PEEPING INTO MY LADY'S HAT BOX

America Dumping Ground for Outlandish Styles in Millinery — $135,000,000 Spent Annually by American Women for Hats.

By Frederic J. Haskin.

Washington, Nov. 6.—The National Millinery Jobbers' association now holding its annual convention in New York, is an organization concerned more with the financial side of the millinery business than with the artistic. The millinery business in the United States is a barometer which registers the slightest variation in the prosperity of the country. Americans are at once the most prosperous and the most extravagant people in the world, and both qualities are shown in the fact that the American millinery bill is larger than that of all the rest of the world combined. Paris makes the styles, Paris makes the prices, and Paris makes the hats, but it is not alone for the Parisienne. Of course there are many smartly dressed women in Paris, probably more than in any other city, but even in that vortex of the whirlpool of fashion it is only the few who have either the desire or the money to follow the vagaries of the milliners.

Even Country Folks Must Have Theirs.

In the United States, on the other hand, there is not a village, however remote, to which the fashion journals do not penetrate and in which the feminine heart is not enslaved to its own conception of what is the smartest and the latest thing in hats. In fact if Paris is the alpha of millinery then is Podunk the omega, for verily it is in the backwoods villages that styles in hats reach the extreme of faddishness.

The village belle and the farmer's daughter of La Belle France go through their thrifty youth with never a thought of aping the hats of the grand ladies of Paris. The American village belle and the farmer's daughter are subscribers to the smartest fashion magazines and their hats must be built in exact imitation of the newest pictures in the gayest of fashion plates. And all of this means more money for the milliners. Prices of women's hats run a long scale upward from the country store where a $5 hat is considered a "creation," up to the smart city shop where it is absolutely impossible to find anything that looks like a hat for less than $25, and where even the $25 customer must quail before the lifted eyebrows and upturned nose of the saleslady.

Milliners Know Women.

Every spring and fall the women of the United States who buy cheap hats exhibit more courage than ever has been exhibited by any army on any battlefield in the history of warfare. If it is humiliating not to buy the highest priced hat in the shop, it is disgraceful to buy the cheapest one. It is not to be supposed for an instant that milliners are unaware of this condition of affairs. They know that many women are brave enough to haggle over the price and to actually buy a cheap hat, but they also know that there are thousands who are frightened into paying the greater price. They also know, learned as they are in the ways of woman nature, that there are thousands and thousands of women who are perfectly willing to buy a $10 hat if only it so be that they are required to pay $20 for that same hat. Milliners, in their confidential moments, will confess that they are able to recognize such women at sight and that when one comes into the shop all prices are doubled automatically.

Large shops and department stores put the prices on the hats in plain figures, thereby preventing the sliding scale from operating. However, there is many a woman who goes into the large shop and buys a hat on the virtue of the plainly marked price tag who is very much delighted if none of her friends discovers where she got that hat. One of the strangest features of this peculiar business is that, while no mere man may hope to understand the vagaries of the fashions, or hazard a guess as to the probable cost of a hat, yet it is the man milliner who is at the bottom of the whole thing. The vast majority of the working milliners, those who make and trim hats, are women. But the designers, the merchant and the jobbers are men, and it is they who direct the semi-annual assault of the milliners upon the bank balances of the nation.

Profits Are Great.

In no other branch of ordinary mercantile business are profits so great as in women's hats. However, the milliner is able to set up a very forceful argument in defense of his 500 per cent profit. In the first place the hats of one season are as useless six months later as the birds' nests of yesteryear. In theory they are absolutely dead stock. As a matter of fact however very few trimmed hats are carried forward from one season to another, the manufacturing end of the business being in such close relation with the selling agencies, and shrewd observers have discovered that radical changes in the styles of hat shapes never take place when the wholesale houses are carrying a surplus stock of last season's shapes. After all, it is the jobbers who direct the current of the styles.

Takes Most Time to Buy.

