

Town Topics

TONIGHT'S AMUSEMENTS

HEILIG—The Sign of the Cross.
LYNN—The Sign of the Cross.
OPERA—The Sign of the Cross.
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Weather Conditions.
 Portland and vicinity: Showers tonight or Thursday. Southwesterly winds.
 Oregon and Washington: Showers tonight or Thursday. Southwesterly winds.
 Idaho: Showers tonight or Thursday. Southwesterly winds.

Marble From Italy.—The Schenck Marble Works has received the full shipment of marble from Italy for the west wing of the new courthouse. The material began arriving early last week, and the final car was unloaded yesterday. The marble is of the finest grade from the quarries near Carrara, Italy. About 400 tons have been ordered and received. This material was shipped from Genoa, by boat to an eastern seaport, across the Tehachaplan railway route to the western coast, thence north by boat to San Francisco, where it was loaded upon flat cars. The marble company today started 20 workmen preparing the marble for the west wing. Work of installing the material cannot be started for several months, however. The east wing was completed yesterday. As far as the marble is concerned, and will be inspected by the county this week.

Story of Forest Tree.—An unusual publicity project is being conducted jointly by the school authorities of several of the Pacific northwestern states and the Western Forestry and Conservation association in distributing through the public schools several thousand copies of a story called "The Ambitious Tree," written by E. T. Allen, to interest boys and girls in forest protection and especially in preventing forest fires. Over 145,000 are being placed in Washington and Idaho schools alone. The story tells of the life and struggles of a western forest tree and the part it plays in community development and prosperity.

Joint Club Meeting.—A joint meeting of the Fulton Park Improvement club, south Portland Boosters' club and the Carson Heights Improvement club will be held Thursday evening at St. Lawrence hall in South Portland. The clubs are to take up the question of dredging the macadam streets with some kind of hard surfacing will also be discussed.

Woolgrowers' Day.—"Woolgrowers' Day" will be celebrated by the Progressive Business Men's club at luncheon in the Hotel Multnomah tomorrow. "Fifteen million dollars annually—there should be that much wool stored at Portland when the Panama and Colima canals are finished" is the opening statement of the program arranged by D. O. Lively, who is to serve as chairman of the day. Speakers will be Charles H. Green, wool buyer; William S. Smalldale, wool expert; Charles E. Cooney, manufacturing specialist, and others.

Logging Congress.—The fourth annual session of the Pacific Logging congress will be held at Tacoma, July 25, 26 and 27, according to an announcement made by George M. Cornwall, of this city, who is now lining up the program. Two years ago the congress was held in Portland. Last year it was held in Vancouver, B. C. The purpose of the congress is to discuss the most modern methods in logging.

Leg Crushed by Lumber.—W. T. Orr, of 35 Knott street, employed by Mathison and Anderson on the new building on Fourth street between Stark and Washington streets, was badly injured this morning when a pile of lumber fell on him, crushing his right leg. The Red Cross ambulance was called and the man was taken to his home, accompanied by a physician.

May Catch Salmon.—Commercial fishing for salmon in the Willamette and Columbia rivers opened at 12 o'clock noon today. With the exception of 24 hours, from 6 o'clock Saturday evening, to 6 o'clock Sunday evening each week, the fisherman is permitted to catch these fish until August 25.

"Supreme Road" to Rockpile.—George Walker, alias George Wilson, the "supreme head of the Fraternal Order of Blonds of North America," a fraternity of his own manufacture, last night, handcuffed and under guard, left for the Linnton rock pile to serve a term of six months on a vagrancy charge.



Ruptured?

Why suffer or take chances on stragulation when I can give you absolute protection and a possible cure? **WILSON'S WAY IS GUARANTEED TO RELIEVE AND RETAIN YOUR HERNIA**, regardless of occupation, age or sex. No spring. No elastic. Admitted by all physicians who have used it. Don't wait, delays are always untoward and frequently fatal. Try the Wilson Way; 30 days free.

JAY W. WILSON,
 HERNIA SPECIALIST
 66 Sixth St., Between Oak and Pine Sts.,
 Astoria, Both Phones.
 Ask or write for booklet, "A Sensible Talk on Rupture and its Cure." It's free.

PRINTING

During the absence of Robert M. Beattie on a business trip through Japan, China and Formosa his place as our City Salesman will be taken by Byron J. Beattie, who will appreciate everything.

BEATTIE & HOFMANN
 BOTH PHONES 204 STARK ST.

Walker was arrested last Saturday by Detective Hatcher and himself after his operations had been discovered and it was learned that he had secured numerous subscribers to the "Way" in all of whom he offered the office of official member for the order. Yesterday the man entered a plea of guilty to the vagrancy charge and was sentenced to six months.

