

AD CLUB FIGHT IS STRONGLY ENDORSED

Other Cities Testify to Benefits of Campaign for Honest Advertising.

SIMILAR LAWS UPHELD

Chairman of National Vigilance Committee Telegraphs That Constitutionality Is Proved—Local Confidence Grows.

The better business bureau of the Portland Ad Club has received encouragement and support from business men and better business organizations throughout the country in the fight to keep advertising absolutely truthful, and to eliminate fraudulent or over-enthusiastic statements. The Portland bureau sent inquiries to a number of cities and the replies received have given the local bureau additional confidence in the validity of the local ordinance and have fortified them against the proposed effort to have it repealed.

Merle Sidener, chairman of the National vigilance committee, which is the better business bureau's National organization, telegraphed from Indianapolis as follows to W. D. Whitcomb, president of the Portland Ad Club:

Similar Law Upheld.
"The Portland law is essentially same as has been declared constitutional by courts of other states. Similar laws exist in 34 states, and many cities have proved their benefit to public and to business generally. Your law especially good. It looks the door before the horse is stolen. It prevents fraud by making untrue first steps, which today is frequently false and deceptive statement in advertising.

"Honest advertisers investigate statements of fact before publication. All advertisers should be required to do likewise. Buying public entitled to rely solely on truths of advertisements. Advertising is economic necessity to modern business when truthful. It is great public servant. False advertising fosters unfair competition.

"Public confidence in all advertising constructive work of Portland Ad Club against untrustworthy advertising. Portland in line with earnest nationwide campaign to maintain law observance and establish business practice. Definite work going forward in more than 100 cities, financed by honest business and aided by Federal, state and city governments."

Other Cities Testify.

The Minneapolis Advertising Forum telegraphed: "Minneapolis merchants derive great value from Minnesota law to prevent fraudulent advertising."

The Advertising Club of Des Moines, in endorsing the Iowa law, called attention to the good effect in eliminating false sales, and similar encouragement and endorsement of the Portland work was made by the Buffalo (N. Y.) Ad Club; the Advertisers Club of Milwaukee, Wis., and by the secretary of the Better Advertising Bureau, of Chicago, who stated that a good, sound, rigid law as a basis was essential.

The Indianapolis Advertisers' Club said the law and its enforcement had been a stimulus to business because it eliminated the advertising that fooled the public and increased confidence in what did appear.

The Spokane and the Cleveland Ad clubs sent lengthy statements of the good effect of the laws.

POST, AND CORPS INSTALL

Mrs. Mary Chamberlain Inducts William McKinley Officials.

William McKinley Post and Corps, No. 45, of the Women's Relief Corps, held a point installation service at 2:30 o'clock Tuesday. Mrs. Mary Chamberlain was installing officer.

The following were installed: President, Maude Hallett; vice-president, Marjorie Rymore; secretary, Olive Witte; chaplain, Mary B. Miller; treasurer, Addie Rigdon; secretary, Louise Sawyer; conductor, Estella Baxter; guard, Josie Starks; assistant guard, Ruby J. Ehlers. Other minor officers: Ethel E. Johnson, Georgie L. Kinkade, Sarah Chamberlain, Marie Samson, Sarah Howitt, Jane Van Norman and Jennie Barnes.

