

### Town Topics

#### TONIGHT'S AMUSEMENTS

**HELIO**—Blanche Bates in "Nobody's Boy."  
**BAKER**—"Drama's Millionaire."  
**OPHEUM**—High class attraction.  
**LYRIC**—"A Stubborn Maid."  
**OPHEUM**—Orpheum circuit vaudeville.  
**PANTAGES**—Vaudeville.  
**EMERALD**—Sullivan & Considine vaudeville.

#### Weather Conditions.

Portland and vicinity—Showers tonight as a recognition westerly winds. Oregon and Washington—Showers tonight or Thursday, westerly winds. Idaho—Showers tonight or Thursday. EDWIN A. BAKER, District Forecaster.

**White Slave Case Uncovered**—A white slave case that has been under investigation since March 18, resulted in the arrest last night by Patrolmen Black and Little, who have been handling the case, and who first arrested the wife of Frank Wilson, alias Goldberg, and his 12-year-old wife, at 271 1/2 West Park. The arrest was made after the woman had made an engagement to meet the patrolmen, and last night when brought to police headquarters she admitted that her husband did not care if she led a dissolute life, and that he accepted her earnings. She stated that she had lived in the Franklin hotel, and also mentioned the names of other hotels from which she had been ejected. The girl's home is in North Yakima, where her mother lives. The case has been continued for hearing.

**Bank Employee Promoted**—F. O. Cooke, who came to Portland early last February from San Francisco to become chief clerk of the Lumbermen National bank, has been promoted to the position of assistant cashier of that institution, his election by the board of directors coming as a recognition of his long experience in banking methods. He was formerly connected with the Canadian Bank of Commerce in this city, and served that institution also in its other Pacific coast branches. Mr. Cooke married the Portland girl, Miss Ada Pearl Cottle, who was born in this city.

**Woman Insulted Arrested**—Insults offered young girl clerks and customers at a Washington street store by Nick George, a Greek, who would shake a handful of gold at the women and make insulting proposals to her, resulted in his arrest yesterday afternoon by Sergeant Westland and Patrolman Hewston, and this morning when the case was heard he was sentenced to 30 days on the workhouse. Complaint against the man was made by Mrs. Charles Foulke, 1115 East Twenty-fourth street north, in behalf of a girl who was insulted. The man had been released on bail, but when convicted returned to jail. His attorney gave notice of appeal, and the bail was fixed at \$500.

**Landscape Gardening**—Howard Evans Weed and Marshall Dana were speakers of the evening at a meeting of Mount Tabor residents in the Mount Tabor Methodist church last night. This meeting was well attended. Mr. Weed lectured on "Landscape Gardening and the Possibilities of the Town Lot," illustrating his lecture with stereopticon views. Mr. Dana spoke on the Greater Portland plans, with views of the Bennett plans. After Mr. Dana's lecture the Mount Tabor residents present decided to aid in the fight to relocate the public library site in accordance with the Bennett plans.

**Refused Marriage License**—Charles S. Smith, living on San Rafael street, was refused a license to marry Nellie Churchill yesterday by the county clerk. Complaint had been made that Smith is not of legal age, and there is objection to his move on the part of his parents. Smith had a witness, however, to testify that he is of proper age, but when informed that it is against the law to deceive the clerk in the matter of age, the parties agreed to present further evidence.

**Weygant to Be Sentenced**—Harvey Weygant, convicted in the circuit court of contributory delinquency, has been surrendered to the custody of the sheriff by his bondsmen. He will be sentenced the latter part of the week. Mrs. Weygant is arranging for other bonds for his release. She charges that Attorney H. C. King represented to her that a large sum of money had been collected by Weygant and that she would be sentenced to prison if she refused to give a bond for his release. King was given a lot for his services.

**Jap Tackles Three Policemen**—Diminutive K. Noka, a laborer, resented arrest last night at Second and Burnside for using objectionable language. He tackled Patrolman Stewart, known as the strongest man in the police department, giving the biscuit a slap in the face. The patrolman was raised and knocked off in the struggle. Patrolman Keegan was the recipient of the next attack and when he had been somewhat mussed up, Patrolman Morelock was jumped onto. Noka was fined \$20.

**Would Donate Sanitarium**—The directors of the Portland Open-Air sanitarium have offered to donate the institution to the county providing the latter conduct it in the interest of indigent patients. The sanitarium is located at Milwaukie Heights. The county commissioners are unable to say what action they will take as the county now has a newly built and equipped sanitarium at the county farm, which can be maintained at a low cost.

