

Town Topics

SUMMER REPORT SUBSCRIPTIONS.

Don't forget when going away on your vacation, to take a copy of the Journal with you...

TONIGHT'S AMUSEMENTS

HEILIG—Cathrine Countess in "Merely an Actress." CREST—High class attractions.

tried on the two charges next Tuesday afternoon. Goldberg is charged with having sold liquor to Louis Dorris...

Dr. Emma Drake's Meetings.—Dr. Emma P. A. Drake's meetings at the United Brethren church, Alberta street, last night, were well attended.

Wants Portland Literature.—The Oakland Public Library has written to the Portland Chamber of Commerce asking for literature and information on Portland and the state of Oregon to be displayed with like literature from other Pacific coast states...

Weather Conditions.

Portland and vicinity: Fair tonight and Sunday. Westerly winds.

Restraining Order Asked.

An injunction restraining O. G. Raney and Thomas Raney from working in the Crystal Laundry company, is sought in the circuit court by a suit filed by this company.

Board of Trade to Meet.

An important meeting of the board of trade will be held at A. N. Searle's real estate office, East Seventy-sixth and Gisan streets, on Monday night at 8 o'clock.

Seek Owner of Team.

A liverman at 1020 East Alder street, reported to the police yesterday that a man dressed in a dark suit left a team of horses hitched to a rig in the stable at 1 o'clock Tuesday, and has not been seen since.

Man's Body Found.

A man's body was found in the water near the foot of the street at the intersection of Front street, and had destroyed 55 cases of cantaloupes, which were found to be unfit for sale.

Escaped Prisoner Taken.

Gus Lindberg, a prisoner at Lincoln, reported to the police last night that somebody entered his home some time yesterday afternoon by climbing onto the porch and prying a window open and then searching the house from top to bottom.

Stole Sack of Potatoes.

"If he had been hungry, no complaint would have been made against John Craft for stealing a sack of potatoes," said Patrolman John W. O'Brien, who arrested the man yesterday after he had taken a sack of potatoes off a vegetable wagon belonging to G. C. Sorenson.

Horse Stolen From Stable.

A report made by I. L. Huff, a liverman of East Ninth street and Hawthorne avenue, recalling the pioneer days when horse stealing was considered a big offense, for Huff has reported the theft of a dark bay horse from the stables last night.

Saloonman Arrested.

M. Goldberg, proprietor of a saloon at First and Clay streets, was arrested last night for selling liquor to a minor and selling liquor to an intoxicated person and will be

WHERE TO GO FOR ADVICE

By Bert M. Moses, President Association of American Advertisers

One of the greatest—perhaps the greatest—advertising agencies in the world recently said this over its own name: "Advertising is the most fascinating of businesses. It is intangible and indefinable. There have been so many advertising successes that any man can prove anything about any method. There is so much half knowledge floating about that few men are in a position to decide which advertising success is a success because of the advertising and which a success in spite of the advertising. Business men starting in this untried field need honest, reliable advice."

This wholesome, truthful statement comes as a refreshing stimulant at a time when the air is laden with the vapors of self-styled experts whose only asset is a voluminous vocabulary. It is remarkable, but true, that the men who have reached the greatest successes in advertising do not brag very much about it.

PERSONALS

F. L. Warren, a banker of Astoria, and wife are registered at the Portland. Harry N. Falk, a dry goods merchant of Boise, is registered at the Portland.

THROUGH FREIGHT RATES TO ORIENT PORTLAND'S NEED

almost entirely by their mail subsidy and passenger business. They could not pay for their salt on their freight earnings.

NOT ONLY KILLS DOE BUT OUT OF SEASON

Forest Grove, Or., Aug. 3.—Charles F. Miller, formerly owner of the Pioneer Drug store in this city, was arrested July 31, not only for killing a doe, but also for shooting deer out of season.

PRESS CLUB PICNIC.

At Bonneville. Don't miss this outing and day of fun. The O. W. R. & N. special train leaves Union depot 9 a. m. Round trip tickets \$1. Children half fare. Next Sunday is the day. Tickets on sale city ticket office, Third and Washington streets.

which Portland labor. It is a certainty that the Harriman lines will not be eager to give through rates to a Portland line taking business from their own boats in San Francisco, nor are the Hill lines likely to be any more philanthropic, unless they are forced by extreme necessity to give through rates.

