ADVERTISING IN THIS CITY CLEAN COMPARED TO SOUTHERN TOWNS

Samuel Hopkins Adams Says elected first vice president. Other officers are being elected this after-Portland Has Yet Much Progress to Make.

IS SURVEYING CONDITIONS

Authority on Advertising Is Making Tour of Country in Behalf of New York Tribune.

Portland has still a considerable distance to go to reach perfection in rigid observation of the rules of clean advertising, but this city shines by comparison with Los Angeles and San

This is the opinion of Samuel Hopkins Adams, writer and authority on the New York Tribune a campaign in lutions, Mrs. Blanche L. Murphy. behalf of clean advertising, which has attracted nation-wide attention. Mr. Adams is the man who exposed through Collier's some years ago, the fake claims of certain much advertised patent medicines, his articles creating a national sensation.

He is now engaged in making for the Tribune a survey of advertising conditions throughout the country, articles on various cities which he has visited appearing in that paper from time to time. For several days he has been in Portland, and what he has learned and observed of conditions here is likely to find its way into print shortly. Has Good Word.

Generally speaking, Mr. Adams has a good word for Portland, but thinks there is still room for improvement In Los Angeles he says there is more untruthful and misleading advertising than in any he has ever visited, and San Francisco is not far behind.

manufacturers, but also gets a line on of the Rose Festival. what the newspapers are doing in the way of maintaining the best standards by rejecting copy. In this latter re-

"When I first began my work for the Tribune our New York advertisers were used to seeing politicians and others lampooned in the papers, but thought they were immune," said Mr. "We went after them rough shod, without regard to whether they took space with the Tribune, forced some out of the paper and made others so word their advertising that it would stand the acid test. We lost quite a lot of business for a while, but most of them came to see the point and the volume of the paper's advertising had grown immensely despite the initial

The Tribune guarantees money back prize, \$5. any purchaser who doesn't get a fair deal from a Tribune advertiser, and this without regard to whether

the article in question was advertised in our paper. We have had very few unjust claims and less than one would disposed to be unreasonable, we have Speaking of the country generally, prize, \$20.

Mr. Adams says the improvement over he is quite encouraged with the prog- prize, \$20. ress being made towards better standards in advertising. He left Wednesday night for Seattle, and will go back to New York via the northern route, stopping over at the principal cities. He came to the coast via the Guif states and southern route,

His plan is to keep in touch with itinerary for several weeks in advance. Thus he has a fairly good line on con-ditions before he reaches the city, and Oregon, without delay. his trained mind enables him to quickly fill in the gaps in his information.

Forestry Students Return From Work

Eighteen Young Men of Oregon Agricultural College Back From the Wind River Nursery.

To obtain a practical knowledge in seir line of work, 18 students in the forestry department of the Oregon Agricultural college, under the leadership River nursery. just returned, having put in the time ransplanting stock,

build up the forests of the northwest,

were members of the party: Messrs. men from end to end. Sheriff "Til' Byers, Bagley, Dean, Ding, Elofson,

Springfield Woman Elected P. E. O. Head

Mrs. Jessie W. Kirk Chosen President at Session of State Convention Held This Morning.

Mrs. Jessie W. Kirk of Springfield. Or., was elected state president of the P. E. O. Sisterhood yesterday. She represents chapter H of Eugene. Mrs.

Rev. J. M. Skinner delivered the memorial address Wednesday and Miss Elizabeth Eugenia Woodbury gave a reading. In the evening a reception was given by the state officers, and the president of the hostess chapter, Miss Copeland, was in the receiving

The chairmen of the various com mittees acting during the convention are: Guards, Mrs. Grace J. Whitlock; planist, Miss Nettie Foy; reporter to P. E. O. Record, Mrs. Minnie W. Cooper; reporters to local papers, Mrs. Carrie R. Beaumont, Mrs. Bertha L. Gray and Mrs. Blanche L. Murphy; credentials, Mrs. Emily N. Tigby; disstate by-laws, Mrs. Edna C. Brownton; local by-laws, Mrs. Bertha L. Gray; chapter reports, Mrs. Maude B. Mann; E. Burlingame; auditing, Mrs. Ella the ethics of advertising, and the man Bailey; finance, Mrs. Myrtle Kinder; who for three years has conducted for memorial, Mrs. Cecile B. Bittner; reso-

Cash Prizes Will Be Offered Barred, Is Announcement | Sunday morning.