**Bartender Arrested**—Clinton Tuttle, a bartender in a saloon near First and Madison streets, was arrested yesterday for selling liquor to some of the Indians who are attending the trial of Anderson. Tuttle was charged with the United States district court. His bond was placed at \$1000, which he was unable to raise, so he remained in jail over night. He will be given a preliminary hearing this afternoon before Commissioner Cannon.

**Kawthorne Bridge Case Begins**—Hearing on the case of the United Engineering company against the city to collect money for extras on the Kawthorne avenue bridge began yesterday afternoon before Presiding Judge Kavanaugh.

**PRINTING**  
 During the absence of Hubert M. Beattie on a business trip through Japan, his place will be taken by Byron J. Beattie, who will appreciate everything.  
**BEATTIE & HOFMANN**  
 204 STARK ST.  
 BORN PHONES 204 STARK ST.

## THE SIZE OF SPACE

By Bert M. Moses, President Association of American Advertisers

Somebody once asked Lincoln how long a man's legs ought to be, and he replied: "Long enough to reach the ground."

The same logic should apply in answering the question: "How much space ought an advertiser to use?" He ought to use just as much as is required to give his message to the public in attractive form and no more.

Many advertisers actually decide how much space they will use before a line of copy has been written.

A man might as sensibly decide how many goods he would buy before he rented a store room to put them in.

Write your copy before you think about the size of space to use.

When you get it in such shape that you are willing to back it with your money, then you can figure on the size of space to buy.

Of course, big type in big space looks imposing, but big type is no more convincing than a modest face that the public is accustomed to see in the newspapers.

A lot of display lines in an advertisement have the same effect as a lot of orators trying to address an audience at the same time.

If you have something to say to a man on the street you begin thus: "Hello, John."

That is the headline in an ad. Then you proceed to talk in an ordinary tone of voice, and deliver the message that is on your mind.

That talk is the body of the printed advertisement.

If you shout out a few words here and there to John he will not be so favorably impressed as when you carry on your conversation in a well-modulated tone of voice.

Do not use many display lines in an advertisement.

All display means no display. Contrast is the desired thing.

A good headline is accompanied if the matter following is set in plain Roman type, much like ordinary reading matter.

In a long experience with advertising of every sort, kind and condition, I have never found that borders, ornaments, flub-dubs, or curlic-ques were worth the space they occupied.

Beautifully balanced and complicated typography is all right for people who are interested in the way an ad looks, but the good, plain, straightforward kind is the sort that interests folks who read ads to see what they say.

The problem of the big newspaper is growing more serious every day.

The cost of white paper will eventually go so high that either the newspapers must be condensed into fewer pages or the price to the public will have to be increased.

I believe advertisers are using more space than is necessary, and I also believe that publishers are not charging enough for their space.

The solution seems to be this: Print fewer pages, charge higher rates, and limit advertising to say, half a page or less at a time.

This will benefit everybody concerned. The public will have fewer pages to scan, the publisher will make just as much profit, and the advertiser will not have to buy more space than he needs to compete with other houses which use great spreads.

If no advertiser can buy more than a half page, then a half page will become as impressive as a two page spread is now.

Much of the success in advertising hinges upon using no more space than is necessary. Remember that, and you will hold a valuable secret.

## RICHESON'S CORPSE NOT CLAIMED UP TO NOON

(United Press Local Wire.)  
 Boston, May 22—Miss I. Richeson, sister of the Rev. C. V. T. Richeson, electrocuted for the murder of Avis



## Ruptured?

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

**JAY W. WILSON, HERNIA SPECIALIST**  
 66 Ninth St. Between Oak and Pine Sts.,  
 Portland, Ore. Both Phones.  
 Ask or write for booklet, "A Responsible Talk on Rupture and Its Cure." It's free.

boy W. H. Herahelm, employed in a First street fish market, was arrested last evening in a local theatre by Benjamin Brick. Herahelm was placed in the county jail, where he is held pending investigation. He is about 60 years old.

**Dr. Chapman to Lecture**—Dr. C. H. Chapman will deliver a lecture on "Free Speech" tomorrow evening at 218 Second street at 8 p. m. Admission will be free.

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

**Steamer Jesse Watkins for Camas, Washougal and way landings,** daily except Sunday. Leaves Washington street dock at 3 p. m.

**Sunnyside W. C. T. U.**—Sunnyside W. C. T. U. will meet at the home of Mrs. Watson, 812 East Yamhill, tomorrow at 2:30 o'clock.

