

Town Topics

TONIGHT'S AMUSEMENTS
HEILIG-Tetrazini
BAKER-The Newweds and Their Baby

Weather Conditions.
Portland and vicinity. Fair tonight with light frost. Sunday fair. Northwesterly winds.

Had Opium in Possession-Fred Goldenberg, who was arrested last Saturday night in a raid on a Chinese "hop joint," and who was then charged with having morphine in his possession was re-arrested last night on a similar charge by E. H. Ewert on the wing.

Woman Bouts Annoyer-Mrs. C. J. Nokes, who resides on Curtis street, between East Thirty-sixth and State streets has reported that a prowler who has been seen about her place every night between 12 and 1 o'clock, has been in the habit of tapping on the window.

Consumers League Aiding-The Consumers league of Oregon has joined with the city health department and the Y. M. C. A. in promoting the course of lectures to be given at the Y. M. C. A. each Wednesday and Saturday evening hereafter on the care, production and handling of milk.

To Patrol Fishing Streams-Every fishing stream in Oregon is to be thoroughly patrolled by state fish deputy wardens, all day Sunday, to catch poachers. The season for trout fishing does not open until Monday, April 1.

General Ministerial Association-Rev. D. H. Trimble, secretary of the General Ministerial association, announced that a meeting of the association will be held at the Y. M. C. A. at 10:30 o'clock Monday, Dr. D. L. Kiehle, who was for 12 years superintendent of state institutions in Minnesota, will speak on "The Religious Basis of Moral Education in the Public Schools."

Medical Mission-Stereoscopic lecture on "Medical Missions Throughout the World" will be given by Wm. Parsons, D. M. at 7:45 p. m. at the Third Presbyterian church, corner East Pine and Thirteenth streets. This is the final lecture by Dr. Parsons before his departure for Eugene and a large attendance is expected.

Spiritualists to Celebrate-The state association, together with the ministers and mediums society, and members of the Rose City Spiritualists will jointly celebrate the sixty-fourth anniversary of modern spiritualism at the Auditorium hall, Third and Taylor, tomorrow, all day and evening services will be held.

Cash Register Robbed-Walter Nelson, a grocer at East Eleventh street and Hawthorne avenue, reported to the police this morning that his grocery store was broken into last night by prying open the back window and taking \$51 was taken from the cash register.

Coal is Missing-The police have been asked to look for a ton and a half of coal belonging to the Liberty Coal & Ice company, that was stolen on the night of March 25 from the O. W. R. & N. yards.

Improved Mail Service-George R. Mokol, business man of Oreno, Washington county, who is spending the week and in Portland, says that the people of Oreno are very much pleased with the improved mail service which went into effect last week.

Have you heard the latest?
In the popular music department now completely established in Ellers Music House, Alder street at Seventh, the new music of the day is being published and brought into the store and the press.

"Alexander's Ragtime Band" which is still being called for in lots of dozens a day.
"Take a Little Trip From Father."
"Can't Expect Kisses From Me."
"If You Talk in Your Sleep, Don't Mention My Name."
"Everybody's Doing It Now."
"Miss Fix It."

All at Ellers Music House, Music Department "the Best in the West," Alder street at Seventh.
Above seven sent for \$1.00, postage paid. Ellers Music House, Chickering, Kimball and Autopiano dealers.
The above and hundreds of other selections can also be supplied in our talking machine department and records. All the makes and all the records, all the time.

In our music roll department the above selections and hundreds of similar publications can be supplied in talking rolls for owners of all makes of player pianos (88 note or 65 note), Ellers Music House, Alder at 7th.

ADVERTISING POSSIBILITIES

By Bert M. Moses, President Association of American Advertisers

The alluring thing about advertising is the possibilities that lie hidden and unseen.
There are many, many millions of people in the world, and all these millions are possible buyers of what you may have to sell.

The trade of the people is split up among many sellers, and those sellers who get the largest share of the trade are not necessarily the makers of the best articles, but they are the best advertisers.

