

Town Topics

THE ADVERTISING MANAGER

By Bert M. Moses, President Association of American Advertisers

TONIGHT'S AMUSEMENTS
HEILIG - "Rebecca of Sunnybrook Farm"
BAKER - "Mrs. Wiggs of the Cabbage Patch"

Weather Conditions.
Portland and vicinity: Fair tonight with light frost, Sunday fair and warmer.

Many Attend Thomas Funeral - The town of Oswego did honor to the memory of the first mayor, J. W. Thomas, death occurred early in the week by closing all business houses last Thursday afternoon.

Prudent Men Meet - The local alumni of the Phi Gamma Delta fraternity held a meeting last night for the purpose of formally organizing the Portland Alumni chapter.

Lectures on Dairying - The second in a series of lectures on dairying and dairy products will be given in the Auditorium of the T. M. C. A. at 8 o'clock this evening.

Motorcyclist Injured - An automobile driven by Stanley Howard and a motorcycle on which Carl Kanaaday was riding, collided at Sixth and Madison streets Thursday afternoon.

Seize Bad Check Suspect - George Kalain was arrested Thursday night by Detectives Van Overn and Litherland on a charge of raising a check from \$8 to \$28 and making an effort to pass it on several saloons on Burnside street.

Beer - We deliver to all parts of the city the following brands of brewery bottling beer: Weinhart's Columbia, Gumbrium Select, Mount Hood New Life, Hop Gold, Edel Brau, Rainier, and Olympia.

"Modern Martyrdom" - Lecture by Dr. C. H. Chapman, Sunday evening at 8, Christensen's hall, Eleventh and Yamhill, auspices "The Modern School."

Indian School Teacher - The United States civil service commission will hold an examination May 4, to secure eligibles to fill a vacancy in the position of principal and teacher of agriculture, at \$1500 per annum and quarters, at the Chillico Indian school, Oklahoma.

Ken Lays Large Egg - E. E. Shannon, of Tualatin, Ore., is the proud possessor of a Rhode Island Red hen that lays extraordinary large sized eggs.

Sunday School Association - The Multnomah County Sunday School association will meet next Friday, Saturday and Sunday, April 19, 20, and 21, in Grace Methodist church.

Taft Rally - Dr. John Wesley Hill, probably the most eloquent orator in America, will discuss national politics in the interests of President Taft at the Armory, Monday night at 8 o'clock.

Dr. Benjamin Young Will Preach Sunday Morning at 10:30 A. M.

Taylor St. Methodist Church Corner Third and Taylor

The Willamette Glee Club Will Sing Sermon Subject "Our Debt to the Pioneer"

Evening Service 7:30 Dr. J. W. Hill

of New York President International Peace Forum, an orator of wide fame will preach on "The Kingship of Patience"

Special Music - Welcome

I have a letter from my good friend W. L. Williams telling how a St. Paul company increased its yearly output from 1000 barrels to 10,000 barrels by advertising.

An advertising manager is a man who is supposed to manage the advertising campaign in the hands of his advertising manager, and there was no appeal from his decision.

Sometimes he does the actual managing, but very often the boss won't let him.

His authority is practically nil, and everything he writes, says, or does has to be sanctioned by this, that, or the other fellow.

He is subject to the whims and moods of a board of directors, and very often these conditions are largely governed by the stomach instead of the brain.

And yet there are hundreds of so-called managers who are harassed, worried, and discouraged in this way.

When you set a man at work to do a certain thing or attain a certain result, in heaven's name give him a chance!

Caprio's Band and will commence at 7:30. The public is cordially invited and ladies are particularly requested to be present.

Boys Want Wages - Five boys in Piedmont are today looking for Attorney Joseph Ellis, former councilman from the East ward, and now a candidate for county commissioner.

House Bobbed - Thieves last night broke into the home of J. McKittick of 263 Floral street by hurling a brick through the kitchen window.

Gaston Folk Protest - A telegram was received by C. C. Chapman, secretary of the Oregon Development League, from the Gaston Commercial club, urging that its name be added to protesters against the Portland council taking any action that will tend to delay the electrification of the Southern Pacific West Side road.

W. A. Wise and associates, painless dentists, Third and Washington.

Supper 25c, St. Patrick's Hall, Sunday, April 14, from 4:30 to 7:30.

Kypereme Beauty Parlors, 406 North-west bid.

Card of Thanks. We wish to extend our heartfelt thanks to our many friends for the kindnesses shown us and for the many beautiful floral offerings tendered at the death and funeral of our dear husband and father.