Unless automobiles and other vehiboth cities, however, one or two stores cles are richly decorated with roses explain that congress created a counnow doing he not only checks up the lowed to participate in the huge floral secretary of war is the chairman. This advertising of the various stores and pageant which will mark the last day

State Senator Moser, the Rose Festival director in charge of the pageant, Washington. spect, he is fairly well pleased with announced yesterday that any objection-Portland. Of the department stores able advertising, such as banners and take up active work at once to organne gives one an absolutely clean bill signs, would not be permitted in the ize the women's activities of the entire as "pretty decent," only occasionally pageant, but that the name of the en- country. Our suggestion was adopted "slopping over," while the fourth, he trant may be worked out in floral de-"pretty much given to misre- sign or designated by ribbons. Cash Prizes Offered.

Cash prizes are to be offered as fol-Privately owned autos entered by in-

Organizations, business houses, corporations and clubs: First prize, \$100; second prize, \$75; third prize, \$50. Public and private schools: First prize, \$100; second prize, \$50.

Most unique car: One prize, \$75. Saddle horse, ridden by boy or girl under 16 years: First prize, \$10; sec-Motorcycles: First prize, \$10; sec-

nd prize, \$5 Pony carts-First prize, \$10; second Suffrage associations. This afternoon Best rose decorated car-One prize.

50; second prize, \$25 unjust claims and less than one would. Horse drawn vehicles (individual) -- zation of a local woman's auxiliary, expect of any kind. The public is not First prize, \$20; second prize, \$10.

Fire department horse apparatussome years ago is noticeable and First prize, \$50; second prize, \$30; third

Earler Entrance Asked.

These will be the only cash prizes warded in the entire Rose Festival.

Cavalry Troop D Is

tirely of Cowboys and Horsemen Declares Captain Gjedstea.

Troop D Cavalry, Oregon National Guard, is ready for inspection by fel-oral officers.

Following the return from Pendleton, where the troop has its home, of Cap-tain C. E. Gjedsted, adjutant General White wired San Francisco asking the ing two weeks at the government Wind detail of a regular army officer to in-River nursery. The students have spect the troop.

Captain Gjedsted reports the troop

"Troop D is going to be one of the more than 2,000,000 trees being used best fighting units of the National annually. Guard," declared Captain Gjedsted. "It is composed of cowboys and horse-Taylor and Blanchet, the famous bull Hutchinson, Hyatt, Haberer, Bra- dogger, are being talked of as captain non, Koeler, Luebke, Mason, Nettleton, and either one should make a fine ex-Rickson, Sheffield, Steele and Wheeler, coutive."

Your Guarantee

of Purity"

Warning!

The makers of genuine

Aspirin caution you to

see that every package

and every tablet of

Aspirin bears

"The

Bayer Cross –

CARRIE CHAPMAN CATT HERE TO HELP WOMEN MOBILIZE FOR SERVICE

Member Woman's Committee of Council of National Defense to Outline Plans.

MEETING IS ON TONIGHT

Saturday Moon Visiting Suffrage Leader Will Be Honor Guest at Multnomah Hotel Luncheon.

Mrs. Carrie Chapman Catt, representing the woman's committee of the Council of National Defense, the only organization auxiliary to war which has the seal of government approval officers' recommendations, Mrs. Annie except the American Red Cross, is in Portland, to organize an Oregon division of the committee. This will not be a new organization, but a federation of organizations already existing, the prime purpose being to avoid duplication and unnecessary machinery in performing the duties which women will be called upon to perform in war.

