

CALL HIM "SLOB": IT'S GOOD ENGLISH AND SO EXPRESSIVE

But Take Care That He Can't
Come Back With "Shrimp."
It's Just as Good and Also
Equally Expressive.

Call her a slob if you want to, provided she is fat and sloppy in dress, and all the courts in Christendom cannot hall you for punishment on a libel charge. Slob, despite the fact that it sounds slangy and looks like it sounds is an established word in the English language, and it is perfectly proper to apply to any person who is untidy, stupid, and at the same time is blessed with plenty of adipose tissue.

But be careful that you yourself are not a small sized specimen of humanity when you essay to call the turn on a slob, because he or she, as the case may be, can properly come back by characterizing you as a "shrimp."

"Shrimp" likewise is part and parcel of our comprehensive tongue. Sharks in lexicology have been stepping these two words for some time, due doubtless to the fact that they did not know the words are proper in every respect.

Is Great Civilizer.

For proof all they have to do is to turn to the New Modern Illustrated Dictionary which The Journal is giving away to all its readers in exchange for six certificates, clipped from consecutive issues of the paper and presented or mailed to The Journal's business office accompanied by a small bonus.

A description of the volume, which contains 50,000 words and definitions, and in addition scores of beautiful colored illustrations and pages of interesting and valuable information is published in an advertisement appearing in another part of the paper. It gives a fair idea of what the book looks like, but no one can really appreciate the dictionary until he has seen it.

In a home a dictionary is a valuable asset. It is said the Bible and dictionary are the great civilizers. Proof of this is seen in the fact that the two volumes head the list of best sellers, year in and year out.

Knowledge Is Power.

Our power to impart information and to receive it virtually depends on our knowledge of words and their meanings. No man really knows what he cannot express contrary to the oft repeated declarations of people that they "feel" a thing is right or wrong, but can not explain what they "feel."

Analyzed, this state of mind is usually a result of lack of mental training. It is an indication of a clear idea of principle, backed only by a hazy conception of how to apply the principle.

And this is exactly why a dictionary is necessary. Study of its contents gives to every man a wider latitude in his choice of words and word values—in short, he acquires possession of the proper tools to put his "feelings" into cleancut expressions and comes to the master of the workings of his own mind. Get a dictionary now! And the easy way is to start clipping today and take advantage of The Journal's offer.

Journal Want Ads bring results.

ESTABLISHES HER CLAIM TO \$400,000 FORTUNE



Mrs. Dorothea McVicker, who has been awarded \$400,000 after years of litigation to establish her identity as a daughter of D. Edgar Crouse, a Syracuse millionaire. She was contested by 27 other heirs.

GLACIER NATIONAL PARK VIEWS TO BE SHOWN

Lantern slides of Glacier National park, near Belton, Mont., tendered by Lloyd McDowell, publicity agent for the Great Northern railroad, will be added to the collection of Oregon views to be presented to foreign speakers at the World's Christian Citizenship conference, June 29 to July 6, by the Brotherhood of the Third Avenue Presbyterian church.

The men's organization, of which J. E. Werlein is president, is experiencing some difficulty in making a selection of 100 from 2000 or 3000 views. The aim of the Brotherhood is to attract to Oregon a high class of immigrants by showing them views of Oregon's country and natural resources.

COMMISSION RULE AND MAYOR HINDLEY BOTH "MADE GOOD"

Portland, Ore., April 26.—To the Editor of The Journal—Noting that Mr. Hindley, mayor of Spokane, has been here explaining the benefits of the Spokane commission charter, I wish to verify Mr. Hindley's statements, viz.: That the taxes have been reduced (I own property there and I know this to be a fact), the public improvements bettered and the financial management and government generally so improved over former administrations that there is no comparison.

I resided in Spokane both before and after the commission form of government, and I can appreciate the change. I voted for it and voted for Mr. Hindley and I believe he has "made good" as mayor, and what he says should carry weight with the voters of this city in considering change of the city government to commission form.

The same fight by the selfish politicians and the same arguments by their hirelings were put forth against the commission charter in Spokane as are now faced by the voters in Portland. We did not get what everybody wanted in the Spokane charter, and you will never get a charter in Portland that will please everybody, even though Mr. Lombard and Mrs. Dunway frame it, but "God knows" any kind of commission form of government would be an improvement on what we have in Portland. So let us vote for this and make such changes from time to time as may be necessary and progress with the growth of the city.