Time was when they were unknown, and their products were still in the shape of raw materials.
They took these raw materials, fashioned them into finished form, gave the product a name, and then started in to find a market for them.

No two big successes were ever brought about in precisely the same way.
Some started in advertising by word of mouth.
Some used dodgers—other almanacs—still others gave away samples.

But note this well:
Eventually—and before the sales reached a point where the factory or store had to run nights and holidays to order—the help of newspaper advertising had to be enlisted.

Just think about it real hard, and the subject will present phases of consuming interest.
Take the thing right here at home.
There are printed and sold every day over forty-seven copies of The Oregon Journal; copies just like the one you now hold in your hands while reading this article.

If you ever saw a crowd of that many thousand people, you can better understand what a mighty audience it is.
Imagine, if you can, all these people sitting at home reading The Oregon Journal the same as you are doing.

Now if you put an ad in this paper about something you have to sell, all this human army can see it.
I don't say that each WILL see it, but each CAN.

Just how many will see it depends upon the kind of ad you write, the kind of type it is set in, and the size of space it occupies.
Look over the advertising pages and note how many other men know this and utilize the knowledge so effectively.

You can surely do some one thing so well or make some one thing so good that many of the thousands of Oregon Journal readers will want to pay you money for it.
But you've got to make good on the advertising won't pay.

Do not be frightened and lose heart over all this talk about advertising being a science that only the scholarly can master, for really it is simply common sense of the plainest sort.
Get something good to sell, write about it in straightforward sentences, and then put those sentences in the newspapers.

Begin in your own city, where you can attend to the distribution of your goods yourself, and as your business grows you can develop plans for conquering wider markets.
Every business is a development.
As it grows, problems grow with it.

But any man with ordinary sense can solve these problems as they arise, and do that thing tomorrow which today's experience tells him ought to be done.
Success is not out from patterns nor learned in schools.
Every man has to work out his own salvation both in this world and in the next.

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DYNAMITE PLANT INTENDED TO KILL WORKMEN AT MILL

Forty Austrians Thought to Have Been Object of Hatred by Other Workers at St. Helens; Dogs on Trail.

(Special to The Journal.)
St. Helens, Or., March 30.—Discovery that two blasts were set off Thursday night, the one intended to destroy the mill plant of the Columbia County Lumber company, and one intended to annihilate 40 Austrians, has been made.
From unexploded dynamite at the scene of the second explosion, bloodhounds from Clatskanie have been given a scent and in the hands of Sheriff A. E. Thompson are endeavoring to track the perpetrators of the crime.

Revenge, not against the proprietors of the Columbia County Lumber company, but against the band of Austrians, now appears responsible for at least one of the blasts. The Austrians were living in a big tent about 75 yards from the mill and close to the processing plant, the foundation for which they were digging. The Interstate Contract company was doing this work and a certain antipathy is said to have existed between them and the Greeks, the latter fearing they were to be displaced.
There were no Greeks employed at the Columbia County Logging company's plant but there are at the big McCormick mill at St. Helens, of which H. F. McCormick, principal stockholder in the burned mill, was manager.

It has developed that the fire began not in the engine room but underneath the mill. The watchman ran to the pump and started it but almost immediately came the explosion that blew out the sides of the mill and stopped the pump. The explosion blew a hole under the mill big enough to put a small house into. A large hole was also blown at the tent explosion, where seven sticks of dynamite failed to go off. Had all exploded the 40 Austrians would have been dead. Yesterday, thoroughly intimidated by their experience, they took up their packs and fled to Portland.

BIDS FOR LIGHTING BRIDGES ARE OPENED

Bids for the lighting of the Burnside, Morrison and Hawthorne bridges were opened by the city auditor at yesterday's meeting of the city executive board. The lowest tender was that of the Northwest Electrical Engineering company, the amount being \$12,000. The bids were referred to the lighting committee. The lighting specification bid upon contemplates the erection of ornamental light posts and brackets and a system of outline illumination. The bridges will present a beautiful and attractive appearance by night during the week of the Rose festival and later during the Elk's national convention week.
The readvertisement for bids for the wrecking of the old city jail building at Second and Oak streets resulted yesterday in a saving of \$600. Two weeks ago only one bid was received, this being \$2000. Yesterday four bids were submitted, the lowest being that of the Pacific House Wrecking company for \$1400. The company will also get the salvage on the building.