But perhaps a more cogent argument in defense of huge profits in millinery is that which relates to the selling end of the business. Any business man who complains to a millinery merchant of the unjust and unreasonable profit levied upon women's hats, is invited to spend the day in the hat salesroom. There is not one man in a million who would go forth from such a demonstration without being convinced that a milliner is justified in charging all that the traffic will bear. It is estimated that the average woman in the city who buys a $15 hat consumes the time of one or more salesmen for two hours in each of eight shops, a total of 16 hours to a hat. Of course, there are many who devote at least a whole day in each of one of these shops for the selection of the fall hat, but there are others who visit only one shop and these cut down the average. It is not the fur and feathers and ribbons and velvets and buckles and so on that make the hat cost. It is the ephemeral character of the styles, and the great difficulty and patience necessary to sell the product to the ultimate consumer.

Americans Spend $135,000,000.

Domestic manufacturers make artificial feathers, flowers and other millinery trimmings to the value of about $50,000,000 a year; about three fourths of this is made in New York city alone. This does not include straw, braid, ribbon, silk, velvet, wire, fur, plush, or any of the materials which go to make up the body of the hats. Neither does it include the imported millinery supplies. It is very difficult to obtain accurate statistics concerning the millinery business as the manufacturers' prices are manifolded many times before the retail shopkeeper makes his sale. One conservative statistician has estimated that it costs $135,000,000 a year to furnish American women with headgear. This is an average of less than three dollars a year for each American woman, and probably is much below the mark. While there may be some railing against the milliners and their prices in the privacy of American households, at only one point have the milliners been attacked publicly in an organized fashion. The Audubon societies in seeking to protect the wild birds which are slaughtered to satisfy feminine vanity, have made some serious attacks upon the millinery business.

One writer estimates that more than 300,000,000 wild birds annually give their lives as a sacrifice upon the altar of Dame Fashion. The milliners utterly repudiate these figures, declare that they are grossly maligned and that the tales of cruelty to birds are vastly exaggerated. The millinery trade journals vigorously defend their calling against such attacks as those of the Audubon societies and those made by some ministers. They deny that the women create the vain and foolish fashions so much criticised and they have courage boldly to assert that it is the whims and fancies of the men which force the women to deck themselves in such outlandish headgear. They say that the average man demands that the women of his acquaintance shall follow the styles regardless of where those styles may lead them.

Paris Sets the Style.

Styles in millinery are usually imported from Paris. The great designers there ransack the fashion plates of the past and the dreams of the future for ideas upon which to build new hats. Living models, whose duty it is to wear good clothing well, are equipped with the latest creations and sent to the opera, the race track and such places to permit the world to get its first glimpse of the new styles. If the Parisian world does not approve, the style is abandoned. Sometimes, however, it is impossible to obtain a clear verdict. This was the case with the famous peach basket hat. Parisian millinery manufacturers in this hat evolved something so ridiculous that the French women absolutely refused to buy them. The consequence was that the whole stock was dumped into the American market, where it was eagerly bought up at triple prices by women who were willing to wear anything, however ridiculous, if only it bore the label "made in Paris." This peach basket hat incident was the inspiration of the present crusade for American styles for American women.

The millinery jobbers in New York today will discuss styles and other interests of their business in serene security. They are absolutely certain of the fact that as long as there is any money in the United States they will have their share in the division. Fancy millinery may have been a luxury in the days of our grandmothers—it is now a necessity.

Tomorrow—The Troubles of Spain.

CHAS. E. STEVENS DIES AT SEATTLE

One of the Old Time Druggists of Portland and Widely Popular.

(United Press Leased Wire.)

Seattle, Wash., Nov. 6.—Charles E. Stevens, for many years a clerk in one of the largest drug stores in Portland, Or., died here this morning at the age of 57 years. He was a prominent member of the Commercial Travelers' union and of the United Workmen.

Stevens came to the Pacific coast in the early days, settling in Portland. He was employed for many years as a clerk at Ockerman's drug store, at Washington and Sixth streets, and later was a clerk for the firm of Aldrich & Stevens. Although his name appeared in the firm he was not financially interested, his name being used merely as a blind, as Aldrich could not hold property in his own name. He left Portland some time ago going on the road for a wholesale drug firm and later settling in Seattle. His wife survives him.

DRAMATIC CLUB IS ORGANIZED AT U. OF O.

(Special Dispatch to The Journal.)

