Commerce.

\$5000 CASH

buy one quarter block on

THIRTEENTH STREET

ON FREE TERMINAL TRACK

tire purchase price to any wholesale

\$10,000 CASH

Balance on purchaser's own time, will

buy

APARTMENT-HOUSE and ground, 50 feet on Washington st.,

with adjoining house and lot.

within the next few days, at these

advantageous terms to responsible

am instructed to make sale if

Will save annually considerably more in cartage than interest on en-

\$32,000 involved.

tion is imperative.

years.

85 feet waterfront, 3-4 of an acre, with a 6-room modern house. PRICE \$3500 This is a bargain. The land alone worth the money.

DAILY METEOROLOGICAL REPORT. his place of business in case of fire PORTLAND, Or., Nev. 8 --- Maximum tem

PORTLAND, Or., Nov. 5. --Maximum tem-perature, 41 degree; minimum, 35 de-grees. River reading, 8 A. M., 4.5 feet; changs in last 24 hours, none. Total rain-fail (5 P. M. to 5 P. M.), 0.13 inches; total rainfail since September 1, 7.55 inches; deficiency of rainfail since Septem-ber 1, 1911, 0.24 inches. Total sunshine, none; possible sunshine, 3 hours, 42 min-utes. Baroaneter (reduced to sea level) at 5 P. M., 25.66 inches.

THE WEATHER.

THE WEATHER. A V-shaped depression extends from Northwestern Washington to Colorado, then mortheastward to the Valley of the Hed River of the North High pressure overlies the remainder of the country, the Alberta high pressure field having spread south-eastward and causing colder weather in the Northen Flains States. Precipitation has been quite general throughout the northern portion of the country, a large proportion of that failing west of the Mississippi River being in the form of anow. Light rain also fell locally th South Carolina. The weather is generally warmer in Southern and Cen-tral sections of the United States, and H is colder in the extreme Northern Pinns and Northern Rocky Mountain States. Temper-atures in Central and Eastern Montana

the valley. The snow continued today but the weather is warmer than in usual snow storms and there is no wind, hence it is not as disagrecable as the usual snow storms. Snow does not usually fall here until about Jan-tary. It is hoped by those that have not

uary. It is hoped by those that have not harvested their potatoes that this will break the rainy spell and allow them to get their potatoes out of the ground.

WALLA WALLA CATCHES COLD

Mercury Hovers About Freezing

Point-Chilliest of Season.

WALLA WALLA. Wash. Nov. 5.-(Special) -- With the meroury hovering about the freezing point, Walla Walla today experienced the chillest weather of the season. A few finkes of snow rell this morning, this small precipi-ration marking the first snowfall of LAKEVIEW, Or., Nov. 9.—(Special.) —Eight hundred pounds of tender ven-ison was the prize brought in last Wednesday by a hunting party com-posed of Dr. W. R. Boyd, T. H. Cloud, Frank Griffith and M. B. Blos. The the year

two or three occasions this Fall On two or three occasions the same the mercury has crawled down to 32 de-grees, but today is the first that a freezing temperature has prevalled practically the entire day.

- Astoria Visited by Snow Storm.

ABTORIA. Or., Nov. 8.—(Special.)— There was another unusually high tide today on account of the strong wester-ly swell, but the water did not rise so high as on yesterday and no dam-age resulted. Antoria was visited to-day by a genuine snow storm, a most unusual occurrence for so early in the season. The snow, however, was wel and melted as fast as it fell. and melted as fast as it fell.

Montesano Gets 4-Inch Fall.

MONTESANO, Wash. Nov. 2 .- (Special)-The first snow of the season fell last night, about four inches falling during the night. It was still snowhard at an early hour this morn-The snow followed a heavy rain storm of three days duration.

Chehalts Snow Six Inches Deep.

CHEHALIS, Wash, Nov. 5.- (Bpe-cial)-Six indes of snow fell here last night. The fall is reported gen-eral throughout this section of the state, the first of the season in this

La Grande Gets 8 Inches of Snow

I.A GRANDE, Or., Nov. 8 .--- (Special.) -- Three inches of snow has fallen here teday and it is still snowing. The temperature is falling.

