

### Town Topics

#### SUMMER RESORT SUBSCRIPTIONS

Don't forget when going away on your vacation for the summer that The Journal will follow you at 15 cents a week, the regular subscription rates, and the following agents will supply you at our regular rates:

Ray Ocean, Or. Ray Ocean Hotel  
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Ilwaco, Wash. H. B. Woodruff  
Long Beach, Wash. Lawrence Doreen  
Deliver to all points on North Beach  
Newport, Or. George P. Young  
Hockaway Beach, Or. Wilkins & Rice  
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Williamson, Or. J. S. Lamar  
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#### TONIGHT'S AMUSEMENTS

**BAKER**—Baker Stock company in the Blue Mouse  
**COUNCIL CREST**—High class attractions  
**LYRIC**—Armstrong Police company, in "A Texas Tommy Wedding"  
**ORPHEUM**—Orpheum circuit vaudeville  
**PANTAGES**—Vaudeville  
**EMPIRE**—Sullivan & Considine vaudeville  
**THE OAKS**—Amusement park

#### Weather Conditions

Portland and vicinity—Fair tonight and Thursday. Light variable winds. Oregon and Washington—Generally fair tonight and Thursday. Westerly winds near the coast.  
Idaho—Generally fair tonight and Thursday. Warmer southeast portion.

#### THEODORE F. DRAKE, Acting District Forecaster

**Fined for Fighting**—A fight between a barber named W. J. Winn, who was armed with a watering can, and Adam Myers, a teamster, resulted in the arrest of Myers Monday afternoon by Patrolman Gault at Russell and Mississippi avenues. The fight started when Myers asserted that Winn had sprinkled him and ended when Winn knocked his opponent out with the watering can. Myers was fined \$10 on a disorderly conduct charge.

**Engineers to Meet**—The June business meeting of the Oregon Society of Engineers will be held this evening in conjunction with an informal 6 o'clock dinner in the Elizabethan room of the Imperial hotel. Matters of more than usual importance are to be discussed at this meeting, as regular meetings may be discontinued until September. A cordial invitation to attend has been issued to all visiting and resident engineers who are not members of the society.

**Grade Teachers' Meeting**—The Portland Grade Teachers' association will be represented at the National Educational association, Chicago, July 4 to 10, by Miss Anna E. Cooley from Brookline school, Miss Harriet Van Amburgh, Stephens school, Miss Cora Williamson, Clinton Kelly school. The grade teachers of the United States plan to organize a National Grade Teachers' association at this meeting.

**Copies of Pardons Filled**—A copy of each of the two pardons which were recently issued by President Taft completely removing the sentences imposed on Willard N. Jones, convicted of land fraud in connection with lands in the Elletts county, was filed with the local United States district court yesterday. The papers were filed in Washington, D. C., June 7 and just arrived in this city.

**Steals Pig and Away He Runs**—A pig, not a large one at that, proved the downfall of Thomas Shafer, an employe of the Curry brick works on the Cornell road. Shafer was arrested last evening by the sheriff's office for embezzling the money received for the sale of the porker last February. The pig belonged to J. B. Haley. Haley has a

small ranch back of Madley park. Shafer was seen a home there last winter. In February, Haley decided to kill the pig pound pig, sell it to a local market, and purchase his summer's stock of groceries. Shafer brought the pig to Portland, collected the money and fed it to his pig. This was the last seen of the man until recently when Haley discovered him driving a brick wagon. Shafer is in the county jail. He explained to the officers that the money, \$12.50, was too great a temptation to him, and it was spent on a joy ride.

**Four "Buggers" Fined**—Following a decision by Judge Tawell that bugging from a passing automobile is a violation of passing persons constituted disorderly conduct Sergeant Klenon and Patrolmen Ailes and Hutchings this morning arrested Cecil Brockman, Evelyn Reed, George McAfee and Vida Graham at Twenty-third and Overton streets as they were returning in an automobile from the road houses. The quartet were charged with disorderly conduct, as their actions were such as would bring them within the ruling made in municipal ordinance recently. They were each fined \$10 when their cases came up for hearing this morning.

