

AD MEN TELL HOW TO FIND SUCCESS

Experts of Coast Devote Morning to Telling Experiences in Many Fields.

MERRICK SPEAKS ON FAIR PUBLICITY WORK

Methods That Won Millions for Sacramento Valley and Sold Tons of Fruit Exploited.

The Pacific Coast Advertising Men's association held the second session of its convention this morning at the American Inn on the exposition grounds.

President A. P. Stabler, after calling the meeting to order, introduced C. H. McIsaac of the exposition's excursion bureau.

Mr. McIsaac extended a welcome to the visiting admen. He reviewed briefly the reason for the convention and the events in which it found inspiration.

Following Mr. Merrick the class of work performed by the excursion bureau was detailed by Mr. McIsaac, who expressed the belief that the publicity agent is doing.

Address of Mr. Hall. Rinaldo M. Hall, advertising manager of the Oregon Railroad & Navigation company, said:

"The advertising campaign carried on by the railroads is so enormous that but few realize its magnitude. During the month of May, 1926, the advertising department of the Oregon Railroad & Navigation company sent out 27,076 pieces of advertising matter, and during June about 42,000. These went to all parts of the United States and to foreign countries.

The influx of new settlers, so far as the territory reached by the Oregon Railroad & Navigation company (a part of the Union Pacific system) is concerned, is the result of a campaign of advertising that is constantly carried on.

The work of spreading the truth about our beautiful section is no doubt made easier from the fact that our environments are not so quailed in the world.

Never fail to remember The Journal when you have a want. Try a little "Want Ad."

Great Removal Sale. All goods will be sold at the lowest prices, and we invite the American Medical Association and other visitors to call and examine our large stock of Oriental goods.

WESTERN IMPORTING CO. Main Store, 146-70 Third Street. Branch Store, 329 Washington Street. CHAS. B. YOUNG, President. JAMES M. KAN, Manager.

ains. Journey to Switzerland, stand on some mountain and gaze o'er a landscape of lake, forest, Alpine crags and snow-caps; then return and look once more from some Portland height, letting the eye range at a single sweep the panorama of river and valley, mountain, field and forest, the beauty of the western sky as the sun dips behind the mountains into the bosom of the ocean, and the memory of Swiss grandeur will merge into reality—Portland, the beautiful, the pearl of the Pacific.

How Sacramento Was Helped. Secretary W. A. Beard of the Sacramento Valley Development association speaks on "Advertising as a Factor in the Development of Resources."

Although protesting that he had been "jobbed" by being asked to speak, J. A. Filcher, commissioner from California, told of his varied experience in advertising California at exhibitions throughout the United States and in Europe.

Following Mr. Merrick the class of work performed by the excursion bureau was detailed by Mr. McIsaac, who expressed the belief that the publicity agent is doing; that in advertising travel he is incidentally advertising all other commodities.

The program for this afternoon included "Railway Advertising," by Paul Shoup, agent Southern Pacific, San Jose; "Oriental Trade," by Trevor Corry, manager American Asiatic, San Francisco; "Advertising Salmon," G. Schoor, San Francisco; "Dry Goods Advertising," H. C. Whittier, advertising manager Olds, Wortman & King; "Clothing Advertising," East, Present and Future, N. L. Shafer, advertising manager, Chicago Clothing company, Portland; "Advertising and Its Relation to the Science of Modern Business," A. P. Stabler, Chicago.

MORNING MINE TUNNEL IS PRIVATE PROPERTY. (Special Dispatch to The Journal.) Boise, Idaho, July 12.—Judge Beatty of the United States court this morning decided the case involving the joint use of a tunnel owned by the Morning mine of Wallace against the application, pending that the tunnel is private property.

UPBRAIDED BY SISTER GIRL KILLS HERSELF. (Special Dispatch to The Journal.) Butte, Mont., July 12.—Dependent over her failure to secure employment, Verna Weeks, a pretty 19-year-old stenographer of this city, entered a house of questionable repute at Wallace, Idaho, and being upbraided by her sister for throwing her lot with the demi-monde, swallowed a quantity of carbolic acid, dying soon after.

IDAHO EDITORS ARE EN ROUTE TO PORTLAND. (Special Dispatch to The Journal.) Boise, Idaho, July 12.—Two special cars loaded with editors, composing the Idaho association, left today for the Portland fair. The itinerary includes an ocean trip to Los Angeles, returning by way of the Shasta route. There are 300 in the party.

MOORISH PRETENDER DEFEATED NEAR UJDA. (Journal Special Service.) Tangier, July 12.—Word has reached here that the imperial forces won a victory over the Moorish pretender near Ujda, northeast Morocco. The pretender escaped, leaving 180 dead. Many prisoners were taken.