EDUCATORS TO GO EAST President Kerr and Dr. Withycombe

Will Attend Convention.

OREGON AGRICULTURAL COLLEGE. Corvaills, Or., Nov. S.-(Special)-President Kerr, of the Oregon Agri-cultural College, and Dr. James Withy-comba, director of the college experi-ment station. left yesterday to attend the 25th annual convention of the As-sociation of American Agricultural Col-

Frank Grittin Autor at a state of the first days. One of the deer shot is said to be the largest ever killed in Lake County, and perhaps in Oregon. It is a mule tail buck and weighs more than 399 pounds dressed.

UNCLE SAM DODGES BILLS

50-Cent Monthly Tax for Hauling Away Garbage Is Turned Down.

CENTRALIA, Wash., Nov. 9 .- (Special) - The United States Government sometimes makes considerable fuss about sanitary conditions, yet Uncle Bam refuses to pay his garbage fee of 50 cents a month to have from two to three loads of garbage hauled away from the Centralia postoffice every 30 days.

Postmaster John Benedict has been paying the fee out of his own pocket, but refuses to do so longer.

Dry ties, \$5.50. Edlefsen Fuel Co. **

IN THE OWNER WATER AND ADDRESS OF ADDRE

The Army of Constipation Is Growing Smaller Every Day.

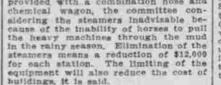


only give relief-CARTERS they Courtipa-ITTLE IVER PILLS

mier 7 ness, Indigestion, Sick Headache, Sallow Shin. SMALL FILL, SMALL DOSE, SMALL PRICE

Genuine ---- Signature

Breat Good



saved!

25%

-for

men!

tomorrow's

Oregonian

Phone Main 546

See

George Kelly, in the basement of whose house the alleged crime was commifted, that she would not be back until Monday. The woman's innocence is denoted, the defense will contend, by the fact that when arrested she had re-turned to Mrs. Velly's home.

equipment will also reduce the cost of buildings it is said. The fire committee received a com-munication from members of an organi-ration to be known as the Merchants Emergency Service Company, which proposes to have connection with the fire alarm service for the purpose of protecting the merchants. It was ex-plained in the communication that the service will have sutos to hurry to the home of a merchant and take him to

Hair Goods of Quality

FEBVET & HANEBUT

147 Seventh-Near Morrison

Leading Hair Dealers

Toupee and Wigmakers.

The best-appointed Hairdressing Parlors in

the city. Expert help employed only.



Are the only Piano manufacturers in Portland selling direct to the home, high-grade Pianos and Player Pianos.

Terms to Suit You.

Bushs lane Piano Co. EAST SIDE Funeral Directors, successor to F. S. Dunning, Inc. E. 52, B 2525.

MTRILE CHAPTER NO. 15, O. E. S. Regular meeting this (Fri-day) evening in Masonic Temple at 8 o'clock. Social By order W. M. JENNIE H. GALLOWAY, Secy. A. O. U. W.-Meeting of special commit-tees from all A. O. U. W. lodges tonight at Portland Lodge, No. 27. Important business. G. LARSON, Secretary. HASSALO LODGE, NO. 15, J. O. O. F.-Regular meeting this Friday evening at 7:50 o'clock, Work in the Third degree. Visitors weicome. F. COZENS, Sec. DIED.

DUKE-Marietia Richards, aged 75 years, widow of the late William Duke and mother of J. Howard, Albert W. Cecil E. Etta A. and Maud Y. Duke and Mrs. A. J. Clarke, all of this city. Notice of fumeral later. Non-sufficient contents.

funeral later. NORTHUP-At Turson, Ariz, Wednesday, November 5, Harry E. Northup, beloved husband of Virginia Cooper Northup, son of H. H. Northup and brother of Laura H. and W. I. Northup.