**Hold-Up Get It**—Charles W. Emmerich, a grocer at 495 East Sixty-seventh street North, reported to the police last night that two men held him up, while he was driving his horse in the vicinity of Seventy-seventh and Sawyer streets. Emmerich reports the loss of \$1. One man held his horse while the other man armed with a large black revolver, searched his pockets. The police have been given a description of the two highwaymen.

**Everson, Deputy City Attorney**—Fred L. Everson was today appointed by City Attorney Frank H. Hester to fill the position made vacant by the resignation a few days ago of W. C. Benbow as deputy in the office. Attorney Everson is well known in Portland, having been associated with the law office of Hester & Hester for a number of years. He is a graduate of the University of Oregon law school and has been a resident of Portland for 16 years.

**Alleged Forger Taken**—Guy R. Wilcox, arrested yesterday by Detectives Hellyer and Howell on a charge of obtaining money under false pretenses. The complainant, Harry Hippell, a saloon man, and the police are searching for another man said to be an accomplice in the forgery. It is said this man wrote the checks, and then accompanied Wilcox to a saloon or other place of business where he would vouch for the validity of the forged paper.

**"Fourth" Committee to Meet**—The safe and sane Fourth of July commission will hold a meeting this afternoon to consider plans for the celebration of independence day. Its action will all depend on the attitude of the county's various and means committee on a proposed ordinance appropriating \$750 for the celebration. The council committee will meet at 2 o'clock.

**Funeral of Patrolman**—The funeral of Patrolman Albert Blackman, who died yesterday morning, will be held Thursday afternoon from the Fuller undertaking parlors at East Sixth and Alder streets. The first night relief, of which Blackman was a member, will attend the funeral and the police band will accompany the body.

**"Sex and Health"**—Tomorrow afternoon, from 12:10 to 12:45 o'clock, at Pantages theatre, Dr. D. C. Hall of the University of Washington, will give an illustrated lecture on the subject of "Sex and Health." This is for men only and there is no charge for admission. The Social Hygiene society has arranged the meeting.

**The National Convention at Chicago** is the leading event of today. But the sale of men's ready-to-wear suits for \$15 and \$20 (regular \$22 to \$30) by the "Buy the Suit" outfit, which will show the men's ready-to-wear suits. Make him prove it. Take elevator to second floor. 327 1/2 Washington St.

**The Bankers and their friends** have reserved every room at Hotel Grand, by-the-sea for this week end. Other guests will be accommodated in the annex.

**Paroled Man Routed**—One of Judge Gaither's paroled men reported to him yesterday that certain members of the police department are causing him trouble by circulating reports of his former conviction in the circuit court. The

## POETRY IN ADVERTISING

By Bert M. Moses, President Association of American Advertisers

There is said to be a period in every young man's life when he allows the music on his little fingers to grow as long as they possibly can. What this peculiar trait really means is difficult to determine. Possibly it harks back to the day of the pterodactyl, which, I believe, antedates the mammoth. And just as inescapable is that period in the early days of the advertiser when he yearns to make his wares famous through poetical advertising. Very many folks who have an itch to break into advertising imagine that rhymes are more potent than reason. Nearly every day the mails bring me short verses of senseless rhymes which are offered as improvements upon the copy I am now using.

These good but mistaken people seem to think that the public will be impressed more by poetry than by plain reasoning in prose. Instances which there are one or two instances which

Judge immediately took the matter up with John B. Coffey, chairman of the police commission asking that an investigation be made of the affair.