**Dr. Ella K. Dearborn,** 805 Union avenue north. Woodlawn 1737, C-1108.

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

**Crystal Lake Park opens Sunday,** May 25.

Presiding Judge Kavanaugh late yesterday afternoon. The judge immediately issued bench warrants, placing them in the hands of the sheriff for service. Bail in each case was fixed at \$500. Fouts agreed to present himself when informed of the indictments. Witnesses before the grand jury were Mrs. Fouts, Miss Lucile McCroskey, G. A. Evans, C. M. Pason, Rose Muskyuska, Lola B. Baldwin, W. J. Baker, T. B. McDevitt, Jr., three policemen and Seneca Fouts.

The trouble in the Fouts family has extended over a period of more than one year. A few months ago Fouts left the home, Mrs. Fouts and the 2-year-old baby remaining. Mrs. Fouts claims her husband deserted her, leaving nothing for her support. She had to take boarders into her home to pay the bills, which accounts for the presence of the other three people in the house, she says.

Fouts has instituted divorce proceedings. Indictments were returned against Thomas Lumsden and Charles Frink for passing bogus checks.

Journal Want Ads bring results.

## FOUTS INDICTED FOR MAYHEM, ASSAULT

Attorney Seneca Fouts, recent candidate for the Republican nomination for district attorney, was indicted upon two counts yesterday by the grand jury after thoroughly investigating the escape at the Fouts home on the night of May 5. In the same report, the grand jury returned not true bills against Mrs. Fouts, G. A. Evans, Lucile McCroskey and C. M. Pason, who were arrested on that night at the instance of Fouts.

One charge against Fouts is mayhem. He is accused of biting off the ear of G. A. Evans, who, it is said, was found in the Fouts home when Seneca Fouts broke in upon them. The other charge is assault and battery upon Mrs. Fouts.

The indictments were returned before

## A Simple Way to Make Soft Soap

While its use is not general, some housewives prefer for certain cleaning purposes to use soft soap, or soap in paste form, believing it more convenient or economical than ordinary soap.

Gold Dust washing powder can be converted into the finest soft soap by dissolving it in hot water in the proportion of 4 heaping tablespoons of the powder to each quart of hot water. When cool, it is ready for use.

Gold Dust works more thoroughly and quickly than soap or other cleansers.



## Weigh Carefully the Evidence of Piano Worth

Do not buy your piano hurriedly. Give careful attention to the claims made for each instrument under consideration. Investigate the reputation of the manufacturer, the character of its tone and workmanship. Know that it is built for lasting service and musical worth. Then investigate the house of which you intend buying.

Any business house or thousands of individuals will tell you of our reputation and our business methods. Satisfaction on the part of every buyer is the keynote of The Wily B. Allen Co.'s success. Dependable pianos only are sold here, and the price is the same that such instruments would cost on the floors of their manufacturers in Boston or New York.

Our selling method and our easy payment plan merit your confidence. There are some wonderful bargains in used pianos on our floors now.

**USED UPRIGHT PIANOS**  
 \$140, \$155, \$165, \$175, \$190, \$200, \$225—weekly or monthly payments

**The Wily B. Allen Co.**  
 FOUNDED 1873  
 MORRISON STREET AT SEVENTH

**The Hofbrau-Quelle**  
 A high class Grill, famous for its excellent cuisine  
 Concert by  
**Jonas Janesi's Royal Orchestra**

**FERTILE POWELL VALLEY**  
 ONE, TWO, FIVE AND TEN ACRE TRACTS  
 at Rockwood, Ruby, Base Line, Gillis, Grasham, 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

**MEILIO THEATRE**  
 Seventh & Taylor  
 Phone: Main 1 and A-1188  
**TONIGHT EVERY NIGHT THIS WEEK**  
 Special Price Matinee Saturday  
 DAVID BELARCO Presents  
 The Native Actress  
**Blanche Bates**  
 in the Farical Romance  
 "ROBERT'S WIDOW"  
 Evening: \$1, \$1.50, \$1.75, 25c, 50c.  
 Sat. Mat. 15c, 25c, 50c, 75c, 1.00.  
 Seats Selling for Engagement.