"Middleman," Alleged.—William H. Lane, aged 31 years, was arrested yesterday by Detective Mallett and John Mahoney at Third and Flinders streets, carrying him with him a 25-cent piece of gold which had been stolen from J. J. Meyer. Lane is said to have gone to Meyer and agreed to find the watch for him for \$25. Meyer refused and called the detective. A search is being made for the holder of the watch.

Stole Opera Glasses.—George Jack Churchill, aged 30 years, was arrested yesterday at a north and pawnshop by Detective Chapman and Snow for the theft of a pair of opera glasses from a second hand store at First and Madison streets, conducted by L. Goldmann. Churchill will be arraigned before Judge Tawell tomorrow on a larceny charge.

Beer.—We deliver to all parts of the city the following brands of brewery bottling beer: Weinhard's Columbia, Cambrinus Salsol, Mount Hood New Life Hop Gold, Edel Brand, Rainier, and Olympia. \$1.15 per dozen quarts, less 40¢ for empty bottles. National Wine company, Fifth and Stark streets. Phone Main 4195, A-4495.

Congress of Mothers.—The regular monthly meeting of the Portland Council of Oregon Congress of Mothers will be held in the firemen's room in the city hall, at 2 o'clock tomorrow afternoon. Every circle in the council is requested to be present. Several matters of importance are to be considered.

Invitation to Newark.—The Portland Chamber of Commerce received invitation this morning to attend the Newark, N. J., industrial exposition, to be held there May 13 to 25, under the auspices of the Newark board of trade.

Crawfish in Season Again.—Spiced and cooked in wine, always fresh at Levens Grill. French dinner from 4 to 6, 218 Ash street, opposite Multnomah hotel.

Dr. George Rubenstein, exclusive optician. Eyes examined, glasses fitted, no drugs used, satisfaction guaranteed. 159 Third street, near Taylor.

Men's Pants.—I save you money on trousers. \$14.00 reduced to \$12.00. \$15.00 reduced to \$13.00. Jimmy Dunn, room 215 Oregonian building. Take elevator.

Steamer Jesse Markins for Camas, Washougal and way landings, daily except Sunday. Leaves Washington street dock at 2 p. m.

A monthly meeting of the Fruit and Flower mission will be held Thursday May 2, 25 North Ninth street, 10 o'clock.

Special dinner served every evening, cafeteria or restaurant style, 5 to 8, at Morris, near Wells Fargo building.

Dr. Ella M. Dearborn, 800 Union avenue north. Woodlawn 1237, C-1103.

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

O. P. Graham, boatyard and marine ways, repairing, South Portland.

BABY HOME TO HOLD LEAD PENCIL SALE

The nurses at the Baby Home, East Thirty-seventh and Ellsworth streets, are today celebrating May Day, by caring for twin baby boys, 4 months old, who arrived at the institution this morning. The addition of these two make the number at the home 64, which is the largest number of babies ever cared for at the place for some time.

Early this morning the father of the little twins wandered into the county hospital, Second and Hooker streets, pushing a small baby carriage in which the twins were tucked. He said at the hospital that the mother had deserted them, and as he could not give them the proper care, he would have to leave them. Shortly after their arrival they were removed to the Baby Home. These babies are the best developed that have been at the home in several months, according to one of the nurses.

The funds for the running of the Home are getting low, and as the number of cases at the institution is enlarging, the directors are planning to hold a "lead pencil sale," which will take the place of tag day. Pencils will be sold on the streets and the money derived from this source will go into the Baby Home fund. No definite date for this sale has been set.

Plans are also on foot for the building of a hospital connected with the Home. Money for this purpose will probably be received by public contributions. Several thousand dollars are needed to carry on the work.

CITY TO SAVE \$600 IN THE SALE OF JUNK

Failure of the city water board to obtain from the city council authority to sell at auction some discarded pumps, machinery and scrap metal has resulted in the city being able to save \$600.

The board recently ordered a sale and the junk dealers who bid on the material offered \$1391. After the sale a rival junk man came before the board and offered to pay \$2090 for the stuff that had been auctioned. The board asked City Attorney Grant for an opinion as to whether or not it could readvertise for bids.

This opinion, rendered today, states that the board could not readvertise if the sale had been regular, but because the council had not authorized the auction, the board may now invite new bids.

The Impossible
 I do not advertise impossibilities. When you purchase a suit of me your money buys all wool cloth and high grade tailoring. No profit is tacked on to pay for high rent, huge advertising displays and elaborate fixtures. My \$30 a month rent enables me to sell you a suit for \$14.75 that sells for \$20 to \$25 on the street. Jimmy Dunn, room 215 Oregonian building. Take elevator.

Your Porch Furniture
 may need freshening with Acme Quality Paint or Finish. Acme Quality Paint Store, 187-189 Second street.