**To Entertain Delegates**—Delegates who are attending the Northwest Student conference of the Young Men's Christian Association in session at Columbia Beach, will be entertained at luncheon at the Portland Y. M. C. A. when they are en route to their homes next Monday. The luncheon is being arranged by C. N. Wonnacott, assistant general secretary of the Portland Y. M. C. A. About 125 delegates are attending the Columbia Beach conference and practically all of them are expected to attend the luncheon. Many of the Washington delegates will make the trip home by way of Portland in order to present Mr. Wonnacott has invited a number of representative business men to attend and there will be a program of informal addresses.

**Boosts Horse Show**—Colonel J. S. Cooper of Independence was in Portland today boosting for Portland Day at the Independence horse show and race meet which begins today. Colonel Cooper is president of the Independence Commercial club. In taking the matter up with Manager C. C. Chapman of the promotion department of the Portland Commercial club, Colonel Cooper explained that Independence stands prepared to give the Portland people who attend the race meet a fine time, a very interesting program having been prepared. The visitors will also be shown the large hop fields for which the Independence country has become famous.

**Crawfish in Season Again**—Spiced and cooked in wine, always fresh at Levenson's. French dinner from 4 to 6, 248 Ash street, opposite Multnomah hotel.

**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.

**"Everybody's Doing It"**—Why not you? Drinking H-Porter and keeping cool. There's nothing you could drink that will taste half so good to you.

**For Moving Pictures**—Mayor Rushlight today received a communication from Dr. Calvin S. White, secretary of

came to mind where advertising rhymes proved very effective. These were the Phoebe Snow and the Spotted Town series of verses. It wasn't the rhymes themselves that proved so taking, but the facts which the rhymes so cleverly emphasized. Successful advertising by means of poetry is the exception while successful advertising in prose is the rule. Poetry does not belong in business any more than an Irishman belongs in Jerusalem.

Poetry belongs to the good folks who dream and dally with the unknowable but prose is the weapon that the man of hard, practical sense employs when he wants to get business. A poet is rarely a good business man, and a business man is rarely a good poet. Poetry is a beautiful and useful thing in its proper sphere, but in business it has no more place than pink tea and poodle dogs with dainty ribbons around their necks.

state board of health, asking that he use his influence to have the council make an appropriation of \$400 to secure moving pictures of Portland's city crematory in action, the new Bull Run pipe line and reservoirs and the headworks plant and other public utilities that have a bearing on the health of the city. Dr. White is chairman of a



**If Bread is the Staff of Life, make it Blue Ribbon Bread for Life's Sake.**

Made of absolutely the purest ingredients. Baked in the most sanitary bakery in Portland.

Sold in Dust-Proof, germ-proof wrappers. Of your Grocer—10c.

**LOG CABIN BAKING CO.**  
Vancouver Ave. and Fremont Sts.

**Clothes OF THE BETTER KIND**

Charge Accounts Solicited

**Eastern Outfitting Co.**  
405 WASHINGTON STREET, AT TENTH

**The OAKS**  
Portland's Great Amusement Park

**PROGRAM TODAY**

Famous Rose Festival—Rose Festival Musical Choruses this afternoon and tonight.

60 and Near Commercial and An Club members' apil.

Be entertained, a great night.

Oaks Park Band in great concert.

Grand Opera Singers, Signor L. Lucio and Signora Rachel Biles.

Great fire dive by Philip Bowen. Tower 100 feet high.

Frank Rich Musical Comedy Company.

commission appointed by Governor West to represent Oregon at the international congress of hygiene and demography to be held at Washington, D. C., from September 23 to 30, inclusive, this year. It is proposed to take the moving pictures to the congress as part of the Oregon display. Other members of the commission are Dr. A. E. Rockey, W. B. Ayer, Mrs. Robert H. Tate and Dr. C. J. Smith of Pendleton.

**Dr. George Suberstein**, exclusive optician. Eyes examined, glasses fitted, no drugs used, satisfaction guaranteed. 158 Third street, near Taylor.

**Mount Hood Auto Stage Line**, leaving daily 7:30 a. m., returns 4:30 p. m. Hawthorne Garage, 418 Hawthorne avenue. Phone East 163.