University of Oregon, Eugene, Or., Nov. 6.—Tryouts were held tonight for the Varsity Dramatic club, only those being admitted to active membership who show the necessary dramatic talent. This year's successful candidates were Messrs. Murphy and Beals and Misses Weightman, Selchrist, Hughes, Applegate, Bagley, Farmsworth and Waite.

The dramatic club was organized last semester and produced several light sketches which were well received by the students. This year the club was reorganized with everything pointing to an enthusiastic successful season. President Keltz said today that they would begin immediately to work on a sketch to be produced the first semester and would give several plays during the year, one of which would be heavier and given in the opera house.

Committees on program, auditing and membership were announced. From the interest evinced in tonight's tryout, the club will be very popular this year and afford students an opportunity to secure dramatic training in the university.

CITY TO HAVE HIGH GRADE COLLEGE

Board of Trustees of Reed Institute on a Tour in Search of Suitable Site for Buildings and Extensive Campus.

Portland is to have a high grade university, a college of liberal arts, equal to Williams, Amherst, and the rest of similar grade. It is to be provided with abundant campus room and adequate buildings, capable instructors and modern appliances. It is to be in the future the leading educational institution of higher learning of the Pacific northwest. There are the plans of the trustees for the Reed institute, formulated by Dr. T. L. Eliot, Martin Winch, C. A. Dolph, William P. Olds and Judge C. E. Wolverton, under the advice of Dr. Wallace Buttrick, secretary of the general education board, an organization working for the systematic development of higher education in the United States.

Search for Suitable Site.

This afternoon Dr. Buttrick and the members of the board of trustees of the Reed institute, will make a tour of the city in search of a site suitable for the establishment of such an institution as is contemplated. As soon as the site has been selected and definitely secured, plans will be drawn for the construction and erection of the first main building, and the work of launching the institution will be actively begun.

This decision was reached yesterday afternoon at a meeting of the board of trustees of the institute and following a conference with Dr. Buttrick, who is now in the city, having come to Portland to take up the question personally with the trustees.

The action of the board marks the culmination of a long study and investigation made by Martin Winch, secretary of the board of trustees of the Reed institute, during which he made an extended trip through the eastern states, studying the technicological and manual training schools of the country, and by Dr. Eliot and the other trustees.

Plans Carefully Laid.

At first the board of trustees contemplated the possibility of founding a manual training school with the $2,000,000 endowment of the late Samuel G. and Amanda W. Reed. After a conference with the general educational board it was decided, however, that the greatest need of the city and the northwest was an institution of higher education, such as is furnished by Williams, Amherst and other colleges of similar grade.

This decision was reached after conference with several leading coueators and on the final recommendation of the general education board, its secretary, Dr. Butterick having made personal investigation of the district, spending two weeks in Oregon and Washington in the work. It was discovered that there had been ample provision made for the manual and technical training of the young men and women of the Pacifc northwest, but that there was no institution of higher education here of the rank of Williams college and other such colleges.

Statistics have proven that colleges draw their great percentage of students from a radius of 50 miles, and that in the event of the location of such an institution in a big city, the great majority of the students will come from that city. It was decided, therefore, that the greatest need of Portland and of Oregon in an educational way was the establishment of a college of liberal arts in such a central location in Portland that it would furnish the easiest and most economical instruction for the young men and women of the city and state.

No Lack of Funds.

By the terms of the will of the late Amanda W. Reed, a fund of $2,000,000 was left for the establishment and endowment of the Reed Institute, for the education of deserving young men and women. Of this sum $150,000 is set aside for the purchase of grounds and the construction of buildings. The remainder is to be set aside in safe investment to provide a perpetual fund for the maintenance of the college. There is at the present time approximately $70,000 annual income growing from the Reed funds, so that it is believed that there are adequate funds for the purchase of a campus of 40 acres or more and the erection of the first building.

ALLEGED BRIBER DOES NOT LINGER AROUND

(Special Dispatch to The Journal.)

Eugene, Or., Nov. 6.—Robert Denton, who formerly conducted a cigar store here, has forfeited his $800 cash bail, put up by him to insure his appearance at the present term of circuit court on the charge of bribery. When his case was called yesterday it was found that he had left the city. About three months ago Denton gave Chief of Police Farrington $10 and requested that he be given a tip when the officers contemplated raiding the cigar stores in search of liquor. Chief Farrington turned the money over to the district attorney and Denton's arrest followed.