Baggage moved, stored, checked at your home to destination. B. & O. Transfer Co. Main 6989, A-3222. Established 1882.

Strutliffe improves with years of hard service under all kinds of climatic and traffic conditions.

John A. Melton Carpenter and Builder
Office and Store Fixtures built and remodeled. Altering and re-papering houses. Show Cases and Counters built.
Factory and Office, 235 Second street, near Main.
Phones: Main 1787; A-1787

Foster & Kleiser High Grade Commercial and Electric SIGNS
East 7th and East Everett Sts. Phone: East 1111; B-3234.

PARKER'S HAIR BALMS
Clears the scalp, keeps the hair from becoming a luxuriant growth. Hair to its youthful color. Prevents hair falling. 50c and 25c packages.

JOINT DISCUSSION W. S. U'Ren and Hon. Frank Jagger
Will discuss the proposed bill to exempt from taxes all personal property and improvements on land, commonly called the SINGLE TAX BILL
AT SHIPLEY'S HALL, SATURDAY EVENING, MARCH 30, at 8 O'CLOCK
Admission free. Mr. Jagger will set forth the reasons why he believes the bill should not be adopted. Mr. U'Ren will speak for the bill. Everybody invited. Questions from the audience are invited and will be answered.

CITIZENS BANK
4%
GRAND AVENUE & ALDER STREET PORTLAND OREGON
ON THE RIGHT SIDE OF THE RIVER
Usefulness to the Community
With ample capital, good equipment and modern facilities, the Citizens Bank is well prepared to handle your banking business in the most satisfactory manner.
Citizens of East Portland be patriotic and patronize your home bank.
4 PER CENT INTEREST PAND ON SAVINGS ACCOUNTS

Albina Fuel Co.

Solved the high cost of living, so far as the Fuel question is concerned. For the next thirty days making a fifty cent reduction on all orders for immediate delivery of green mill run slab wood. Order early and avoid the rush. We lead, others try to follow.

YARDS—East Side at 47 Albina Ave., 33d and Broadway, Woodlawn West Side, Twenty-first and Reed, and 19th and Front

PHONES---Albina Office, East 182 C-1117
Broadway---East 182 C-2409
Woodlawn---Woodlawn 1333
West Side---Main 539 A-5519

BARBER ASPHALT
Acknowledged to be the best because by long-service tests it has demonstrated its superiority over all other pavements.

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Office and Store Fixtures built and remodeled. Altering and re-papering houses. Show Cases and Counters built.
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Usefulness to the Community
With ample capital, good equipment and modern facilities, the Citizens Bank is well prepared to handle your banking business in the most satisfactory manner.
Citizens of East Portland be patriotic and patronize your home bank.
4 PER CENT INTEREST PAND ON SAVINGS ACCOUNTS

AMUSEMENTS
Owing to unprecedented demand for tickets to hear world's GREATEST COLORATURA SOPRANO
TETRAZZINI
And her concert company
HEILIG TONIGHT 8:30
THEATRE TONIGHT 8:00
LIMITED NUMBER ADMISSIONS
SEATS ON STAGE WILL BE SOLD
BEGINNING TODAY, 10 A. M. (Box Office, Theatre)
PRON: 7:00 o'clock, \$2.00
Tonight, at 7:30 o'clock, Admission to gallery sold, price \$1.00
HARDMAN PIANO USED

CLASS OF THE SEASON
HEILIG THEATRE
7th & TAYLOR
Phones: Main 1, A-1123
4 NIGHTS BEGINNING TOMORROW
Special Price Matinee Wednesday
Lulu Glaser
In the Musical Comedy "KISS DEDELEK"
60—People—60 Special Orchestra
Evenings: Lower floor, \$2, 1st: \$2.50; balcony, \$1.50, \$1, 75c, 50c; gallery, 50c.
Wednesday matinee, lower floor, \$1.50, \$1, balcony, 75c, 50c, 25c; gallery, 25c, 15c, 10c, 5c.
11 rows, 50c; gallery, 35c and 25c.