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

**Minnet Club Dance**, shirt waist party, Ringler's hall, Morrison at 14 st., tonight, elegant music, cool hall.

**Dr. E. W. Howard** removed from 700 Marquam bldg. to 620 Medical bldg.

**Dr. Ella K. Dearborn**, 300 Union avenue north, Woodlawn 1737, C-1168.

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

**Dr. McArthur**, Medical bldg. Mn. 1322.

**Stenographer**—305 Yeon bld. M. 1466.

Crowds attend Oaks rink these days.



### Ruptured?

Why suffer or take chances on stragglers when I can give you absolute protection and a possible cure? The WILSON WAY IS GUARANTEED TO BELIEVE AND RETAIN YOUR NERVA, regardless of occupation, age or sex. No springs. No elastic. Indured by all physicians who have used it. Don't wait. Delays are always unwise and frequently fatal. Try the Wilson Way, 10 days free.

**JAY W. WILSON**  
HERNIA SPECIALIST  
60 Sixth St. Between Oak and Pine Sts., Upstairs. Both Phones.  
Ask or write for booklet—A Sensible Talk on Rupture and Its Cure. It's Free.

## Hot Weather Clothing

Canadian Homespun is the ideal fabric for men of individuality and good taste in clothing.

We have a specially imported lot of this lightweight, modish, well-wearing material in all shades from the delicate grays to hairline blues.

Tailored to the Kraner standard, it makes the most comfortable and elegant suit for men who desire to be well and properly attired. It is no more costly than the ordinary fabric.

**W.P. Kraner & Co.**  
202 Couch Building, 109 4th Near Washington

### The Man Who Is In Earnest

will find this a good bank to do business with. The sort of accounts that we are especially pleased to receive are those of men who are going about the task of building up a business and a competence in a sensible, honorable, conservative manner.

Regardless of the size of your account, we'll be pleased to number you among our commercial depositors if you are building a business on a thoroughly dependable basis.

You'll not ask in vain for accommodations if you are this kind of a man and ask only for what you can reasonably demand.

**Portland Trust Co. OF OREGON BANK**  
Third and Oak Sts.

AMUSEMENTS

**GRAY SALL OFFERS TODAY**

**MINNET THEATRE**  
Next THURSDAY AND FRIDAY June 20, 21

**HENRIETTA**  
**Crosman**  
is the Comedy.

"THE REAL THING."  
Prices—Lower Floor, 11 rows \$1.10, rows \$1.50, bal. \$1.10, \$1.50, \$2.00, \$3.00.

Matinee Every Day.

**Empress**  
Formerly Grand  
**Special Summer Prices**

Nights 10c and 50c  
Matinee Any Seat, 10c

WEEK JUNE 17—5 Dollars (9) (5) Five Weeks—(5) The (9) (5) Gals, Grenier and La Fosse, Richard Wally, The Bradley, Orchestra.

**BAKER THEATRE**  
BAKER STOCK COMPANY  
All week Matinee Saturday Matinee widely discussed roaring farce "THE BLUE MOON."  
First time to stock a crowd of laughter. The season's biggest laughing bill. Evening 10c, 50c. Matinee 10c. Next week, "The Dawn of Tomorrow."

WEEK JUNE 17—Five Columbia, Charles Henry Talman, The Red Oak Trio, 4 Gordon Highlanders, Pantages, Original Pianos, Popular prices. Boxes and first row balcony reserved.

**LYRIC THEATRE**  
Kesting & Flood present the Armstrong Police Co. in the exhilarating musical comedy, "A Texas Tommy Wedding." A laugh a second, 40 laughs a minute. Two performances nightly, 7:30 and 9:15. 10c and 50c. Matinee daily 2:30. Any seat 10c (except Sundays and holidays). Friday night, Chorus Girls Contest.