Card of Thanks.
 We desire to express our heartfelt thanks to all our friends and neighbors for their many acts of help and sympathy in our affliction. Also for their thoughtfulness of the dear sufferer during his short illness.

MRS. AUGUSTA TONKIN.
 MR. AND MRS. OPEN TONKIN.
 MISS NELLIE TONKIN.

THE SMALL AD

By Bert M. Moses, President Association of American Advertisers

As a general proposition, I would rather run a small ad, every day in a newspaper, than a bigger ad, once a week.

There is a certain continuous and cumulative power in advertising of the sort that is the basis of permanent success.

Small ads, that are interesting, and that contain real news become a sort of fixed fixture, and the public soon learns to look for and read them, just as they look for fashions, sports, humor, and fiction.

I don't mean a little space filled with a few lines of display type, nor ads that look like ordinary business cards.

The kind of small ads that pay and bring business do not require more than one display line, and that line is the one at the top.

They should be carefully written with a view of carrying what is called "human interest."

The heading should be followed by a concise, plain and still snappy statement of what you have to say.

But be sure you really have a message to deliver before you deliver it.

In a space of, say, two or three inches single column, there is room for a good heading and at least a hundred words of plain reading matter type.

An advertisement set up in that style is far more attractive and readable than one which is all display, because it is the style that the eye is most accustomed to see.

Newspapers are always glad to get these small ads, because they lead to bigger ones and make new advertisers.

They also make a newspaper more generally interesting, for people want to know where to buy things just as much as they want to read the news.

I was once employed on a newspaper where the manager set me at the task

of creating new advertisers by getting small dealers to begin with these small ads.

Before long I had a whole column of them running, and then there were two columns.

I used to go around every day and help each man with his copy.

Between us we produced really interesting advertising news, and the best part of it was the ads, paid the advertiser every time he desired it.

Of course, a small ad, won't do any good the second or third or hundredth time if the first one is misleading, but once you get the public to understand that what you say in your ad, is actually what you do in your store, and you can begin to figure on hiring more help and looking for a bigger building.

I think every publisher is not only willing but anxious to help the small advertiser write his ads, and decide what should be featured in them.

There are in most cities anywhere from 40 to many times that number of business men who could use small ads, of the kind I am talking about and get good results from them.

It is astonishing how many people will see these advertisements, even if they are small, provided they ring true and are reasonable in what they say.

I think no one believes in the power of advertising quite so implicitly as I do.

I never knew good advertising of a good article to fail.

And by good advertising I mean enough of it, and I mean advertising placed in newspapers that have the confidence of their readers.

I have seen so many small ads grow into large ads, and so many small dealers grow into large dealers, that what I say here is not opinion, but fact; and facts are the only things that really count.

"Want" ads will be received over the phone only from those whose names are listed in either of the telephone directories.

3, at 5:15. The cantata was first written in poetry by Hugh Conway and later set to music by A. H. Behrend.

The soloists in the cantata will be Lily Beachrist, Sadie Havelly, Phila McDuffee, and Miriam Oberg.

The second part of the program will be composed of pretty character solos, trios and quartets. The soloists for this second part will be Marion Bennett, Pearl Tapphouse, Louise Corbin, Phila McDuffee, Sadie Havelly, Miss Edwards, Florence Brand, Annabelle Wagstaff and Mildred Kingsley. The chorus will also give a number of extra selections.

Miss Evelyn Ewart will be the pianist.

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PROF. HETZEL TO TALK TO YOUNG GARDENERS

The garden contest speaking tour of the school will be continued tomorrow by Professor R. D. Hetzel, director of the Oregon Agricultural college extension division. He will speak to the contestants in the Portland contest enrolled from among west side schools and will be accompanied by Professor N. C. Morris and Vice Chairman G. M. Friesner of the general committee. Last week Professor Hetzel of O. A. C. made a whirlwind two days' tour of the east side schools.

The Portland Hotel Grille

The best place in town for an appetizing noon or afternoon luncheon.

Try it tomorrow—enjoy the delicious foods and the prompt, courteous service.

Always the best foods are served. If there is some dainty of which you are especially fond, you'll likely find it on our menu.

Orchestral music evenings.

G. J. KAUFMANN, Manager



At the end of 6 years, we find bitulithic the cheapest and best paving. Extract from endorsement of bitulithic by ex-mayor of Boise, Idaho. The appreciation of bitulithic paving increases with the years.

IT WEARS.

We Will Not Take

TWENTY THOUSAND DOLLARS IN BRISTLE GOODS TO

OUR NEW HOME

Wood-Lark Bldg.