Companies Incorporated.

(Salem Bureau of The Journal.)

Salem, Or., Nov. 6.—Articles of incorporation were filed in the office of the secretary of state today as follows:

Brighton Beach company; principal place of business, Portland; capital stock, $10,000; incorporators, Paul W. Custer, R. M. Hall and H. R. Biersdorf.

Medford Printing company; principal place of business, Medford; capital stock, $20,000; incorporators, George Putnam, Holbrook Withington and A. S. Bilton.

East Side Automobile company; principal place of business, Portland; capital stock, $10,000; incorporators, Alma Williams, James Mitchell and J. H. Williams.

Dallas Telephone company, principal place of business, Dallas; capital stock $25,000; incorporators, Charles B. Sunderberg, Henry Berning and Joseph J. Keber.

Notarial Commissions.

(Salem Bureau of The Journal.)

Salem, Or., Nov. 6.—Notarial commissions have been issued to W. K. Shoemaker, James C. Smith and A. M. Wing Portland; C. F. Kear, Unity.

SEVEN FOR MAYOR AT LOS ANGELES

Handling of the Big Bond Fund Is the Issue—No Politics Permitted.

(United Press Leased Wire.)

Los Angeles, Cal., Nov. 6.—With but four days remaining before the municipal primary election, supporters of the seven mayoralty candidates are preparing for the final struggle. In accordance with the commission form of government in vogue here, the seven candidates who would be mayor have been nominated by petition. At the primaries, November 10, the voters will choose two men, whose names will go upon the final municipal ballot that will be voted December 7.

Big City Fund to Handle.

On the result of the elections hinges the distribution of the $3,000,000 of bonds recently voted by the city. This money must cover the proposed improvements for the new municipal harbor at San Pedro, the completion of the Owens river aqueduct, which will furnish water for the city and for irrigation purposes in the surrounding territory, and the construction of power plants along the aqueduct.

The control of this enormous fund is what is being sought by the several candidates and their henchmen. For this reason the mayoralty race overshadows the contests for minor offices.

Mustn't Play Politics.

The erasure of party lines under the commission form of government has made it mandatory upon the candidates to present themselves without party affiliations. George Alexander, present mayor, is a candidate for reelection. He is supported by the municipal and good government leagues.

William C. Mushett, now city auditor, is supported for the mayoralty by the Merchants and Manufacturers' association, and his candidacy has ben indorsed by the Liberal Alliance and the Wholesale Board of Trade.

George Smith and Oscar Farish are others whose names, according to their friends, are likely to appear on the final ballot. Smith, according to opposing camps, is backed by Southern Pacific influence. The nominating petition of J. C. Hurley bore the name of many prominent local Socialists. J. W. Jones and W. Scott Lewis are conceded by their supporters to have excellent chances to defeat the candidates who have been indorsed by the various civic organizations.

The unusual interest that is being manifested in the coming elections is evidenced by the greatest registration before a municipal election in the history of the city. More than 68,000 voters have placed their names on the lists, and a record vote is expected.

CONSULS TO AID ROSE PLANTING

Agree to Participate Officially in Washington's Birthday Ceremony.

Six consuls from six of the countries represented officially in Portland this morning replied to the invitation sent out to them by the management of the Portland Rose Festival to participate in the rose planting day exercises to be held here on George Washington's birthday, February 22.

From these replies it is to be judged that the efforts of the Rose Festival association to make the affair an international one will be successful. Each of the consuls showed great interest in the affairs of the association and the festival, while several were not sure they would be able to participate in the rose planting day ceremonies, each promised to do his best to secure his country's help.

Those who replied this morning were Y. Numano, Japanese consul; Antonio R. Vejar, consul for Chile; Vald Fridell, vice consul for Sweden; J. W. Mathes, vice consul for the Netherlands; Endre M. Cederbergh, vice consul to Norway, and James Laidlaw, British consul. Of these four, Sweden, Norway, The Netherlands and Chile each promised a rosebush or tree as their contribution to the day. The others, Japan and England, will do their best to have their countries participate.

TOUCHET VALLEY TO SHIP 40 CARS APPLES

(Special Dispatch to The Journal.)

