

Town Topics

TONIGHT'S AMUSEMENTS

HEILIG—The Spring Maid.
BAKER—The Spring Maid.
COUNCIL CREST—High class attraction.
LYRIC—Armstrong Musical Comedy.
OPHELM—Orpheum circuit vaudeville.
PANTAGES—Vaudeville.
EMPEROR—Sullivan & Connelley.
THE OAKS—Amusement park.

Weather Conditions.

Portland and vicinity—Fair tonight and Sunday; westerly winds.
 Oregon—Fair tonight and Sunday; showers and thunderstorms east tonight or Sunday; cooler Sunday.
 Washington—Fair tonight and Sunday; showers and thunderstorms east tonight or Sunday; cooler Sunday.
 Idaho—Showers and thunderstorms tonight and Sunday; cooler Sunday.

Canon Burns, Two Hurt—Baptist burned last Thursday when a cannon with which they were firing a salute in honor of the feast of Corpus Christi at Mount Angel, exploded prematurely. Joseph Mitchell and Joseph Hessel are being cared for at the St. Vincent's hospital. Hessel is the more seriously injured, and may lose an eye. The men were brought to Portland yesterday. The salute was part of an old time custom brought from Europe by the Benedictine monks, and is a part of the celebration of the feast. The procession had completed a turn about the grounds of the monastery and several salutes had been fired when the explosion occurred. An extra charge of powder was used and the cannon was overheated, which caused a backfire.

White Slavery Charged—Rudolph Benish, alias Rude Davis, was arrested by the federal authorities and a complaint filed against him this morning by United States District Attorney Johnson charging him with white slavery. The specific charge is that he brought Esther Delmore from San Francisco to Portland last January. He brought the girl from Omaha to the Pacific coast several years ago and they have been living in various parts of the coast since. The girl has been supporting him. For some time Patrolmen Miller and Allen have been trying to locate him, but he has eluded them. The girl was taken sick and he came back to get her when he was captured by the local police. A hearing will be given him Monday before Commissioner Cannon. The authorities feel that they have a strong case and expect to convict the man easily.

Fire Loss \$6000—Fire which broke out in a feed store at 1741 East Tenth street, conducted by H. Thomas, at 1:30 o'clock this morning, of unknown origin, did at least \$6000 damage to the stock and about \$2000 damage to the building. Persons who first discovered the blaze did not know how to turn in a fire alarm, and after making a long and unsuccessful attempt to call the fire department by telephone, finally appealed to a street car man, who turned in the alarm. When the fire department reached the place the store was beyond saving. The building is owned by W. H. Johnson of 623 Sherill street. Three small buildings nearby, valued at about \$250, were also destroyed.

Sixty Days for Woman in Trousers—Neil Pickersell, notorious male impersonator, who has given the police of the Northwest more trouble than any other woman with whom they have had to deal, this morning appeared before Judge Tazewell, neatly dressed in masculine attire, to answer a charge of vagrancy. The testimony of the two patrolmen who made the arrest and others who have known her convicted her. She did not try to defend herself, and was sentenced to 60 days in jail. Isabelle Allen, arrested with her, was released by request of the patrolmen.

Mrs. W. S. Drake Dies—Mrs. W. S. Drake, wife of Dr. W. S. Drake, dentist, died very suddenly at the Good Samaritan hospital last night. She was 63 years old, and is survived by her husband and three sons. Dr. Ernest Drake, Dr. Fred Drake and Paul D. Drake. She was a member of Taylor Street M. E. church and prominent in charitable work.

Police Chase Autoist—A fire this morning that broke out just after the occupant, a man named Miller, had left for work, partially destroyed a house at 2700 Sawyer street, about \$1000 damage. Victor H. Woodfield, a waiter, who drove an auto through the fire lines at a reckless rate, was followed by fourteenth and Burnside streets by the police auto and arrested. Trying to escape the police, he sped his auto up to 35 miles an hour.

360 Days Backbite Sentence—Wilton Burnett, arrested yesterday by Detective Coleman for the theft of a watch and \$1 from the pockets of A. W. Barr at the baseball game, was this morning sentenced to 360 days on the rockpile by Judge Tazewell. On request of the prosecuting officers, who told the court of the boy's aged mother, sentence was suspended pending good behavior.

Diseased Plants Barred—From the postal authorities in Washington, D. C., comes word that no florist stock, flowers, shrubs, roots, bulbs or garden truck of any kind can be sent through the United States mails without a certificate that they are free from injurious insects and diseases. This applies to field as well as greenhouse grown.