BEAUTIFUL HAIR, THICK, WAVY, FREE FROM DANDRUFF

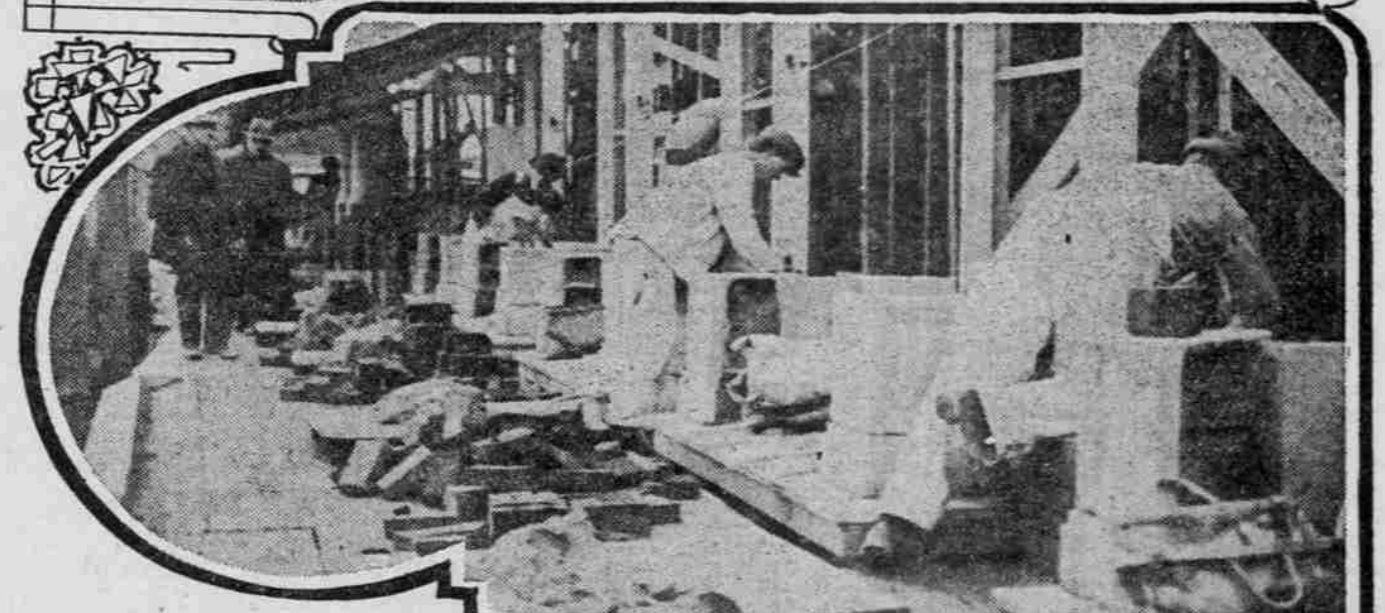
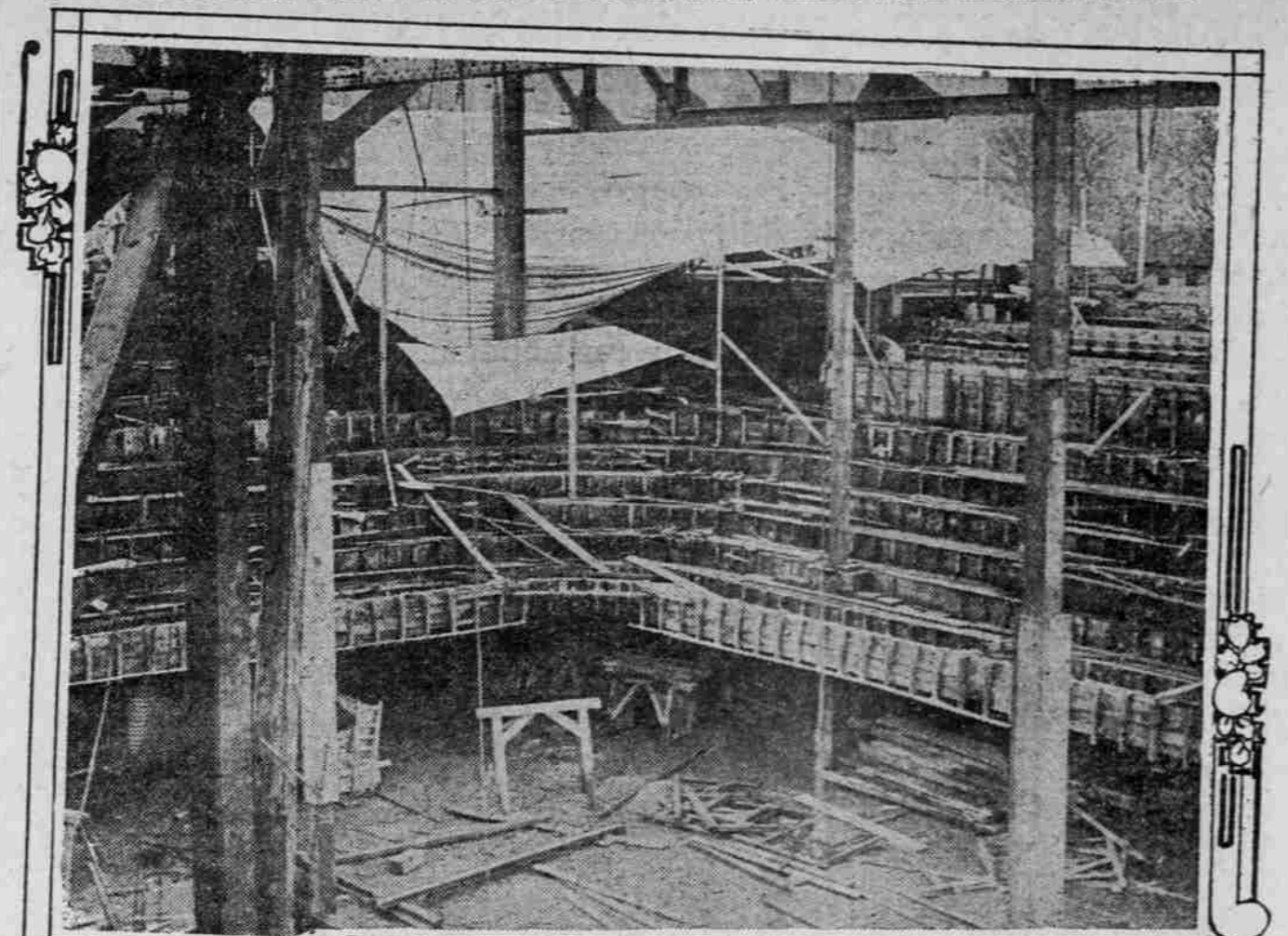
Draw a Moist Cloth Through Hair and Double Its Beauty at Once.