Dayton, Wash., Nov. 6.—With the apple crop of the Touchet valley more than half harvested, it is evident that early estimates of 40 cars of apples is to be realized and more. Picking and packing is in full swing in the big orchards, while most of the small growers have shipped their apples to the eastern buyers. The shortage of the apple crop—about half of normal—is due, not to climatic conditions, but rather to overproduction the last two seasons.

Growers assert that the difficulty in securing cars when needed, which has been experienced in the last two years, has been avoided this year so far. This is due partly, it is said, to the rapid growth of the fruit growing industry hereabouts, resulting in a contention for business on the part of the transportation companies. Last year President J. L. Dumas of the Washington Horticultural society and owner of Pomona ranch near here, lost thousands of dollars because the railroad companies neglected to furnish cars when needed. At least 150 growers of the Dayton country will attend the National Apple Show at Spokane this month.

LIBERALS COMPLAIN OF IRISH MEMBERS

(United Press Leased Wire.)

London, Nov. 6.—The rank and file of the Liberal party of the house of commons, which passed the budget by a vote of 379 to 149, are deeply incensed at the action of the Irish Nationalists in failing to vote on the bill. The Liberals expected their support in view of the fiscal concessions to Ireland for which the bill provided. The Liberals declared the home rule movement need not expect any further support from them.

Captain Smythe Resigns.

Pendleton, Nov. 6.—Captain Dan P. Smythe, Company L, Third regiment, O. N. G., has resigned his commission and has received notification of the acceptance of his resignation. The company will immediately elect a successor, and it is probable that the command will descend to Lee D. Drake, at present first lieutenant of the company.

TAFT SMILES ON SOUTH CAROLINA

Enjoys Distinction as First President at Columbia Since Washington.

(United Press Leased Wire.)

Columbia, S. C., Nov. 6.—Today, for the first time since President George Washington visited here, 117 years ago, the South Carolina capital had the pleasure and honor of welcoming a president of the United States. The welcome accorded President Taft was one of the most cordial that he has received anywhere in the country.

When the presidential special arrived from Charleston early this afternoon the streets about the union station were crowded with thousands of persons anxious to take part in the greeting to the nation's chief executive. The president joined in a parade which first made its way to the fair grounds, where an address was delivered, and then to the state capitol, where the president was entertained at luncheon by Governor Ansel and other representatives of the state and city. All along the line of march the president was greeted with enthusiastic cheers. As his automobile passed through the campus of the University of South Carolina several thousand college students and school children joined in a demonstration in his honor.

The president was the guest of honor last night at a banquet tendered to him by the city of Charleston. It was arranged with special regard to the president's comfort and the only set speeches were the introduction of the president by Mayor Rhett and the response by Mr. Taft. The president's popular welcome at Charleston was most cordial.

On the way to this city this morning he stopped over 10 minutes at Orangeburg, where he made a speech from the platform.

At Columbia this afternoon he sits in a chair that has been used by nearly all of the colonial governors of the state. The chair belongs to the University of South Carolina and was loaned to Columbia especially for the occasion.

Augusta, Ga., Nov. 6.—President Taft, who as president-elect spent several weeks in Augusta last winter, is due to arrive here tonight to stay over Sunday. The city has decided to make a homecoming celebration of the occasion and has appropriated $2000 for the entertainment of the president. Upon his arrival he will be met by the city officials and several companies of military, who will escort the distinguished visitor through Broad street, which will be made brilliant by 40 electric light arches and strings of thousands of Japanese lanterns. During his stay here the president is to be the guest of Mr. and Mrs. Joseph B. Cumming.

VANCOUVER HIGH PLAYS WILLAMETTE

(Special Dispatch to The Journal.)

Willamette University, Salem, Or. Nov. 6.—Vancouver High school and the Willamette university juniors lined up on Willamette field this afternoon at 2:45 o'clock for a game that promises to be a snappy contest. Willamette juniors won a clean cut victory from the fast Salem High school bunch by a score of 6 to 0 last Saturday, and expects to take in Vancouver today.