M'DEVITT-At residence, 444 East 14th st. North. Josie McDevilt, aged 47 years 8 months, heleved wife of James McDevilt. Funeral notice later.

FUNERAL NOTICES.

HATES-At the home of her sister, Mrs. B. O'Hara, Tid Overton st. November S. Mrs. Elizabeth Hayes, widow of the late Captain John Hayes, Fueral from abore residence Saturday, November II, at 8:30 A. M. thence to the cathedral, where requirem high mass will be offered. Friends and acquaintances respectfully in-vited to attend. Interment Lone Fir Cem-siary.

etary. COOK-At residence, 967 Belmont st., Nov. 9, Altes Emma Cook, aged 33 years, be-loved wife of J W. Cook. Remains are at Dunning & McEntes's purlors, where they have been prepared for shipment to Spo-kane. Wash., Sunday, Nov. 12.

TELBERG-Friends are respectfully invited to attend the funeral services of John Telberg, which will be held from A. R. Zeilar Co's parlors, 504 Williams ave., to-day (Friday), Nov. 10, at 2 P. M. In-terment at Rose City Cemetery.

terment at Nose city Cameters. DUBOIS-1444 East Glisan st., November 8, Francois Dubois, aged T0 years. Funeral will take place from Wesleyan Church, 6ad and East Glisan, today (Friday), No-vember 9, 1 P. M. Friends respectfully in-vited. Interment Ross City Cemetery.

BAFENO.-The funeral services of Frank Rafeno will be held at Finley's parlors at 2 P. M. Sunday, November 12. Friends invited. Interment Lone Fir Cemstery.



LERCH, Undertaker, cor. East Alder and Sixth, East 781, B 1888. Lady assistant.

A. R. ZELLER CO., 584 Williams ave. Phone East 1088, C1988. Lady attendant. J. P. FINLEY & SON, 3d and Madison Lady attendant, Phone Main 9, A 1599. EDWARD HOLMAN CO., Euneral Direct-ars, 210 3d st. Lady assistant Phone M. 502

MIX & MARSH, 1208 Yeon Bldg.

Attractive Investments. West Side Business Property, Income 7 Per Cent Net.

\$105,000

Close In Fifth-Street Fractional Lot, \$27,500

WESTERN OREGON TROST CO.,

Irvington Snap!

Swell, new, modern, nine-room house, four bedrooms, two sleeping - porches, breakfast-room, den, attle, full base-ment; lot 50x100; hard-surface street in. Worth \$7500; today \$5500, on very easy terms. See It today 501 E. 28th st, near Thompson. Owner needs money. Make an offer. Tel East 5945, or call 171 East 23d st., near Belmont,

FARM FOR RENT

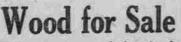
on electric line, good roads; 160 acres, 50 in cultivation; good house, two barns and chicken-house; spring water. Ten-ant must live on place.

JACKSON & DEERING, 246 Stark St.

FORECLOSURE

16-room house in Holladay Addition, walking distance; house cost \$7000; all modern; corner lof; valued at \$6000; present cost \$13,000; yearly rental \$1020; must be sold at once to prevent foreclosure; \$1000 cash will handle; make offer.

JOHNSON, BOTHFUR & TUFFORD, 965 Chamber of Commerce., Main 6967,



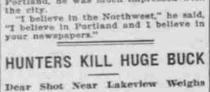
5000 cords or upward close to elec-tric line and downhill haul. Will sell cheap, taking part pay in clearing.

JACKSON & DEERING, 246 Stark St.

DO YOU WANT TO BORROW one of these sums today? \$700, \$800, \$1000, \$1200, \$1500, \$2000, \$2500, \$3000, \$3500, \$4000, \$5000, \$7000, \$8000, \$10,000, \$15,000, \$17,500, \$20,000. GEO. H. THOMAS, Room 2, 267 Oak, N. W. Corner Third. MORTGAGE LOANS 5% JOHN E. CRONAN, 7%

Mortgage Loans 5% For the Larger Amounts. EDWARD E. GOUDEY, Lewis Building.

¢.



200 Pounds Dressed.