**PANTAGES**  
WEEK JUNE 17—Five Columbia, Charles Henry Talman, The Red Oak Trio, 4 Gordon Highlanders, Pantages, Original Pianos, Popular prices. Boxes and first row balcony reserved.

**COUNCIL CREST**  
PORTLAND'S ROOF GARDEN  
1900 FEET ABOVE CITY.  
COOLEST PLACE TO GO.  
HIGH CLASS ATTRACTIONS.  
OPEN AIR BOLLER RIDE.  
ADMISSION TO GROUNDS FREE.

**Dr. D. C. Hall**  
of the University of Washington, will speak on the subject of **SEX AND HEALTH** illustrated by stereopticon PANTAGES THEATRE Thursday, June 20 at the Noon Hour (12:10 to 12:45) FOR MEN ONLY ADMISSION FREE  
Auspices of the Social Hygiene Society of Portland.

**Baseball**  
RECREATION PARK  
Corner Vaughn and Twenty-fourth Sts.  
**Tacoma**  
vs.  
**Portland**  
JUNE 17, 18, 19, 20, 21, 22, 23  
Games begin week days 3 p. m. Sunday 2:30 p. m.  
**LADIES' DAY FRIDAY.**  
Boys under 12 free to bleachers Wednesday.

**The Deaf Can Hear**  
The Electrophone is an electrical wonder. It multiplies sound waves so the deafest person can distinctly hear as well as those with perfect hearing. Can be used at home before deciding to buy. No treatment required.  
Gives instant assistance. Thousands in use. Call or write for particulars.  
**STOLE ELECTROPHONE CO., 230 Lumberton bldg., Fifth and Stark streets, PORTLAND, OR.** Address Dept. 3.

**Foster & Kleiser**  
High Grade Commercial and Electric  
**SIGNS**  
Main 7th and East Everett Sts. Phone East 1111; 2-2264.

**Oregon Humane Society**  
Office City Hall, Main 598; A-7699.  
Humanity in charge, Margaret E. Clark, Residence 24 E. 24th N., East 47th.  
Horse ambulance corner of 6th and Taylor. Veterinary in charge, Marshall G. G. Animals' Rescue Home, Northrop Acres, Thomas A. Short, Supt. A-5447, 3 floors.

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

**TRY BEST PLACE US TO EQUIP THE MODERN OFFICE**  
**PACIFIC STATIONERY CO.**  
102 1/2 N. W. 1st St.

**The NATIONAL'S Closing Out Sale**  
The Money-Saving Event  
Our Order From New York  
"Ignore all idea of profit—close out entire stock at once," has made things busy our way.

**Summer Suits, Coats, Dresses, Petticoats, Etc.**  
At Prices That Are Doing the Work

Blue Serge Suits, priced for this sale at **\$14.95**  
White Serge Suits, priced for this sale at **\$9.95**  
Fancy Mixtures, priced for this sale at **\$6.95**  
Values to \$45.00

**Beautiful Summer Coats**  
AT THE SAME RIDICULOUS PRICE

Limited number of Wash Dresses. Values to \$8.00—while they last, **\$2.25** choice

Chiffon Taffeta Petticoats, all colors—\$5.00 values—to close out special at **\$2.50**

**Where We Are**  
Take the elevator to Second Floor, Swetland Bldg., Fifth and Washington Sts. Entrance on Fifth, Next to Postal Shop—DON'T FORGET—UPSTAIRS  
FIFTH AND WASHINGTON STS.

**The National Sample Suit & Cloak Co.**

**"Send Me Rose City"**

That's the way to order beer—don't quibble with your dealer—if you simply ask for the best beer he knows you mean Rose City—but so many are calling for it that he may be out—and will send you some other brew. But every family who has ever tried the famous

**Rose City Beer**

likes the flavor and the quality so well that they will be satisfied with no other brew.

An extra amount of imported hops gives it a flavor not to be found in any other beer sold in Portland.

**Star Brewery**  
NORTHERN BREWING COMPANY  
Portland - Vancouver