

# CHILDREN ARE TO READ 40,000 BOOKS THIS WEEK

It is Not Only Book Week, but Good Book Week; Best Literature Recommended for Youth

By Marshall N. Dana

A shockheaded boy drifted into the library the other day. He asked in the children's department for "Peck's Bad Boy."

"We have it," said Miss Jessie Hodge Millard, the children's librarian, "but I don't want you to have it."

The boy went away. Presently his father came. He stormed. "Why can't my boy have 'Peck's Bad Boy'?" The librarian referred gently to certain objectionable passages in the book. Then she said:

"I didn't want to take the responsibility for letting your boy have the book. But you may have it to give him if you wish to accept the responsibility."

The man took the book. But before he left he read, at the librarian's request, some of the paragraphs marked in it.

**RETURNS TO APOLOGIZE**

"I want to offer an apology," he said, coming back to the desk. "I wouldn't let my boy read that book for a thousand dollars because of some of the things I have just seen in it. But I didn't see those things there when I read 'Peck's Bad Boy' as a youngster."

Seeking something to read, another boy came to Miss Mabel Harris, head of the children's book department down at Gill's. He immediately began browsing among the blood and thunder stuff. Miss Harris took him over to a looking glass.

"Do you see that boy in the frame?" she asked.

The boy grinned sheepishly.

"That boy," persisted Miss Harris, "has a good head. He has room for a good mental work shop. But suppose he just throws a crazy reading into that work shop. He will soon have it as badly cluttered as an old attic, won't he? But suppose he reads things that he will remember, things that will furnish tools for him in the future. He will be a good citizen, doing good in the world. Which do you think would be better?"

**BOY GETS THE IDEA**

The boy was bright. He caught the idea.

## BOOK WEEK EMPHASIZES GOOD READING



Left to right—Miss Mabel Harris, head of children's department J. K. Gill company, a leader in the movement for better reading among children. Mrs. D. E. Kelly, president Parent-Teacher association, which is promoting cause of good reading in schools. Miss Jessie Hodge Millard, children's department of the public library, an important factor in directing the reading of boys and girls.

Forty thousand books will be read by children in Portland this week.

For this is Children's Book week. We have so many "weeks" and "days" of various kinds that it is almost impossible to keep track of them.

But Children's Book week is one of the best of them all.

"More and better books" is the slogan. Each school child is to read one good book.

To stimulate the interest Parent-Teacher associations will hold meetings at the library and its branches. Interesting mother in what the boy or girl reads is the objective. Mrs. D. E. Kelly, president of the Portland Parent-Teacher association, is actively directing this work.

There will be talks at the business and civic clubs. Giving father a tip that what his son reads will make a

lot of difference to son's future is the ideal here.

Ministers in their pulpits will stress the value of good reading among children. Women's organizations will build programs around children's reading. There will be book exhibits in the libraries and in store windows.

**CONTEST AT GILL'S**

On Friday evening at the library the Gill book character contest will reach its climax with award of prizes by John Hitchhikes of that firm. Children will present book reviews. They have been writing stories in which they imagined themselves in the place of famous story book characters. Don Quixote and perhaps D'Artagnan will come riding into that Friday evening assemblage and there isn't a doubt that John Silver, Robin Hood and Red Riding Hood will be present. Under

the direction of James E. Bragway, Scout executive, the 2300 Boy Scouts in the Portland council will participate in this contest.

But don't get the idea that reading good books means that children must read nabby pambly books. They can read blood and thunder if it is realistic and teaches a bit of chivalry, self reliance, kindness, protection of the weak. They can read romance if it is pure romance and not extravagant, perhaps suggestive, stuff. They can get in touch with real life safely at an early age, provided it is real life they find in books and not unreal stuff that will make them self sympathizers, selfish, brutal, coarse or

**BRINGS NEW IDEA**

Children's Book week brings out a new idea. Libraries are mentioned first when there are discussions of reading. But book stores, it has been found, share responsibility with the libraries.