MORTON WILL RETAIN SERVICES OF TARBELL. (Journal Special Service.) New York, July 12.—Paul Morton announced that the services of Second Vice-President Gage E. Tarbell, of the Equitable, will be retained. The resignation of Archibald Haynes as local agent will not be accepted. The trustees yesterday selected a sufficient number of directors to carry on the business, but their names will not be made public until after they are presented to the board of formal election.

GENERAL BLACKMAR'S CONDITION UNCHANGED. (Journal Special Service.) Boise, Idaho, July 12.—Dr. Maxey, attending General Blackmar, reports that there is no change in the patient's condition and that he had a restless night, due to the noise of the election celebration. Blackmar intends sailing from Portland to Alaska July 20 and the doctor believes he will full recover in time to reach Portland by the sailing date.

Orange, Colic, Dysentery, Painkiller. All Cured by.

GUESS DIVORCE CASE CONCLUDED

Attorneys Close Arguments This Morning and Judge Takes Matter Under Adjudication.

CONSPIRACY CHARGED BY THE PROSECUTION

Charge is Made That Witnesses and Attorney Combined to Defeat Petition.

The closing argument in the divorce suit of William Sues against May L. Sues was made before Judge Sears this morning and the case was taken under advisement. In his appeal to the court, John H. Hitchings, attorney for Mrs. Sues, asserted that a conspiracy to defeat the case had been entered into by the witnesses examined, and he made some reference to the Dunniway attorney for Sues, as a party to the conspiracy. He was called to order by the court.

The most interesting testimony yesterday afternoon was given by Miss Kate Hannegan, who formerly lived with the Sueses. She said Willie Sues had often called at the Sueses home. She believed Willie was calling to see her, but Mrs. Sues declared that Willie was her visitor.

Did not you and Miss Grace Edwards at 11:05 o'clock this afternoon have a talk with Mr. Dunniway outside the door of this courtroom and did you not hear him say, "She damaged you all she could, give it to her?"

Both Sues and his wife also testified in rebuttal. All the former said was that their first quarrel was due to the visits of his wife to Camp McKinley when the volunteers were leaving for the Philippines.

Several other instances Gesner's personal check was sent in payment for proving up on timber claims which Gesner had taken up at the instigation of Biggs and Gesner with the intention of conveying them to Williamson and Gesner.

Henry Hudson, lineal descendant of the famous navigator, Hendrick Hudson, was on the stand for half an hour yesterday afternoon and proved a most interesting witness.

MOONSHINERS KILLED FIGHTING OFFICERS. (Journal Special Service.) Mayking, Ky., July 12.—Calvin Centers was killed, Henry Adams fatally injured and another man named Tucker wounded in a battle yesterday between moonshiners and federal officers. One officer is reported wounded. The fight occurred in the Elkhorn district.

COTTON OIL MAGNATE LEAVES BIG SHORTAGE. (Journal Special Service.) Charleston, S. C., July 12.—Keith Dargan, former president of the Independent Cotton Oil & Trust company, committed suicide last night at Darlington by drinking carbolic acid. He left a note stating that financial troubles was the cause. The oil company was capitalized at \$1,000,000, and it is rumored that the deficiency will reach \$700,000.

TRIAL IS NEAR END

(Continued from Page One.) to testify as the government desired.

Up-to-date Steamboat. Splendid accommodations. First class Dining-Room and Lunch Counter on board. Seats for Everybody. Music. Two Observation Decks.

ROUND TRIP \$1.50. Steamer leaves ALDER STREET DOCK DAILY (except Monday) at 8:30 a. m. Sunday, 9 a. m.; returning arrive 6:30 p. m.

Through steamers for The Dallas and way points leave DAILY (except Sunday) at 7 a. m. FOR DETAILED INFORMATION CALL AT DOCK OR PHONE MAIN 914.

J. Beard gave substantially the same testimony, each testifying that she had taken up a timber claim at her husband's request, expecting the money to be supplied by Gesner.

Jefferson D. Evans, like many of his neighbors, took up a timber claim at the suggestion of Gesner, but though he expected to sell to Gesner, he denied that there was any contract to that effect.

One important admission gained from Evans was that Gesner had written to him advising him to relinquish his claim, as it would not be safe to prove up on it, and when T. B. Neuhausen went to Finnerville, Gesner told the witness not to let Neuhausen see the letter.

Evans denied that he had given note or mortgage for the money advanced by Gesner, but on cross-examination Judge Bennett confronted him with a note for \$44.10, signed with his name, and the witness acknowledged the signature as his own.