Save Your Hair! Dandruff Disappears and Hair Stops Coming Out.

Immediate?—Yes. Certain?—That's the joy of it. Your hair becomes light, wavy, fluffy, abundant and appears as soft, lustrous and beautiful as a young girl's after an application of Danderine. Also try this—moisten a cloth with a little Danderine and carefully draw it through your hair, taking one small strand at a time. This will cleanse the hair of dust, dirt or excessive oil, and in just a few moments you have doubled the beauty of your hair. Danderine is a light surprise awaits those whose hair has been neglected or is scraggy, faded, dry, brittle or thin. Besides beautifying the hair, Danderine dissolves every particle of dandruff; cleanses, purifies and invigorates the scalp, foresters itching and itching, falling hair, but what will please you most will be after a few weeks' use, when you see new hair—fine and downy at first, but really new hair growing all over the scalp.

Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them. Its exhilarating, stimulating and life-producing properties cause the hair to grow long, strong and beautiful.

CONSTRUCTION SCENES AT PUBLIC AUDITORIUM, WHERE WORK IS BEING RUSHED.



HALL OPENS JUNE 1

Auditorium Work Is Being Rushed by Contractors.

WALLS ARE UP PART WAY

Bookings Are Already Being Made for Musical and Other Attractions for First Six Months.

June 1 has been set as the date for the completion and opening of the Public Auditorium. The contractors will make every effort to rush the work along so that the building will be ready for use by that time. Meetings and exhibits are being booked by City Commissioner Baker from that date.

Many applications already have been made for conventions and shows in the building. Among the bookings for the first six months are the National Education Convention, Shrine Fair, the annual Poultry Show, the Land Products Show and a number of special musical events to be staged by musical societies and other organizations of the city.

Building Now Half Finished.
The building is nearly half finished. Before the end of another month the steel work will all be done and the brick and concrete work is being rushed in hope of completion in a similar length of time. The brick work is now more than half way to the top of the building and the concrete work is keeping pace with the brick.