The Journal is doing much to lift this city out of the mire, but it must have the support of the people, so vote for the commission form of government and it will be at least a step forward toward bettering conditions.

A. M. HIGHOUSE.

WILSON PRESENTS FLAG TO CALIFORNIA BOYS

(United Press Leased Wire.)
Washington, April 30.—The Columbia Park Boys' club of San Francisco is in possession of a handsome American flag presented to it by President Wilson during a visit to the White House. The 47 boys, who are on a tour of the world, were accompanied by Representatives Kahn, Knowland, Bell, Nolan, Kent and Stephens of California. President Wilson addressed them briefly before presenting them the flag, which is a gift of the California congressmen to the club.

ANTI-FREE LUNCH ORDINANCE SIGNED

The free lunch detective will have to sharpen his wits if he sticks to his favorite pastime after May 29, next. For on that date the ordinance prohibiting the serving of any article of food free in a saloon goes into effect, Mayor Rushlight having signed the ordinance yesterday.

However, there is yet hope, because some of the downtown buffets, it is

"BEST LOOKING GIRL" EXPECTED TO RECOVER



Miss Isabelle Valle of St. Louis.

St. Louis, Mo., April 30.—Her friends are overjoyed at the announcement of attending physicians that Miss Isabelle Valle, the popular society girl of this city, whom Mrs. W. K. Vanderbilt Jr., called the "best looking girl in America," has more than even chance for recovery.

It was at first thought that Miss Valle would die from the results of a recent operation for appendicitis. Miss Valle first attracted national attention when she returned to her home here after a brilliant round of visits to friends in New York and Newport, where her beauty and personal charm made her one of the sensations of the spring and summer season. In describing the people she met Miss Valle said:

"You go to visit an ultra-fashionable woman in New York, and you mean know that her husband lives with her. It is indeed a rare sight to see husband and wife together at any time or any place."

said, are preparing to circumvent the measure by issuing lunch tickets. The price of these can be made merely nominal, so as to make the lunch practically free. A customer may purchase one of these tickets entitling him to a lunch and the beverage that he drinks may be included with the price of the ticket. There are other ways of getting around the ordinance, too, say the saloon chiefs, so, as was remarked heretofore, there is still hope.

ROBBERY BUGABOO CLAIM LAID BARE

Enemies of Commission Form Played in Speech at Noon Meeting.

Dr. C. H. Chapman, editorial writer on the Oregonian, addressed a large audience in the Baker theatre at noon yesterday in behalf of the commission charter.

Dr. Chapman took up in detail the "23 reasons" given by the so-called Portland Taxpayers' association why the charter should not pass, and answered them vigorously. He said that commission government has been an unqualified success wherever tried, and urged its adoption here.

"Opponents of commission government are making a studious effort to impress on you that your officials are your enemies," he said. "They are trying to make you believe that your officials are going to rob you and betray you. That is the note that runs through all these '23 reasons' in the pamphlet of the Portland Taxpayers' association."

"I say that in what your officials have done to you under the present form of government, but it is exactly what commission form of government has stopped. It has stopped it in every city in which it has been tried. Under the commission form, with the city's business done in the open, and dark and devious ways of doing things abolished, your officials do your business and become your friends."

"Of the 260 or 270 cities that have adopted this form, I defy you to name one single one where this change has not taken place wholly or in part. You can't do it, for commission government has been a success in every city that has tried it."

"Don't let this argument impress you—that things are so bad now that we don't dare to try to better them."

Mayor Gillis, of Walla Walla, will speak in the theatre at noon tomorrow.

OWL DRUG COMPANY OFFERS STOCK ISSUE

At a meeting of stockholders and directors of the Owl Drug company held at the company's main office in San Francisco, an issue of 8 per cent cumulative, non-assessable preferred stock was offered for public subscription at \$100 per share. The Owl company did some three and one-half million dollars worth of business in 1912, and indications so far this year are that the five million mark will be reached in 1913. Besides the store in Portland, the company also has a store in Seattle, one in Spokane, and 14 stores in the leading cities of California. The company also has a manufacturing plant in San Francisco, a distributing house in Los Angeles and is building a four-story office building in San Diego.

The Owl Drug company sold preferred stock to the public for the first time in 1907. This stock was purchased by Pacific coast people, and the company intends to dispose of its new issue, to small investors on the coast. The company has been in business since 1892.