Benjamin F. Jones, the last witness of the day, testified that he and his wife took up claims at the suggestion of Gesner, who selected the land on which they were to file. On direct examination Jones was somewhat guarded in his statements, but when Judge Bennett, on cross-examination, undertook to discredit his testimony by implicating him in the war on the sheepstealers, Jones grew indignant.

Boysie Battle Recalled. (Journal Special Service.) Belfast, July 12.—The two hundred and fifteenth anniversary of the battle of the Boyne, in which William III defeated James II, was celebrated by the Orange societies today, with the usual parade and speech-making. There were some of the usual clashes between Orangemen and Nationalists, but the police were out in force and prevented serious conflict.

Important Notice. All persons who have bought spectacles in any of the Exposition buildings will learn something to their advantage by addressing P. O. Box 306, Portland, Ore. Communications strictly confidential.

Sons of Temperance. (Journal Special Service.) Anbury Park, N. J., July 12.—Following closely on the heels of the great gathering of teachers here last week, another convention has attracted to Anbury Park a host of visitors from all parts of the United States and Canada. The present gathering is that of the national division of North America, Sons of Temperance, a fraternal, benevolent and temperance organization with a membership exceeding 40,000. The convention will continue until the end of the week.

Preferred Stock Offered. Allen & Lewis' Best Brand.

Snapshots on Shoes and Clothes. After looking through several clothing or shoe stores, convince yourself by seeing the great difference in prices at

JOHN DELLAR'S. We save you from \$25.00 to \$50.00 on a man's or youth's suit. Big assortment of Shoes and Oxfords at almost half price in comparison with other stores.

A Feast for the Epicurian. Located a few hundred feet to the right of the bandstand, on the fair grounds, is

CSARDA LITTLE HUNGARY. Cool—Delightful—Picturesque. The same restaurant was conducted in the Hungarian government building at St. Louis—true to its title in STYLE, SERVICE and CUISINE.

Orange, Colic, Dysentery, Painkiller. All Cured by.

EVERY VISITOR SHOULD VIEW THE WONDERFUL SCENERY OF THE Columbia River Between Portland and Cascade Locks IN THE HEART OF THE CASCADE MOUNTAINS.

Regulator Line STEAMER BAILEY GATZERT. THE scenery between Portland and Cascade Locks is grand and magnificent. A blending of the Alps of Switzerland, fiords of Norway, promontories of old England, mountains of Colorado, palisades of the Hudson and the whole crowned with a diadem of snow-capped mountains. "See once Columbia's scenes, then roam no more, No more remains on earth for mortal eyes to see."

D. D. D. Prescription. Eczema, Salt Rheum, Barber's Itch, Erysipelas—all eruptions, scaly diseases and possible affections of the skin positively cleared away in 14 hours. A clean, pink and liquid (non-greasy) externally applied ointment or ointment over the parts. Instantly stops all irritation. Soon clears out absolutely all affected conditions. (Give to a case cleared away with two bottles.)

We vouch for these facts. They have been proven to us beyond the possibility of doubt. Some time ago the astonishing record of this prescription—proves to us by irrefragable evidence—induced us to give it our unqualified recommendation to the public. Since then D. D. D. has cured so many who obtained it from us that its record with us has been fully equal to its previous history. We have not seen a single instance of disappointment. It means to do the work every time. In nine cases out of ten, manifestations on the skin are skin diseases—not blood diseases. Many purchasers formerly mislead, thinking they had a bad blood disease, have found it was merely a skin affection and have cleared it all away with this prescription. Answer all the known reliable specific medical influences for different ailments we know of very few discoveries so certain in effect as this D. D. D. prescription in its quick conquest of skin diseases of all kinds.

Snapshots on Shoes and Clothes. JOHN DELLAR'S. A Feast for the Epicurian. CSARDA LITTLE HUNGARY. Cool—Delightful—Picturesque. The same restaurant was conducted in the Hungarian government building at St. Louis—true to its title in STYLE, SERVICE and CUISINE. Here one may enjoy a most delicious repast of the world-renowned Hungarian dishes prepared and cooked by first-class Hungarian chefs. Special Hungarian wines are served by the glass. Everything perfect—excellence and within the means of all. Following are a few Hungarian specialties: Pálinka, Hungarian Goulash, Hungarian Potrochod with Pork, Hungarian Bakir Goulash with Sausage, Chicken Paprikas. You have not taken it all the fair until you have tried some of these dishes. Managers and private dinners can be arranged for by phone at special low prices.