The main part of the steel frame is up. The steel beams are set over the main auditorium floor, work is progressing on the concrete floors in the galleries, the floor of the main auditorium is finished, the basement brick still have about two feet higher to go and on the Third street side they have about 15 or 20 feet still to go.

\$25,000 Organ Under Way.
While the work is going on with the main construction, the organ, wiremen and plumbers are at work on the heating, ventilating, plumbing and wiring. Word has been received that the \$25,000 pipe organ is being built by the Skinner Company in Boston. The City Council is now considering bids for installing the organ seats and other fittings.

Commissioner Baker says he has every hope of the building being finished by June 1. It would have been completed 60 days earlier than that but for the fact that the original brick contractors failed to deliver brick of an approved shade and the contract had to be canceled and a new contract let.

CHANGE IN RULES ASKED
Lumbermen Want Demurrage Regulations Altered by Commission.

REED EXTENDS COURSES

THREE NEW ONES ARE ADDED TO COLLEGE SCHEDULE.

World Politics, "The Autobiography of the Earth" and "Human Nature and Progress" Are Subjects.

Three additional courses have been added to the already numerous schedule of extension courses which Reed College is now presenting for Portland residents. The courses are listed as numbers 65, 66 and 67 and deal with the subjects, "World Politics Today," "The Autobiography of the Earth as Compared With Earth Histories Evolved by Various Peoples" and "Human Nature and Progress."

The first course on "World Politics Today" began last Friday night in the Turn Hall, with a lecture on "The Game of Diplomacy—and the Stakes," delivered by William Fielding Ogburn, Ph. D., professor of sociology and economics. He will also deliver two more lectures on January 12 and 19, dealing with the subjects, "A New Proletariat: The Backward Nations" and "The Economic Interpretation of Peace."

The course will then be concluded by three lectures by William Trufant Foster, Ph. D., LL. D., president of Reed College. The titles of these lectures will be "War Prosperity: Your Share and Mine," "Patriotism and Preparedness" and "The Movement for a Universal Language." These lectures will be delivered in the Turn Hall on January 26 and February 2 and 9.

The course on "The Autobiography of the Earth" will consist of six lectures delivered by William Conner Morgan, Ph. D., professor of chemistry. This course will also be given at the Turn Hall. It will be delivered in chapters, one to each lecture, and the arche-logic and history of terrestrial development will be compared with those which various peoples of the earth have themselves invented. These lectures will

STATE HAS HATCHERY SITE

Thirteen-Acre Tract in Klamath County Is Obtained.

Klamath Falls, Or., Jan. 6.—(Special.)—Thirteen and forty-four one-hundredths acres on Crooked Creek in Klamath County has been deeded to the state of Oregon for a trout hatchery by Walter Dixon and wife, of Fort Klamath, for a consideration of \$1000.

The hatchery on Crooked Creek, which is a few miles from Klamath agency, will be built next Spring and will be one of the main trout hatcheries of the state. It will take the place of the hatchery at Bonneville for hatching trout eggs.

Ridgefield Has New Church.

RIDGEFIELD, Wash., Jan. 6.—(Special.)—Ridgefield has another church to augment those already here, which are a Methodist Episcopal, Presbyterian and Seventh-Day Adventist. The Pentecostal Church of the Nazarene, which has built its own edifice. The church has for its pastor D. L. Rice, who is district secretary of that organization for the states of Washington, Oregon and part of Idaho.

STRIKE CASE APPEALED

FINING OF NON-UNION MEN TO GO TO CIRCUIT COURT.

Judge Langguth's Action in Penalizing All Parties in Fight Is Displeasing to Employers.

The fining of both complainants and defendants in the assault and battery case growing out of strike troubles, by Judge Langguth, of the Municipal Court, is not entirely acceptable and the case will be carried into the Circuit Court, according to Harold M. Sawyer, attorney for the Willamette Iron & Steel Works and the Employers' Association, who assisted in the prosecution.