"Under ordinary conditions of the freight market, the big shipper, the man with 5000 to 7000 tons per month to ship, can take care of himself, but the smaller firm has no such chance and in the absence of a regular line, of which he is always the most loyal supporter, his business is gone."

"There can be no two minds as to the necessity for a direct line from this port, but the question is how it is to be obtained."

"The suggestion of the chamber of commerce committee that a bonus of \$75,000 per annum be given to a steamship company willing to maintain the necessary service is an excellent one, and it would certainly seem that this backing, with a guarantee of outward cargo, and the assurance that united pressure would be brought to bear to bring about the necessary traffic interchange agreements with the railroads, would be even more than any reasonable man could ask to guarantee the success of the line."

"The time for the meeting of the Chamber of Commerce's Oriental trade committee next Monday has been changed from 11 a. m. to 2 p. m., owing to the fact that some of the members are out of the city and unable to get back in time for the hour first set. At this meeting the report of the special committee on the possibilities of establishing an Oriental steamship line will be considered. The report suggests that the chamber raise a bonus of \$75,000 a year for three consecutive years for a permanent line out of Portland."

"In San Francisco the Pacific Mail Steamship company has some splendid steamers. As almost everyone knows, this line is owned by the Harriman system, while a Japanese line, the Toyokaisen Kaisha, runs in connection with the Santa Fe route.

"Carries to the Pacific coast from the orient consist of Chinese merchandise, silk, tea, rice and so forth. The Pacific coast with its limited population uses comparatively small quantities of the imports and is destined to interior points such as Chicago, Kansas City, St. Louis and so forth.

"Carries to the orient consist, principally, of flour, wheat, lumber and at certain seasons, quantities of cotton. With the exception of the Pacific Mail company in San Francisco, and one steamer owned by the Great Northern Steamship company in Seattle, none of these Transpacific lines is owned or even incorporated in the cities which are their Pacific coast termini. The owners of the steamers are willing to take their chances on the business in consideration of the through freight arrangements which they are guaranteed by the railroads, though it must be said the three Japanese lines are also heavily subsidized by the government.

Portland's Real Handicap. "Take away these through traffic agreements and none of these lines would remain in business, with the exception of the Blue Funnel line, which works on an entirely different principle from the others, as its oriental business to the Pacific is only incidental to its other trade between China and the European ports.

"This is the real handicap under

FOREST GROVE FARMER, K. L. OLSON, IS DEAD

(Special to the Journal.) Forest Grove, Or., Aug. 3.—K. L. Olson, for several years a prominent farmer in the Thatcher section, died at his home in this city yesterday, after an extended illness.

SCHOOLS AND COLLEGES Primary and Grammar School of Portland Academy

Organized to do the work of the grades in seven years. An experienced teacher in each grade. Attention chiefly to fundamental subjects. Well equipped gymnasium and open court under roof for indoor and outdoor exercise and play in all weathers.

SEATTLE SEMINARY AND COLLEGE A Protestant Day and Boarding School of High Standing.

BELMONT SCHOOL FOR BOYS—BELMONT, CAL. (25 miles south of San Francisco.) Is trying, and we believe successfully trying, to do for the moral, the intellectual and the physical welfare of its boys what thoughtful parents most wish to have done.

ST. MARY'S ACADEMY AND COLLEGE For Girls. Conducted by the SISTERS OF THE HOLY VISAGE OF ST. MARY AND MARY, GRADES, ACADEMIC and COLLEGE COURSE, MUSIC, ART, BUSINESS and COMMERCIAL DEPT., BIBLE and DAY STUDY, REFLECTED MORAL and INTELLECTUAL TRAINING. Write for information. Address: SISTER SUPERIOR, St. Mary's Academy, Portland.

St. Helens Hall Resident and Day School for Girls in charge of Sisters of St. John Baptist (Episcopal). College Latin and Elementary Departments. Cook, Sew, Art, Music, and Domestic Science. For catalog and prospectus write to SISTER SUPERIOR, Office 3, St. Helens Hall.