Mrs. Bryan Seeks Rest Cure.
(United Press Leased Wire.)
Washington, April 30.—Fatigued by the exacting of her social duties, Mrs. William J. Bryan, wife of the secretary of state, is recuperating today at a rest cure sanatorium at Takoma Park, near here.

New Zealand exported 42,188,000 pounds of butter in the 12 months ending with January.

There is Sparkle
in every glass of Edel Brau—There's health
in every drop.

Edel Brau
is brewed for the family table.

Portland Brewing Co.
PHONE NOW

PORTLAND A Cadillac CITY

STATE REGISTRATIONS TO APRIL 1, 1913
PORTLAND ONLY

Cadillac	323
Ford	273
Studebaker	248
Chalmers	204
Overland	157
Buick	154

A Word to the Wise Is Sufficient

Covey Motor Car Co.
Exclusive Cadillac Distributors
Washington St. at 21st. Portland, Or.

Tomorrow Moyer Inaugurates His Greatest Sale and Tells You Here Frankly His Reasons for It

A short time ago Moyer lost the lease on his store at First and Morrison streets; the store has been vacated and the stock moved to 87 and 89 Third street. Now, with the arrival of Spring goods for every department of all his stores—with every counter, table and shelf piled high and overflowing with new merchandise—Moyer finds that he has at the last-named location

Two Big Stocks in One Store

The goods must move, and move quickly—Moyer has ever found the people quick to respond to a genuine offer, and he believes they are ready to respond now. To that end both great stocks at 87 and 89 Third street, including every article (contract goods alone excepted) will be placed on sale tomorrow morning at

The Greatest Reductions Ever Made by a Moyer Store

Every article of men's and boys' wear will be offered at prices at once astounding in their saving possibilities—compelling in their power to attract. Points to remember: The original price tickets remain—not one article has been remarked—not one article has been bought solely for this mighty sale—everything is Moyer Quality; every price quoted below is the regular, normal price—the special price is the one that will be in effect only during this great sale. Cut out this advertisement, marking the articles that interest you and bring the advertisement with you—verify for yourself the wonderful possibilities of this greatest of sales—you will find every article and every price just as it is advertised. In the Moyer stores "price" means price—there is no desire and there will be no attempt to confuse and deceive you by that misleading term "value" commonly used by so many.