Mabel Harris, for instance, says she finds she is selling more than books. She is selling tools for the mental workshop. She is selling vision, courage, romance and steadfastness. Therefore, she hesitates to sell books that would poison the mind, just as an honest druggist hesitates to sell drugs that would poison the body. Therefore, she buys in to provide best equipment at the most formative period in life. Working on this idea, Gill's has developed a children's department that is one of the most unusual of its kind in the country.

**SIGNS ENCOURAGING**

Speaking from a long experience in filling children's minds, Miss Jessie Hodge Millard, head of the juvenile reading department of the public library, said:

"It seems one of the most encouraging signs of the times in an epoch which we have grown to regard as so purely utilitarian that so many people are striving so earnestly and successfully to make childhood happier. This age has well been called the age of the discovery of the child. Educators, parents and others are awakening to the fact that what their children read and absorb into their minds is just as essential to their growth and development as their food and exercise."

"So to make a child's mind healthy we must feed it on wholesome books. The influence which a book exerts on a child's taste and character should not be ignored and the best books should be furnished at a time when the reading will prove especially attractive to his inquiring mind."

## Two From W. U. Are To Attend Meetings

Willamette University, Salem, Nov. 11.—Two representatives from Willamette University will attend the joint

meeting of the Pacific Intercollegiate Press association and the Pacific Student Presidents' Association on the University of California campus, November 24 and 25. Miss Grace Brainard of Roseburg, vice president, will attend in place of Bruce White, who will be in the lineup of the Beavers in the Whitman-Willamette game.

representing the student body and the Willamette Collegian weekly will be represented by Miss Helen Hoover, editor, of Portland.

**NEELY NAMED MAYOR**  
Willamette, Nov. 11.—The largest vote in years was polled here Tuesday at the city election. R. T. Neely was

electd mayor. R. H. Yates, recorder; George Ramsey, marshal and Charles Schaller, George Salpes and Robert Miller, councilmen.

Fire which started from an unknown cause Tuesday night destroyed the residence of E. O. Lankinen, a rancher residing at Washburn, about 10 miles east of Astoria.

# Challenge Event! 96 Suits and 73 Overcoats

MONDAY morning the 169 garments selected for this challenge event will be on DISPLAY—ready for comparison with any other standard suit or overcoat that retails at anywhere near this price!

All Priced for This Challenge Event

# \$35.00

Men—Compare These Wool SUITS and OVERCOATS With Any Other Garments in Portland at a Similar Price!

We want you to give them your closest inspection. We know they have the materials, the weight, the workmanship and the style that makes them winners. You will be wearing one of these long after the ordinary garment has gone to pieces. Come early, while choice is largest. Only 169 in the lot!

All Sizes  
All the Wanted Colors  
And the New Weaves

A REAL BUYING EVENT

Pay Cash—or Use Your Credit

It won't cost you a red cent more if you prefer to pay a small amount down and the rest at your convenience. Pay us as you are paid—by the month, twice monthly or weekly. Thousands of people use the convenience of Credit Gladly—and it makes it easy to avail yourselves of events such as this one.



Facts about these garments

Every suit and overcoat in the lot is this season's. Every suit and overcoat is made of WOOL. The fabrics are most durable. A fit is guaranteed. Workmanship is excellent.



# REGAL Warm Air FURNACE

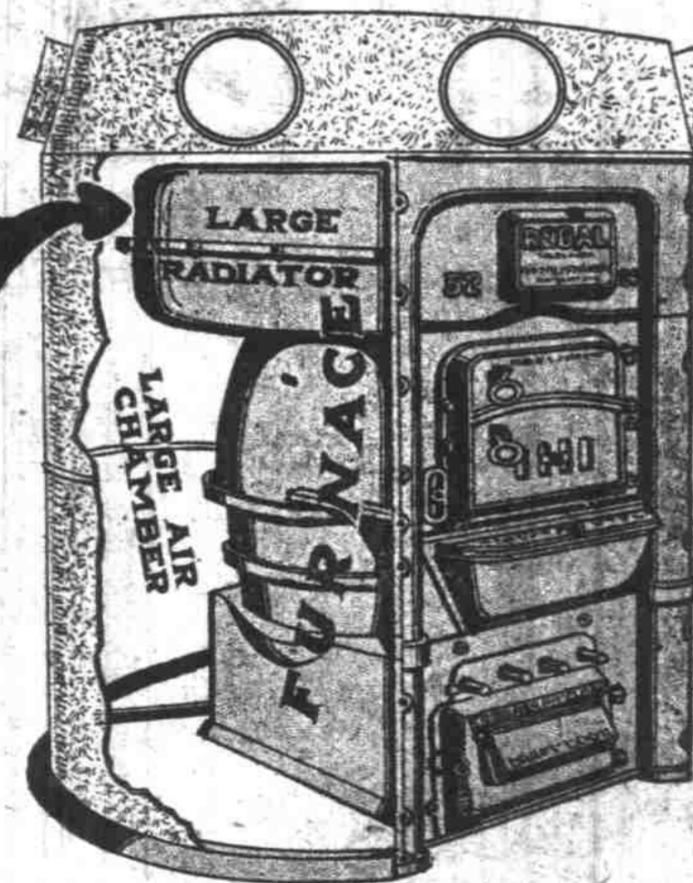
"It Radiates Warmth"