Hill Military Academy PORTLAND, OREGON Send for Illustrated Catalogue

SPECIAL OFFER To introduce the Sunnet Magazine into new homes we will make the following special offer: For \$1.00 we will send Sunnet Magazine for six months and will send postpaid either of the following: Hammond's Latest Atlas containing new maps of each state and territory in the United States, as well as every country in the world; also latest census figures and statistics, or a Standard Webster's Pocket Dictionary, bound in leather, indexed, and containing 20,000 words. State which premium you want and send your order to Fred Lockley, northwest manager Sunnet Magazine, Portland, Oregon.

HOTEL STEWART SAN FRANCISCO Geary Street, above Union Square European Plan \$1.50 a day up American Plan \$3.00 a day up. New steel and brick structure. Every modern convenience. Moderate rates. Center of theatre and retail district. On car lines transferring all over city. Electric omnibus meets trains and steamers.

Time has demonstrated its serviceability and superiority. There's every reason why the streets adjacent to your property should be improved.

Barber Asphalt

Motorists would not have to constantly dodge certain chuk-holes at certain prominent places about town if bitulithic pavement had been laid on said streets.

AMUSEMENTS POPULAR PRICES HEILIG PRESENTS SPECIAL MATINEE TODAY TONIGHT 8:15 O'CONNOR CATHRINE COUNTISS

EMPIRE Sullivan & Co. presents Special Summer Prices

OPHEUM MAIN 6, A-1020 MAKING EVERY DAY 10-25-50 NIGHTS THEATRE 15-25-50-75

PANTAGES Matinee Daily WEEK JULY 29—Frank Bush, The Clipper Quartet, Mr. and Mrs. William Morris, The Three Madcaps, The Grogg Madcap Troupe, Pantheoscope, Popular prices. Box office open 10 a. m. to 10 p. m. Phone A-2236, Main 4638. Boxes and first row balcony reserved. Curtain 8:30, 7:15, 9.

LYRIC THEATRE Fourth and Stark Sts. The Armstrong Folies Company in FLAXING THE RAGS, the Real Girl-Girl-Show! Two performances nightly, 7:30 and 9:15; 15c and 25c. Matinee Daily, 2:30, any seat 15c. Friday night, chorus girls' contest.

PRESS CLUB PICNIC AT Bonneville Sunday, August 4, 1912

OREGON HUMANE SOCIETY OFFICE 174 MADISON ST. PHONE MAIN 598; A-7889

FOSTER & KLEISER High Grade Commercial and Electric SIGNS East Seventh and East Everett Sts. Phone Main 1111; A-2221

Dr. Randall Phillips OF IRELAND WILL PREACH SUNDAY MORNING AT 10:30 AT Taylor St. Methodist Church

Dr. Benjamin Young WILL PREACH AT 7:45 P. M. ON "Temptation" YOU ARE CORDIALLY INVITED TO THESE SERVICES.

LET'S EAT AT THE PORTLAND TOMORROW The lady who presides over your household would appreciate and enjoy a dinner here with you. Suppose you come tomorrow.

THE PORTLAND HOTEL G. J. Kaufmann, Mgr.

When You Go TO Central Oregon Travel Via THE OREGON-WASHINGTON RAILROAD & NAVIGATION CO. "THE QUICK WAY" "THE EASY WAY"

THE BIG BEAR-BEaver ROSE CITY The San Francisco & Portland Steamship Co. LARGEST AND NEWEST STEAMERS ON THE COAST

John A. Melton Carpenter and Builder Office and Store Pictures built and reworked. Altering and re-papering houses. Show Cases and Counters built. Factory and Office 235 Second street, near Lafayette. Phone: Main 1187; A-1787

Pure Beautiful Jade Jewelry Gold Bracelets and Signet Rings of all descriptions made to order. American names engraved with the three cardinal Chinese characters, viz. Glory, Prosperity and Longevity. Charges reasonable and orders of any design promptly executed and sent prepaid to any part of the U. S.

OREGON HUMANE SOCIETY OFFICE 174 MADISON ST. PHONE MAIN 598; A-7889

MARKER'S HAIR BALM Cleanses and beautifies the hair. Promotes a luxuriant growth. Keeps the scalp cool and moist. Sold in all the principal cities. Price 25c. Retailers everywhere.