BAKER THEATRE
Main 2 and A-2000
Geo. L. Baker, Mgr.
TONIGHT—LAST TIME
Positively the biggest and most complete of musical comedies. First time here.
"The Newweds and Their Baby"
See them—Lovey, Devey, Snookums and the rest, 50 people, 75 per cent girls. If there's a laugh left in your system, they will extract it. Evenings, 25c, 50c, 75c, \$1.
Baker Stock Company
Opens Tomorrow
THE FOURTH ESTATE
Greatest plays and players ever offered.
Friday—Evenings, 25c and 50c. Mat. 25c. Monday Bargain Night—All seats 25c.

OPHEUM THEATRE
MAIN 6, A-1090
GREATEST EVERY DAY
15-25-50c
WEEK MARCH 25—The Great Actor
MAY 25 THEATRE 15-25-50-75c
McIntyre and Heath, Kenshaw and Avory, Three Shalvey Boys, Alvin and Kenworthy, Brown and Navarro. Matinee Every Day.

PANTAGES
Matinee Daily
WEEK MARCH 25—Ad Wolgast, Lightweight Champion Boxer, and Selected Company. The Buckskins, The 2nd Barrow Four, The Naked Truth, Star and Vail, Leavitt and Dunsmore, Fisher and Green, Pantages Orchestra. Pantagescope. Popular prices.
MATTINEE EVERY DAY.
Sullivan and Considine Refined Vaudeville
WEEK MARCH 25—The Great Actor Geo. Anger, Black and White, Rice, Elmer and Tom (4) Hodges (4), Jennings and Bentrow, Orchestra. Prices 15c and 25c.

EMPIRE THEATRE
WEEK MARCH 25—Rice & Gady, the Broadway Stars, and the new Keating Flood Musical Comedy Co. in "At the Fair." New faces, new music, new costumes, new scenery. Two performances nightly, 7:30, 9:10, 10c and 25c. Matinee daily 1:30; any seat 15c. (Sundays and Holidays, night prices). Friday night, chorus girls' contest.
At Fountains & Elsewhere
Ask for "HORLICK'S"
The Original and Genuine MALTED MILK
The Food-drink for All Ages.
At restaurants, hotels, and fountains. Delicious, invigorating and sustaining. Keep it on your sideboard at home. Don't travel without it.
A quick lunch prepared in a minute. Take no imitation. Just say "HORLICK'S."
Not in Any Milk Trust
Journal Want Ads Pay Best

J. T. Wilson (THE AUCTIONEER)
REPUBLICAN for Sheriff
A Business Administration
FLAT SALARY—NO FEES (Paid Advertisement)

CANADIAN PACIFIC
THE True Scenic Route
4 Trains-continental
4 Trains Daily
Through Tickets to All Parts of the World at Lowest Rates.
Up-to-date Sleeping Cars.
Up-to-date Tourist Cars.
Up-to-date Dining Cars.
Up-to-date Service.

THE POPULAR ROUTE TO
The Old Country, Hawaii, Australia, Alaska, China and Japan.
Try the
300-SPOKANE-PORTLAND
Service de Luxe
A solid train, electric lighted, running through between Portland and St. Paul in 2 1/2 days.

Pure Beautiful Jade Jewelry
Gold Bracelets and bangles. Rings of all descriptions made to order. American names engraved with the three cardinal Chinese characters, viz. Glory, Prosperity and Longevity. Charges reasonable and orders of any design promptly executed and sent prepaid to any part of the U. S. The Skilled Chinese Jewellers, FOOK SAU & CO., Jay Yu Chong Mgr., 246 Pine St.

BEATTIE & HOFMAN
204 BARN ST.
BOTH PHONES

COAL East 829
LIBERTY COAL & ICE 6-146