Possessing the Largest Radiator of any Furnace on Market

This exclusive REGAL feature—large radiator—permits the radiator to absorb more heat from the fuel, fire and smoke than a smaller radiator can absorb. This is evident.

In turn, this large radiator of the REGAL presents a GREATER HEATING SURFACE to the air in air chamber than a smaller radiator can present—and, therefore, CONVEYS MORE WARMTH.

(NOTE ALSO—The casing of the REGAL stands high above the radiator and far away from the sides of radiator and rest of heating element of the furnace—so that a very large volume of air is constantly circulating above and around this entire heating element and absorbing warmth from this heating element for the living rooms above.)



Note Also the Large Air Space Between Casing and Furnace

## Visit Your Nearest REGAL Dealer

He is a reliable heating man. Have him show you ALL the points of REGAL Furnace efficiency.

- CARL'S SHEET METAL WORKS... 550 Washington St.
- GRIFFITH & HANSEN... 625 Columbia Boulevard
- HANSEN BROS... 4615 67th St. S. E.
- H. HIRSCHBERGER CO... 247 Ankeny St.
- J. E. JOHNSON... 845 Williams Ave.
- M. JUCHEMICH... 193 Gibbs St.
- REYNOLDS & HUDSON... 959 E. 29th St. N.
- FRED SCHWAN... 353 Union Ave. N.
- G. H. TEMPLE... 414 E. Morrison St.
- WILLAMETTE SHEET METAL WORKS... 106 N. Third St.
- Forest Grove, Ore... Norman Armes
- Vancouver, Wash... Vancouver Sheet Metal Works
- Astoria, Ore... J. H. Hansen
- Corvallis, Ore... W. G. Wildig
- Gladstone, Ore... T. J. B. Williams
- Hood River, Ore... Peter Barger
- McMinnville, Ore... Miller & Davidson
- The Dalles, Ore... Charles Anderson

Manufactured by The W. G. McPherson Co. 19th and Wilson Sts., Portland, Or.

# REGAL'S Large Radiator Radiates More Warmth!

## Flower Show Will Open With Private Exhibit on Tuesday

Portland's second annual flower show will open in the Oregon building Tuesday afternoon with a private showing for members of the Chamber of Commerce and their guests. The show is being held by wholesale and retail florists under the auspices of the chamber and will continue Wednesday and Thursday.

At the exhibition Tuesday afternoon a reception to members of the chamber will be held with afternoon tea. Wives of members of the board of directors of the organization will be on the receiving line. There will be special music.

In the evening the house committee of the organization and the florists will be hosts to the general public. Special invitations have been extended to patrons of all the florists having exhibits.

## Students Form to Boost O. A. C. in Coos

Oregon Agricultural College, Corvallis, Nov. 11.—A Coos county club has been organized by the students registering from that section in an effort to get into closer contact with the high school students of Coos county intending to enter college. Seniors of every high school in the county will be invited to a dance given by the club in Marshfield during the Christmas holidays. Redolph Hillstrom of Marshfield is president, and Mildred Saundby, Marshfield, secretary-treasurer.