D. H. Guy and C. E. Wymore, strikers, charged with assaulting I. S. and C. B. Gill, non-striking workers at the plant, were each fined \$20 by Judge Langguth on Friday night. But the court, holding that the Gill, who, testimony disclosed, had pursued and chastised one of their assailants, were also guilty of assault and battery and imposed fines of \$10 upon the complainants. It is against this decision that Attorney Sawyer's protest, backed by the company and the Employers' Association, is advanced.

"We shall ask for a writ of review, it is probable, that will bring up the whole record to the Circuit Court," Attorney Sawyer stated yesterday. "Our contention is that the record shows on its face that the Municipal Court was wholly without jurisdiction to enter any judgment against anybody except the defendants, Wymore and Guy."

That his jurisdiction was established when he requested Deputy City Attorney Stadler to draw up a complaint against the original complainants and when this complaint was filed is the contention of Judge Langguth.

COMMUNION TO BE HELD

First Congregational Church to Receive New Members Today.

Communion services with communion address by the pastor, Dr. Luther R. Dvort, and reception of new members, will be held in the First Congregational Church, this morning at 11 o'clock. Tonight Dr. Dvort will speak on "Certainties for 1917." A quartet under Mrs. Leonora Fisher Whipp, will render special music at both services.

MONMOUTH WELCOMES PAVING.

MONMOUTH, Or., Jan. 6.—(Special.)—There was considerable rejoicing in Monmouth this morning when Main street was thrown open to traffic, the paving having hardened sufficiently for use.

The planking at the intersections, which had taken three days to put down, was taken up in three hours, and the stream of autos and farm wagons, which had been compelled to take to the back streets, turned into Main street again. The street has been blocked to traffic since October 1, and

MONTESANO HAS 418 COWS ON BOOKS.

ABERDEEN, Wash., Jan. 6.—(Special.)—The Montesano Cow-Testing Association has opened its second year with 418 cows on its books, as against 300 in January, 1916.

Members of the association are well pleased with the results they have obtained from the association, of which Ray McKenna, former Pullman student, is tester. The new officers of the association are: Thomas Murphy, president; George Tidwell, secretary; Parker Askew, treasurer, and E. L. Brewer, fifth director.

H A POOR APPETITE H

Indicates Digestive Inefficiency

When the stomach becomes weak, the liver inactive and the bowels clogged, your appetite is quickly affected. Consequently, you soon feel rundown.

You Need Help Now

You require a safe tonic and appetizer—one that will help strengthen the digestive forces.

This really suggests a fair trial of HOSTETTER'S STOMACH BITTERS

This Ad Is Worth \$30.00 Cash

In Fact, Many an Oregonian Reader Should Make \$60 Out of It, at Eilers Music Houses

Bring this advertising test certificate to either one of our stores—select any instrument in the great sale now in progress; deposit the certificate as first payment, and make your next payment next month.

GOOD FOR Thirty Dollars

as initial payment on a new Piano or Player-Piano in the great sale and annual advertising test and grand premium distribution. Valid unless presented on or before January 31, 1917. M.O.-1

EILERS MUSIC HOUSES
205 Morrison at Fourth and 142 Broadway at Alder.

Additional Premiums: \$2.00 for \$1.00

If cash is paid in addition to this certificate, we issue our receipt calling for \$2 for each dollar paid up to the face of the coupon, as follows:

| | |
|---|---------|
| Present this Certificate and get a receipt for | \$30.00 |
| Present this Certificate and pay \$ 5 in cash and get a receipt for | \$40.00 |
| Present this Certificate and pay \$10 in cash and get a receipt for | \$50.00 |
| Present this Certificate and pay \$15 in cash and get a receipt for | \$60.00 |
| Present this Certificate and pay \$20 in cash and get a receipt for | \$70.00 |
| Present this Certificate and pay \$25 in cash and get a receipt for | \$80.00 |
| Present this Certificate and pay \$30 in cash and get a receipt for | \$90.00 |

A quick sale event which no musicless home should miss now in progress at

Eilers MUSIC HOUSE

TWO GREAT STORES
151 Fourth at Morrison 142 Broadway at Alder