Read Every Item in This List—Think What It Means to You at This Time

MEN'S SUITS \$10.00 Men's Suits now \$6.50 \$15.00 Men's Suits now \$10.50 \$20.00 Men's Suits now \$14.50 \$25.00 Men's Suits now \$16.50 YOUNG MEN'S SUITS \$7.50 and \$8.50 Suits now \$5.00 \$10 and \$12.50 Suits now \$7.50 \$15.00 Suits now \$10.50 MEN'S TROUSERS \$1.50 Men's Trousers now \$1.15 \$2 and \$2.50 Trousers now \$1.50 \$3 and \$3.50 Trousers now \$2.50 \$4 and \$5.00 Trousers now \$3.50 MEN'S FINE SHOES Men's \$3.50 Shoes now only \$2.50 Men's \$4.00 Shoes now only \$3.00 Men's \$5.00 Shoes now only \$3.50 MEN'S UNION SUITS \$.75 Garments now only \$.39 \$1.00 Garments now only \$.65 \$1.50 Garments now only \$.98 \$2.00 Garments now only \$1.25 \$2.50 Garments now only \$1.50 \$3.00 Garments now only \$2.00 \$5.00 Garments now only \$3.00 MEN'S UNDERWEAR \$.50 Garments now only .35c \$1.00 Garments now only .69c \$1.50 Garments now only .98c FINE NECKWEAR REDUCED \$.25 Neckwear now .15c \$.50 Neckwear now .35c \$1.00 Neckwear now .65c	FINE SWEATER COATS \$5.00 Coats now only \$3.50 \$4.00 Coats now only \$2.50 \$3.00 Coats now only \$2.00 \$2.50 Coats now only \$1.50 \$3.00 Jersey Sweaters \$2.00 \$2.00 Jersey Sweaters \$1.35 MEN'S SHIRTS REDUCED Dozens of fine Shirts at ridiculously low prices to close: \$1.00 Golf Shirts .59 \$1.00 Golf Shirts .75 \$1.50 Golf Shirts \$1.00 \$.65 Golf Shirts \$.50 \$2.00 Golf Shirts \$1.25 \$3.00 Golf Shirts \$2.00	MEN'S HATS REDUCED Men's \$5 and \$6 Soft Hats \$3.00 Men's \$4.00 Soft Hats \$2.50 Men's \$3.00 Soft Hats \$2.00 Men's \$2.50, \$2 Soft Hats \$1.50 Men's \$3 Brown Stiff Hats \$1.50 Men's \$3.00 Scratch Hats \$1.50 MEN'S FANCY VESTS HALF PRICE AND LESS Men's \$1.00 Vests now .50 Men's \$2.00 Vests now \$1.00 Men's \$2.50 to \$10.00 Vests \$1.50 MEN'S SILK and KID GLOVES Men's \$1.50 Silk Gloves \$1.00 Men's \$2.00 and \$2.50 Fine Kid Gloves, sizes 7 and 7½, \$1.00	GREAT REDUCTIONS IN SILK and NEGLIGEE SHIRTS \$3.00 Negligee Shirts \$1.50 \$2.00 Negligee Shirts \$1.50 \$5.00 Silk Shirts \$3.00 \$3.00 Pongee Silk Shirts \$2.00 \$2.50 Russian Cord Shirts \$1.50 \$2.00 Soisette Shirts \$1.25 \$1.50 Soisette Shirts \$1.00 \$1.00 Soisette Shirts .75 MEN'S FINE HALF HOSE REDUCED \$1 and \$1.50 Men's Silk Half Hose no w .50c Men's 50c Lisle Half Hose 25c	MORE FINE NECKWEAR REDUCED \$1.50 four-in-hand Ties .95c \$1.00 four-in-hand Ties .65c \$.50 four-in-hand Ties .35c \$.50 Bow Ties .35c A SHOWER OF HANDKERCHIEFS AT GREATEST REDUCTIONS 25c Linen Initial Hdkerchiefs 15c 50c Linen Initial Hdkerchiefs 30c 50c Plain Linen Hdkerchiefs 35c 75c white and fancy Hdks. 35c 50c Silk Handkerchiefs .35c	MEN'S FINE HATS In Black Only. Men's \$5.00 Hats now \$3.00 Men's \$4.00 Hats now \$2.50 Men's \$3.00 Hats now \$2.00 Men's \$2.50 Hats now \$1.50 Men's \$2.00 Hats now \$1.50 PAJAMAS REDUCED A HALF \$1.50 Pajamas now .75 \$2.00 Pajamas now \$1.00 \$3.00 Pajamas now \$1.50 \$5.00 Pajamas now \$2.50 CHILDREN'S WASH SUITS HALF PRICE Regular 60c, 75c, \$1.00, \$1.50, \$2.00, and \$2.50 Wash Suits ½ PRICE BOYS' CAPS REDUCED \$.50 Caps now only .25c \$1.00 Caps now only .65c \$.50 Boys' Shirts now .35c \$1.00 Boys' Shirts now .65c \$.50 Blouse Waists now .35c \$1.00 Boys' Sweaters now \$.75 \$1.50 Boys' Sweaters now \$1.00 BARGAINS IN BOYS' AND CHILDREN'S HATS \$.65 Hats now only .39 \$1.00 Hats now only .65 \$1.50 Hats now only \$1.00 \$2.00 Hats now only \$1.25 BOYS' KNEE PANTS REDUCED 50c Boys' Pants now .35c 75c Boys' Pants now .50c \$1.00 Boys' Pants now .65c \$1.25 and \$1.50 Boys' Pants \$1.00
--	--	---	--	--	---

Boys' Knickerbocker Suits All Reduced

\$1.95 Suits } now \$1.50	\$3.45 Suits } now \$2.50	\$6.00 Suits } Now \$5.00
\$2.50 Suits } now \$1.90	\$3.95 Suits } now \$3.50	\$6.50 Suits }
\$2.95 Suits }	\$4.35 Suits }	\$7.50 Suits }
	\$5.00 Suits }	\$8.50 Suits }

A GRAND TOTAL OF 756 BOYS' SUITS ABSOLUTELY SACRIFICED

Sale
87-89 Third Street
Only

MOYER

Sale
87-89 Third Street
Only

At 8 o'clock tomorrow morning the doors swing open for this greatest of clothing sales—be ready for its advent. Remember the location—87 and 89 Third Street—The Big Store With Two Stocks.