We Give and Redeem S. & H. Green Stamps

## Prescriptions

We are prepared to fill your prescriptions promptly and correctly. Our force of experienced, registered Pharmacists are ready and anxious to render you every possible service.

Eversharp Pencils and Fountain Pens

## Popular Sellers

- Lidia Pinkham's Vegetable Compound... \$1.00
- Sodium Phosphate, Effervescent, 4-oz... 50c
- 1 pound... \$1.25
- Albion 1 pint 50c—1 quart... 80c
- Ironized Yeast \$1.00—6 for... \$5.00
- Vitamin Tablets... \$1.00
- Castoria... 35c
- Allanru... 50c and \$1.50
- Swamp Root... 48c and \$1.12
- Pentamangan... 50c
- Listerine... 80c
- Bromo Quinine... 80c
- Scott's Emulsion... 80c
- Moore's Emerald Oil... \$1.15

## Nikk Marr

And Peerless Velvet Quality Toilet Requisites—The World Famous Nikk Marr Youthful Neo-Plastique Face Rejuvenator... \$2.50

## Lambert's

New Listerine Tooth Paste, the Original Fruit Acid Dentifrice... 25c  
Watch for their advertisement carrying COUPON to be redeemed here.

## Rubber Goods

50c for your old Hot Water Bottle. We will allow you 50c for your old Hot Water Bottle and Fountain Syringe on the price of a new one at \$2.50 or over.  
\$2.50—2-qt. Cloth Inserted Hot Water Bottle. Two-year guarantee. Special... \$1.49  
\$2.50—3-qt. Fountain Syringe, special... \$1.98

## Woodward Clark & Co. DRUGGISTS

Allder Street at West Park  
**DRUGGISTS**  
Leather Goods  
The Largest Complete Quality Line in the World. Few Things are as Practical, Certainly none are more Welcome as Christmas Gifts.  
"LIKLY Leads in Luggage Needs"  
Ladies' Fine Silk Umbrellas  
New Complete line—All Colors and Styles of Handles—Prices Moderate.

Telephone Atwater 4700  
Store Hours 8 to 6

**Lily Cup Service**  
At Our Fountain.  
**Engraved Greeting Cards**  
Finer Than Ever  
Larger Assortment  
Reasonable Prices  
By placing your order early you are assured better results and prompt delivery.

## Ivory Pyralin

White, Shell and Amber  
We invite your inspection of our choice line, which is essentially adapted for solving the Gilt Problem. Pyralin Ivory Toiletware has proven to be extremely popular and Shell and Amber colors are daily gaining favor with the public.

- Hair Brushes
- Hat Brushes
- Powder Boxes
- Hair Receivers
- Cuticle Scissors
- Perfume Bottles
- Talcum Boxes
- Cream Boxes
- Combs
- Mirrors
- Nail Files
- Buffers
- Dresser Trays
- Jewel Boxes
- Shoe Hooks
- Clocks
- Military Brushes

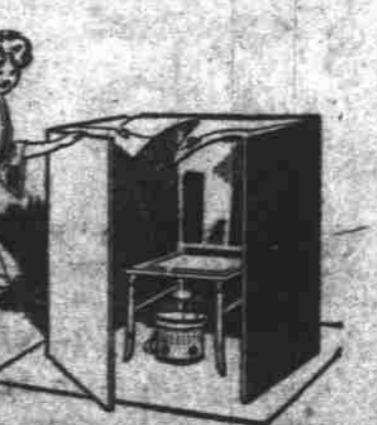


## Christmas Suggestions

- HURD'S CABINET  
24 Sheets Paper—24 Gilt Edged Cards—Envelopes to Match... \$1.25
- COMMONWEALTH  
Pink—Blue—White Paper and Envelopes combined in one box. Special... 98c
- QUALITY LINEN  
That Splendid Value—84 Sheets and 50 Envelopes, Boxed. Special... 89c

## DOWNSTAIRS

**MAZDAS!**  
Prepare for the long evenings with BETTER LIGHTS  
10-15-25-40 and 50 Watt  
Each 35c  
Box of 5 \$1.75



**Electric Heaters**  
Quick, Convenient Heat just when you want it.  
\$6.75 to \$15.00