MRS. J. W. THOMAS, MR. GEORGE E. THOMAS, MRS. E. P. CLAY AND FAMILIES.

I wish to thank my many friends and neighbors who so kindly assisted me at hour of death of my dear husband.

MRS. ANNA NEWBERY, Woodstock, Or.

SINGER'S NEW STORE Moved From 335 Morrison St. 383 ALDER STREET

Will close out all Used Machines at cost - other makes of New Machines \$20 and up.

S. S. SIGEL AGENT 383 ALDER STREET

OPEN AIR POLITICAL MEETING AT ALOHA

With an old fashioned get together reunion and open air political rally, folks at Aloha, Washington county, on the west side line of the Southern Pacific, will give politics with pleasure tomorrow afternoon.

Seven state candidates, managers for all the presidential candidates, and all the county office seekers will be on hand, with 50 invited guests and their wives.

After lunch the candidates will be introduced to the crowd from a special grand stand, and a band will help to make the occasion lively.

Portland folk who want to attend the big rally can get the train at Fourth and Yamhill streets at 11 o'clock.

PROVIDENT SAVINGS AND LOAN ASSOCIATION Do you know that \$600 left in our hands for investment will amount to \$1000 in 105 months, and may then be drawn in cash?

Share This Tested Efficiency Make this successful bank your depository and share in its prompt, efficient and obliging service.

CITIZENS BANK GRAND AVENUE & ALDER STREET PORTLAND OREGON

Thorough Supervision The affairs of this bank are systematically audited and examined and every detail proved correct and certified.

Hibernia Savings Bank "A Conservative Custodian" SECOND AND WASHINGTON STREETS

For President WILLIAM H. TAFT

Dr. John Wesley Hill THE NOTED NEW YORK ORATOR

Monday Night, April 15th. Promptly at 8 o'clock AT THE ARMORY, TENTH AND COUCH STS.

Signor A. De Caprio's band, 7:30 LADIES INVITED

Do You Want to Know More? If You Are a Sticker, We'll Tell You Lots of Interesting Things About Ventura Park.

Opening Day, Sunday, April 14 Corners and Inside Lots for the SAME PRICES.

There Are Beautiful Homes to Be Erected. Graded Streets.

Increasing Value Certain - Water for Use by July \$200.00 Per Lot

IF THAT SOUNDS GOOD, JUST LISTEN It will buy a lot in Ventura Park, \$15 down and \$10 per month - no taxes, no interest - and when complete payment is made, we furnish free abstract.

Keep on watching us - we can still tell you startling truths.

F. E. TAYLOR CO. 404-5 LEWIS BUILDING, FOURTH AND OAK STS. Marshall 892 - A-4414

Big Land Deal at Ontario. Ontario, Ore., April 12 - The Stark and Hill, comprising about 25 acres of best land adjoining Ontario, has been sold to M. A. Camp of Boise, Idaho.

Portland folk who want to attend the big rally can get the train at Fourth and Yamhill streets at 11 o'clock.

Everywhere - under the severest traffic and climatic conditions, by day and by night.

BARBER ASPHALT is demonstrating its superiority over all other methods of street paving.

John A. Melton Carpenter and Builder Office and Store Fixtures built and re-remodeled.

Foster & Kleiser High Grade Commercial and Electric SIGNS

AMUSEMENTS MEILIG THEATRE Seventh & Taylor

TONIGHT O'Clock Klaw & Erlanger Present The Beautiful Drama

REBECCA of Sunnybrook Farm Excellent Cast Stupendous Production

SEATS NOW SELLING HEILIG THEATRE

3 NIGHTS BEGINNING Next Monday Special Price Matinee Wednesday.

Elsie Janis In Geo. Ade's Musical Comedy "THE SILEM PRINCESS"

SEATS NOW SELLING BAKER THEATRE Main 2 and A-5000

BAKER STOCK COMPANY Last Time Tonight. All Week - Matinee Saturday.

First time in Stock Immense Cast. A stream from beginning to end. Next week, starting tomorrow mat., "Witching Hour."

OPHEUM 15-25-50c

WEEK APRIL 8 - 15 - 25 - 50c

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House moved and repaired, James Gerlock, Phone 2244-447, 224 N. Myrtle street.

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J. T. Wilson



(The Auctioneer) ANTI-MACHINE LAW ENFORCEMENT

Republican Candidate For SHERIFF

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