Mrs. Catt arrived Thursday evening and was met at the train by a delegation of prominent suffrage workers and clubwomen, who escorted her to the Hotel Portland, where she will be during her stay. Among old friends whom Mrs. Catt was delighted to meet again was Judge Thomas Carrick Burke, a schoolmate; Mrs. Harold M. Sawyer, also an old friend, and Miss Caroline Barnes, a girlhood playmate. Besides her numerous engagements with the public Eric V. Hauser will entertain Mrs. Catt and Judge and and All Advertising Will Be Mrs. Thomas Carrick Burke with a drive over the Columbia river highway

Women Being Mobilized. "I suppose the public is interested in the nature of my trip west at this time," said Mrs. Catt, "and so I will and other flowers they will not be al- cil of national defense of which the committee has national approval in its military and civilian work. On April 25, 1917, a woman's committee was appointed and was given headquarters in

"A meeting of this committee was called for May 4, and we decided to visit Colorado, Wyoming, Oregon and Washington. Everywhere I am being warmly welcomed. Already half of the states have responded by organizing state divisions of the committee. and at our next meeting, June 4, it is dividuals: First prize, \$100; second expected that the committee reports prize, \$75; third prize, \$50. will show every state organized.

"The work which the women will be called to do will be entirely different from that done by the Red Cross. "We are simply mobilizing the women for action. We want to be ready to

Women Will Meet Tonight. Mrs. Catt is president of the National and the International Woman

at 3 o'clock Mrs. Catt spoke at the Portland woman's club, Hotel Multnomah. This evening at 8 o'clock she Special horseback entry; clubs of 20 will meet with representatives of the or more riders in uniform—First prize, various women's organizations at Hotel Portland to consider the organi-Saturday noon she will be the honor Fire department auto apparatus- guest and principal speaker at a First prize, \$50; second prize, \$30; third luncheon to be given at Hotel Multnomah by the Oregon Equal Suffrage association Tickets for this luncheon may be

procured from Miss Laura Cavers in he Platt building, at Woodard, Clarke & Co.'s, the Owl Drug company, and Sherman & Clay's. The luncheon will While entries for the floral parade be presided over by Dr. Esther Pohl may be made at any time up to the Lovejoy, one of Oregon's foremost day before the parade, it is impera-tive that the various clubs and civic Withycombe will extend greetings organizations who plan to enter the from the state, a letter from Mayor he newspapers of the cities on his patriotic pageant, National Flag Day, Albee will be read, he being unable June 14, should make their entries at to be present; Bishop Sumner will meeting will be held in the ball room of Hotel Multnomah with Mrs. Catt as the speaker. At this meeting Rob-Ready for Inspection | Speaker of the house at the last legislature, will preside. From here Mrs. Catt will go to Tacoma.

Pendleton Organization Composed En. Diplomas Are Given To 106 Graduates

The North Pacific college held its graduating exercises at the White Temple Wednesday night. Ninety-three received, the degree of the dental department, 11 in that of pharmacy and

two in pharmaceutical chemistry.
President Miller, in his opening address, said that only about 16 per cent practically organized and full strength of the entire school are from Oregon, only the matter of a few days. Washington has a few more students than Oregon, while more than 30 states besides most of the provinces of Canada are represented. Foreign countries also are well represented, though since the war began not so many come from Europe

Prescident Miller also said that about alf of the senior class in pharmacy dready was with the naval training station in California doing work for he government. Besides this a numer of graduates of the college are in he dental corps of the British and rench armies in France, serving the

The annual address was delivered by William D. Wheelwright. Dr. A. E. Rockey gave the charge to the gradu-The enrollment for the present year has been 482, of whom 106 were grad-

Forestry Unit Goes To France at Once

Impetus is being given to the raising of the newly-organized forestry regiment by the prospect of seeing service in France as soon as practicable. The Portland district forest service has announced that the service, at the request of the war department, will prepare plans for the organization and quipment and will aid in securing

Foresters, practical woodsmen, loggers, portable sawmill operators and others experienced in lumbering operations, will make up this unit of the enDo you kodak?

-Don't miss the fun of having a kodak this summer! We've a lot of little and big ones from \$6.00 ap to \$55. -Main Floor, Lipman, Wolfe & Co.

PICTORIAL REVIEWPATTERNS

Eye glass repairs

-Bring your broken eye glass lenses to Dr. Dallas. Any Iens duplicated exactly from the pieces. -Optical Dept., 2d Flr., Lipman, Wolfe & Co.

Just see what splendid things we've assembled for Saturday and you!

Long live the king-There's a mighty monarch coming to Portland-one who will be welcomed even in these days when the whole world is fighting to spread the spirit of democracy!

-Watch the newspapers for announcement of his arrival! He will bring much with him that will be of intense interest to you. -Long live the king!