Alder Street at West Park

Better far to offer you price inducements which will bring us this money. Here they are: Brushes, Combs and Parisian Ivory. You're saving 20 per cent or more. See our Washington street window. Hair Brushes, Tooth Brushes, Clothes Brushes, Military, Hand and Nail Brushes. Throw away that old worn brush and get a new one at a trifling cost. Here are a few suggestions of the values offering:

50c Hair Brushes.....39¢
 1.00 Hair Brushes.....79¢
 \$3.50 and \$4 Parisian Ivory Hair Brushes.....\$2.89
 50c Clothes Brushes.....39¢
 \$5 and \$6 Military Brushes, special at only.....\$3.78

35c and 50c Tooth Brushes, guaranteed, only.....29¢
 25c and 35c Tooth Brushes, large assortment.....19¢
 25c Combs, assorted styles, at only.....19¢
 75c Extra Heavy Ladies' Combs, only.....59¢

We take Canadian Money at par.

We fill your Mail Orders quick and right. Money back if not.

Woodard, Clarke & Co.

DR. WILLIAM PFUNDER'S

Oregon Blood Purifier

Tried and tested over thirty years. Highly recommended as a Blood Purifier, Kidney and Liver Regulator.

DR. PFUNDER'S OREGON BLOOD PURIFIER

Is the result of many years' study and experiment and is a sterling combination of medicinal roots and herbs, combined in proper chemical proportions with other efficient remedies.

AN INVALUABLE REMEDY
 For Constipation, Indigestion, Liver Disorders and all conditions arising from an impoverished state of the blood.

PRICE \$1.00
 For Sale by Druggists Everywhere

DR. WM. PFUNDER CO.

Portland, Oregon

TOOLS

STILETTO CUTLERY

Stiletto Tools are made for the mechanic who wants the best. They are manufactured from the best Tool Steel, are properly made to fill his every requirement, and every one is warranted.

Sold by All Hardware Dealers.

"At the end of 6 years, we find bitulithic the cheapest and best paving. Extract from endorsement of bitulithic by ex-mayor of Boise, Idaho. The appreciation of bitulithic paving increases with the years.

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FERTILE POWELL VALLEY

ONE, TWO, FIVE AND TEN ACRE TRACTS

at Rockwood, Ruby, Base Line, Gillis, Gresham, Pleasant Home, Seaside, Cottrell. The most fertile soil in Multnomah county. Acres as low as \$150. Monthly payments, \$3.

Business Lots
Residence Lots

at new, rapidly growing townships, as low as \$100. Monthly terms, \$2. Investigate the great opportunity.

Umbdenstock & Larson Co.
 286 OAK STREET

AMUSEMENTS

GRAT SALE OPEN TODAY
 HEILIG THEATRE
 Next FRIDAY
 Special Price Matinee Saturday
 MARGARET

ANGLIN

In the Brilliant Comedy
Green Stockings

Evenings: Lower floor—11 rows, \$2.50; 7 rows \$1.50. Balcony—5 rows, \$1.00, 6 rows 75c; 11 rows, 50c. Gallery—50c.
 Saturday Mat.—\$1.50, \$1.75, 25c.

GRAT SALE NEXT FRIDAY
HEILIG THEATRE
 Phone: Main 1, A-112
 7 NIGHTS, Sunday, May 5
 Special price matinee Wednesday: regular matinee Saturday.
 Klaw & Wallack present the big Musical Comedy.

PINK LADY

Company of 25; Orchestra of 25.
 A Pink of Perfection Chorus.
 Prices: Evenings and Saturday matinee, \$3.00, \$1.50, \$1.00, 75c and 50c. Spectacular price. Wednesday, \$1.50, \$1.00, 75c, 50c, 25c, and 10c.

BAKER THEATRE

The famous Baker Stock company tonight, all week, presenting the gorgeous religious spectacle
"THE SIGN OF THE CROSS"
 Magnificent scenery, costumes, immense cast. Greatest production since "The Sign of the Cross".
 Evenings—5c, 50c, Mats., 25c.
 Next week commencing Sunday mat., "Alias Jimmy Valentine."

Opheum

WEEK APRIL 30—John P. Conroy and Miss La Diva, Josie and Willie Barrows; Gay Brothers; Eldon and Clifton; Billy Chase; Tokio Kings; Orchestra. Prices 15c and 25c.

Empress

WEEK APRIL 30—London's favorite juggling Johnnie Griffin; Armando's Leopards; Bennett, King & King; Joseph, A. Bernard & Co.; Fantasmagorie; the Detmar Troupe; Gary Gray & O'Farrell; Orchestra. Popular prices: boxes and first row balcony reserved. Phone A-5220 and Main 4036. Box office open from 10 a. m. to 10 p. m. Curtain 8:30, 7:15, 9.

QANTAGES

WEEK APRIL 30—London's favorite juggling Johnnie Griffin; Armando's Leop