**BAKER THEATRE**  
 Main 1 and A-2000  
 Geo. S. Baker, Mgr.  
**BAKER STOCK COMPANY**  
 Tonight—All This Week—Matinee Saturday.  
 The Thrilling Story of Mad Comedy  
 "BREWSTER MILLIONS"  
 A scream every minute. Dramatized from the famous novel of George Barr McCutcheon. Fascinating, exciting and intensely amusing.  
 Evening: 75c, 50c. Matinee: 25c.  
 Next Week the "Deep Purple"

**Opheum THEATRE**  
 Main 1 and A-1000  
**MATINEE EVERY DAY**  
 12-25-30-35  
**WEEK END 50**  
 Famous Twelve Sunshine Girls; "Fun in a Harem"; Lizabeth Sisters; Delmore & Light; Madell & Kane; Oogans & Parks; The Zejandis; Ocherin, Pictures.  
 Matinee Every Day.  
**Empress**  
 Formerly Grand Sullivan & Considine  
 12-25-30-35  
**WEEK MAY 20—Walter Law & Co.; Prince and Deerie; Landry Bros.; Mori Fox; Peppino; Del Franco's Miniature Circus. Orchestra. Prices 15c and 25c.**

**PANTAGES**  
 Matinee Daily  
**WEEK MAY 20—"A Night in the Bluffs of Paris"; Dorothy Vaughn; Duffy & Dye; Santucci; Pantagosto; Leon Morris and His Orchestra; Popular prices. Matinee daily. Boxes and first row balcony reserved. Box office open from 10 a. m. to 10 p. m. Phone A-4250; Main 4250. Curtain 8:30, 7:15 and 9.**

**LYRIC THEATRE**  
 12-25-30-35  
**WEEK MAY 20—"A Stubborn Maid"; Funny comedians, pretty chorus, catchy music. Two performances weekly, matinee daily. Friday night, Chorus Girls' Concert.**

**COUNCIL CREST**  
 PORTLAND'S ROOF GARDEN  
 1300 FIFTH CITY  
 The Scenic Amusement Park.  
**HIGH CLASS ATTRACTIONS**  
 OPEN AIR RINK  
 Picnic grounds in the old apple orchard. Admission to grounds free.

**Baseball**  
**RECREATION PARK**  
 Corner Vaughn and Twenty-fourth Sts.  
**Spokane vs. Portland**  
 MAY 20, 21, 22, 23, 24, 25, 26.  
 Games begin week days 3 p. m. Sundays 2:30 p. m.  
**LADIES' DAY FRIDAY**  
 Boys under 12 free to bleachers Wednesday.

**"THE RESTAURANT BEAUTIFUL"**  
**Arcadian Garden**  
 in  
**Hotel Multnomah**  
 The Stellar Bill of Attractions, combined with perfect appointments, cuisine and service. Two complete performances every evening, 6:30 to 8:30 and 10:30 to 12:30.  
**SIGNORA BUSS and SIGNOR DI LUCCA**  
 Operatic Singers  
 Late Stars of the Grand Opera  
**OSCAR N. WALCH**  
**MOSIE ELVIA BAND**  
 The Peerless Vocalists  
**ROMBERG**  
 Violin Virtuoso  
**BROWN & ROBINSON**  
 The Jolly Cavaliers  
 and  
**FRILLY FELLE**  
 Concert Orchestra of The Soloists.  
 Please Reserve Your Table Before 6 P. M.  
 — H. C. Bowers, Manager.

**Foster & Kleiser**  
 High Grade Commercial and Electric  
**SIGNS**  
 Main 7th and East Everett Sts.  
 Phone Main 1111; 2-2224.

**Oregon Humane Society**  
 Office City Hall, Main 595; A-1659.  
 Humane Officer, Sergeant E. L. Crane.  
 Residence 24 E. 24th N., East 4779.  
 Horse ambulance corner of 5th and Taylor. Veterinary in charge, Marshall 600.  
 Animals' Rescue Home, Northrop Acres, Thomas A. Short, Supt. A-5847, 3 rings.

**SHOE FINDINGS**  
**THE GEO. LAWRENCE CO.**  
 80-86 FIRST ST. PORTLAND  
 LEATHER SHOE SUPPLIES

**The Deaf Can Hear**  
 The Electrophone is an electrical wonder. It multiplies sound waves so the deafest person can distinctly hear as though they were in the room with you. Perfect hearing can be used at home. Satisfaction guaranteed. No treatment required.  
 Gives instant relief. Thousands in use. Call or write for particulars.  
**WOLFE ELECTROPHONE CO., 116 Lewis Street, Portland, Ore.** Address book 2-1212.

**LASHES KIDNEY AND LIVER BITTERS**