Boys' Armorclad suits \$5—

-There is so much that is good and different about these Armorclad suits that we can't begin to tell their story here! You have our word for it, though, that they are a match for your boy, no matter how full of the old "Sam Scratch" he is.

-Of course you know that Armorclads come in sizes 6 to 18 years and are all made with two pairs of pants. -4th Flr., Lipman, Wolfe & Co.

"Boys' Life"

-Besides the boys' suits at \$5 we have worlds of other good clothes at \$6.50 and up to \$20. -And with every boys' suit sold on Saturday we will give a year's subscription to "Boys' Life" (the official Boy Scout magazine.)

-The younger young men-the fellows who are just putting on their first long pants-will be keen about our LANGHAM-HIGH staits at \$15 to \$25. -4th Flr., Lipman, Wolfe & Co.

Goodies!

-Chocolate wintergreen, maple and peppermint WAFERS at 27c lb.

-Pinoche, 36c lb. -Chocolate covered peppermint wafers spe-

cial at 45c lb. -Peppermint chews, 26c lb

-Chocolate FUDGE, 19c lb.

Stamped pieces 49c

-36-in. stamped centerpieces and 18x48-in. scarfs of pure linen in natural shade! They are stamped in both floral and conventional designs of unusual beauty! Both are close to half price at 49c. —5th Floor, Lipman, Wolfe & Co.

2 for 25c Sheet music

-Oh! Johnny-Oh! Johnny-Oh! -Ching Chong!

-America First! -What's the Matter With the Irish?

-I've Got My Eyes on You! -Indiana!

-Hawaiian Butterfly! --You're a Grand Old Flag!

-That's the Meaning of Uncle Sam! -Night Time Down in Little Italy!

-Mezzanine, Lipman, Wolfe & Co.

-No matter whether you are or not, you'll Going away? be glad to buy one of these 24-in. matting suitcases at this low price we've set for Sat-

-They're splendidly made with good firm corners-substantial locks-two sturdy bolts and two all-around straps! Wonders at \$1.65.
—Sub-Basement, Lipman, Wolfe & Co.

Attention MEN!



-We've got some SHIRTS ready for Saturday that will set you a-guessing. -There are two lots!

-The first at \$1.39!

-And what shirts they are! Why, if we were to send them to you tonight without a price tag on them, you'd guess them at a price 'way above \$1.39. They're high grade shirts of madras-Russian cords-crystal cloths-Oxfords and silk mercerized fabrics-some are made with soft French cuffs, others have starched cuffs.

—The second lot is \$3.65.

-Shirts of tub silks-of fibre silks! -Shirts in many of the rich patterns and col-

orings that characterize the high priced lines! Come see them Saturday-they can tell a better story than we can put into print!

—Men's union suits — the famous Cooper spring needle form fitting kind with short sleeves and in ankle length, will be featured at \$1.25.

—Beautiful flowing end TIES at 50c.

—Notaseme sox (mill runs), 19c pair.

—Main Floor, Lipman, Wolfe & Co.

Colonial cemetery 15c vases

-Coming just before Decoration day, just as it does, this special offering should be read with unusual interest. -There are just 250 vases concerned-and at 15c they ought to all find ready buyers long

—They are full 9 in. high and big enough to hold a generous bouquet of flowers!

-No phone orders.
-Sixth Floor, Lipman, Wolfe & Co.

Bond-

Buy a
Liberty
Loan
Loan

-Of course you are going to buy one—but don't wait—buy it now! Uncle Sam needs the help that each and every one of us can give!
Remember that if you wish we will sell you a Liberty Bond on the partial payment plan!
Ask for further particulars on the seventh -Lipman, Wolfe & Co.

Pretties that every wants and silk faille—for 39c a yard. In this day when

-Slip-on veils are going on sale Saturday for 50c-just to make Saturday more interesting! They're both plain and figured with dots and scrolls-hexagon mesh or hairline, in various colors.

Ribbons—8 inches wide—of taffeta, moire

wide ribbons are used for so many thingsbags, bows, camisoles and frills in generalthis sale comes as a real saving to all women! Nearly all colors are here. -Every woman knows that a fresh neckpiece will make over a whole costume. A new collar

on her coat or frock will change it altogetherso she's going to take special interest in Saturday's offering of new neck fixings-big collars of silk bengaline, pique and gabardine. Priced at 75c to \$2.00. -Hair bows-with fasteners-25c-ready to

fasten a-top of little girls' heads. They're of such quality ribbon as mothers couldn't buy and make into bows for so little as 25c!