How About That Sunday School—Picnic excursion to Bull Run Park—New country just opened up. Scenery unsurpassed. Greatly reduced rates. P. D. Hunt, Traffic Manager, Portland Railway, Light & Power Company.

Strawberries—Field pick, \$1.35 per crate c. b. Hood River. Good money with order. Berries guaranteed. Supply limited. Order today. Address C. D. Nickelsen, Hood River, Or.

Sunday Excursion—To Cascade Locks on steamer Bailey Gatzert. Leaves Alder street dock at 9 a. m., returns 5:45 p. m. \$1.00 round trip. Phone Main 514, A-5112.

Our famous large and juicy Yamhill—crawfish are now at their very best. Our entertainment of the highest order. The Hofbrau-Quelle, Phone Main 919.

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

Baseball Hits Babe—Mrs. E. R. Bidwell of 4755 Fifty-ninth street south-east reported to the police last night that while she was passing Third and Alder streets with her babe in a go-cart, a baseball with which several men and boys were playing in the street bounced and struck the babe in the face, seriously

HERE IS A BASIC TRUTH

By Bert M. Moses, President Association of American Advertisers

Successful advertising is a simple thing so long as you stick close to the basic truths of the thing.
 No matter how good your article may be, or how carefully you have prepared your copy, or how thoroughly you have prepared your copy, or how thoroughly you have attended to distribution, you will never succeed big until you have mastered the fine art of choosing mediums.

The paramount idea in advertising is to secure all desirable publicity possible at the very lowest cost.

If you put your ad in a paper that is edited with the sole idea of literary excellence you will unquestionably reach highly intelligent people, but there will not be many of them, and the price you will have to pay for space will be all out of proportion to its value.

The more circulation a paper has the more is that paper in close touch with the tendencies of the times.

This is an age of progress, and progress is nothing but change, change, change.

Everything in the world is becoming something else.

The paper which is broad enough and wise enough to change with the times is not only the one which secures a very large circulation, but the one which can

be safely chosen as a medium in which to advertise.
 The rates for space in it are always relatively low because great circulations alone make low rates possible.

In selecting mediums I always look first at the quantity of circulation and the price asked for it.

When the quantity is very large I am not inclined to analyze its quality with as much particularity as I analyze circulations that are neither great nor small.

Hardly when a paper prints and sells many thousands of copies it must be that its readers embrace every class into which humanity is divided.

I feel safe in using such a paper because I am sure my advertisement will be seen by the keenest and wisest of the folks who are influenced by progressive advertising.

In every community where they are issued they go straight to the fore, and that to me is proof that their editors are among the keenest and wisest of the folks who are influenced by progressive advertising.

What I have here said in few words is what every successful advertiser knows, and what every advertiser must come to know if he aspires to great things.

In the vicinity of Condon that he has rented for a number of years, and he says he never saw such wonderful prospects before. He says the farmers are jubilant and this year's crop, the way it now looks, will buy the land, figuring at \$15 or \$20 an acre.

George Duke, president of the First National bank, Condon, told me that he had never seen such promising prospects before, continued Mr. Crane, and William Keys, merchant and big farmer, too, says he never saw such prospects.

James Dyer, county commissioner, too, told me that Gilliam county will produce 40 or 50 bushels to the acre this year. And the acreage is much larger than usual.

"Many of the farmers in Gilliam county grow 15 to 20 bushels of wheat to the acre in the poorest of years, when conditions are the most unfavorable. They do it by working the land. Of course where a man is for some reason unable to properly till the soil, dry hot years will not bring very satisfactory results. But there are many workers and they always get good crops. This wheat never looked better. And stock is doing splendidly, for the grass never was better."

Mr. Crane owns a large wheat farm

in central Oregon it will be harvested this summer," said R. W. Crane of Courtney Station, who has just returned from Condon, Gilliam county, "for the prospects are the brightest ever known of."

"Wheat and barley are in excellent condition, the weather conditions having been ideal since the grain was put in the ground. Of course they have not had much rain since, but the crops have been under-estimated right along, for it is seldom that as little as 15 bushels is harvested to the acre. This year it will be 40 bushels to the acre if 40 bushels were ever harvested from an acre. The wheat never looked better. And stock is doing splendidly, for the grass never was better."

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W. C. T. U. OBSERVES

FLOWER MISSION DAY

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W. C. T. U. OBSERVES

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