The lineup for Willamette was as follows: McNees, center; Shaup, Daugherty, left guards; Phaff, Vandervort, right guards; Belknap, left tackle; Arsters, right tackle, McAdams, left end; May, right end; Booth, Perkins, quarter; Homan, left half; Roland, right half; Gibson, full back.

GOOD RESULTS OF TARGET PRACTICE

(Special Dispatch to The Journal.)

Fort Stevens, Or., Nov. 6.—Three full service mines were exploded at Fort Columbia, Wash., at yesterday afternoon's target practice of the Thirty-third company coast artillery. The military company, stationed at Astoria, was present for instruction, having been brought down on the steamer Fornance, which was detailed for the occasion.

None of the shots destroyed the target, although all were recorded as hits and clearly demonstrated the high efficiency of the company. The charge used was 125 pounds of dry guncotton enclosed in a water tight pressed steel shell anchored a few feet below mean low water and fired by the closing of an electric circuit.

Dry guncotton was used on this occasion, it having been found to give a greater displacement than the moistened explosive used at Fort Stevens a few weeks ago.

WOMAN, INJURED IN RUNAWAY IMPROVES

(Special Dispatch to The Journal.)

North Powder, Or., Nov. 6.—Mrs. Floyd Wiltshire, who had a very narrow escape from being dragged to death, is reported as being out of danger. Mrs. Wiltshire is the young wife of a prominent sheepman of North Powder, and an accomplished horsewoman and driver. On the occasion referred to she took her husband's team from the livery stable here, tied her saddle horse behind the light rig, and was making the 10 mile return trip when within a half mile of home, having gotten down and opened a gate, in the act of stepping off the hub to resume the reins, the horses sprang forward, her foot slipped between the spokes of the wheel and she was dragged until released by her low shoe coming off. Meanwhile, the man in charge of the ranch with whom, providentially, her 2-year-old baby was left, had had such poor success as a nurse, that he had in desperation started along the road to meet its parents and found its mother within less than a quarter of a mile from the house, whither she had crawled with a bruised body, broken ankle and torn and lacerated tendons.

New Forest Grove Paper Appears.

(Special Dispatch to The Journal.)

Forest Grove, Or., Nov. 6.—Volume 1, number 1, of the Forest Grove Press, made its appearance Thursday. The new paper is an eight page folio, and is filled with bright, newsy items of interest to Washington county people. B. C. Suit is editor and E. C. Klancke is manager of the new publication.

Olds, Wortman & King

$10 Trimmed Hats Tonight After 6--$1.25

An astounding sale for tonight from 6 to 9:30 only. A lot of 200 choice shapes in Untrimmed Hats sacrificed in no uncertain manner. The materials are beaver, felt, velvet, silk, corded silk, velvet and silk, and other combinations. The colors are black and all the best fall shades, and there isn't a hat in the entire lot worth less than $2.50, and from that up to $10.00. Most of them are worth $4.00 and up. Come the first thing after 6 and choose one of these smart shapes. 'Twill take but little trimming to make one of the most fashionable pieces of this season's headgear. Choice..

$1.25

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Smoke them—not because they are economical—but because they are the best.

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It is an absolutely pure distillation of malted grain, great care being used to have every kernel thoroughly malted, thus destroying the germ and producing a predigested liquid food in the form of a medicinal whiskey; softened by warmth and moisture, its palatability and freedom from injurious substances render it so that it can be retained by the most sensative stomach.

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It builds up the nerve tissues, tones up the heart, gives power to the brain, strength and elasticity to the muscles and richness to the blood. It brings into action all the vital forces; it makes digestion perfect and enables you to get from the food you eat all the nourishment it contains.

It is invaluable for overworked men, delicate women and sickly children. It strengthens and sustains the system, is a promoter of good health and longevity, makes the old young and keeps the young strong.

It cures nervousness, typhoid, malaria, every form of stomach trouble, diseases of the throat and lungs, and is recognized as a medicine by doctors of all schools.

Thousands of letters have been received from men and women in all walks of life, many from those nearly 100 years old, extolling the virtues of Duffy's Pure Malt Whiskey as the world's greatest medicine.

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BEWARE of imitations and substitutes. They are positively harmful and are sold for profit only by unscrupulous dealers. Look for the trade-mark, the "Old Chemist," on the label, and be certain the seal over the cork is unbroken.

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