-Main Floor, Lipman, Wolfe & Co.

Wonder HATS \$5

-It seems as though each lot of these remarkable \$5 hats which our designers have created from week to week have been just a little prettier-a little more unusual from a style standpoint than those which were created the week

-And now comes the most unusual group of -Black hats-and white hats-big ones and

little ones-hats that you'll enthuse over at \$5.

"Ready-to-puton" HATS \$2.50

Is there

music in

your home?

-Two dollars and fifty cents is a ridiculously low price for such very smart little "ready-toput-on" hats as these! Some have mushroom brims-the brims of others turn up and then they all have modest ribbon trims that take them far out of the class of ordinary hats! -There's a wide color range.

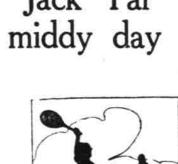
-Second Floor, Lipman, Wolfe & Co.

-There is music a-plenty in the homes where

there are VICTROLAS. -Your home should have one-would have one if you knew how much real enjoyment it would bring and if you knew how easily you

could own one! -Ask about our combination offer! It comprises VICTROLA No. 10 and \$25 worth of Victor records-all for \$100-and we send it to your home for \$5—then pay for it \$5 a month.
—Mczzanine, Lipman, Wolfe & Co.

Saturday is "Jack Tar"



-Women and girls are invited to the girls' own store Saturday. It's Jack Tar middy day-and there are middies for everyone-all sizes and all styles. -At 98c there are regulation styles of Jack

Tar middies-both all white and white with navy blue collars and white braid. -Those at \$1.25 have long or short sleeves and either red, white or blue collars.

-Nothing so trim and ship-shape as a middy blouse has ever been made for anybody to wear! And nothing so middy-like as a l'eter Thompson has ever been devised! Here are splendid regulation yoke Peter Thompsons at

-Girls and women who can't find middies to delight them in this lot will be hard, indeed, to please. Here's a special assortment at \$1.50 to \$2.75, all with flannel collars, that we've put forth to celebrate Middy day.

-Jack Tar smocks! Girls and women are going to wear them here, there and everywhere this summer! These at \$2.50 have more than the usual snap and style. -Girls' middy frocks at \$1.75, \$2.50 and \$3.45

are natty enough to "pass muster" anywhere. Some have detachable skirts while others are straightaway one piece frocks. Sizes 4 to 14. -Peter Thompson dresses-the becomingest dresses that junior girls ever wore—will be sold for \$3.95 on middy day. Sizes 16, 18 and 20. American Girl middy dresses are just a little bit different from the ordinary. Larger junior girls' sizes—all priced at \$3.95.

—Separate Jack Tar skirts for junior girls from 14 to 20 are made with trig side pockets and priced at from

20 are made with trig side pockets and priced at from \$1.98 to \$2.75 and \$3.45. Little girls' skirts made on underwaists come in sizes from 6 to 14 and sell for \$1.29 and more. —Fourth Floor, Lipman, Wolfe & Co.

Stockings 35c pair—

-Here's a really worth-while sale! For such stockings as these are seldom found for 35c a pair! Women's stockings are of silk lisle in white and all colors—some fashioned and made with either ribbed or balbriggan tops. —Children's splendid mercerized lisle hose—

reinforced. 35c a pair. -Three pairs for \$1.00.

-Main Floor, Lipman, Wolfe & Co.

Basement savings!

-Women's vests with low necks and no sleeves will be sold for 10c. -Swiss ribbed vests-some sleeveless and

some with short sleeves are to be 18c. -Children's vests-cool summer styles-are going to be on sale for 10c.

-Boys' and girls' union suits-some just plain ribbed and others with taped waists having buttons and stocking supporter holders-29c. - Economy Basement.

gineer corps now being recruited to be The trade mark "Aspirin" (Reg. U.S. Pat. Off.) sent abroad, as soon as organized and is a guarantee that the monoaceticacideste of salicylicacid in these tablets and capsules The organization of this regiment he result of a suggestion made by the