

NEWS OF THE NORTHWEST

Coos Bay Port Gets Tax Money. Marshfield, Ore.—Judge John S. Coke, in the circuit court, has decided that the county treasurer must turn over to the Port of Coos Bay the sum of \$7000 tax money which was withheld.

Telephone Service Improved. Albany, Ore.—The Pacific Telephone company has installed a new switchboard in Albany. It is a modern institution with nine sections and makes the phones all over the city sound clearer and louder.

Murder in Medford. Medford, Ore.—Six Greek laborers were arrested following the murder Monday night of Jesse Thrasher, well known in this county. His brains were beaten out with clubs. The murder followed the discharge of the arrested Greeks from the Ashland Manufacturing company.

Race Sentiment in Oregon City. Oregon City.—President T. P. Randall has appointed a committee of business men to confer with officials of the paper mills on the west side concerning the employment of Greek and Slav laborers, following a meeting of the Oregon City Commercial club Monday night. A large influx of foreigners recently caused the action.

Portland-Baker Electric Road. Portland.—President C. M. Atkinson, of the recently incorporated Portland, Baker City & Butte electric road states that the survey soon starts. The plan is to build from Portland through Clackamas county to the head of Warm Springs to the junction of the Deschutes river, thence eastward to Baker City.

Chink Is Wireless Fiend. Walla Walla, Wash.—Lee Ong, a Chinese who works at odd jobs, has become an enthusiastic wireless telegraphy experimenter. With a home made key, buzzer and battery he is nightly practicing the continental code. Between times he is studying the apparatus in the city park. Ong was formerly a student in the public schools here. He says he intends to become an expert and earn his living in the business.

Engine Plunges Into River. Baker City, Ore.—The crew of a logging train on the Sumpter valley railroad had a narrow escape from death early Monday morning when the train ran into an open switch and the engine was thrown into the river. Engineer Brown was injured by jumping, but the fireman escaped with slight bruises. The accident occurred 13 miles south of Baker City on the sidetrack for the stone quarry. An unknown person broke the lock and threw the switch, causing the engine to run onto the short rail. A reward of \$500 has been offered by the road.

Airship for Baker's Celebration. Baker City.—A flying machine is to be the great attraction at the celebration of the Fourth of July in this city if it is possible to secure such an attraction. The Commercial club of this city has decided that the country's natal day will be properly observed and all the neighboring towns will be invited to join with Baker in making the event a great success. The scarcity of aviators and machines makes the scheme doubtful but the attraction will be secured if possible. Auto races are also being considered as an attraction.

Laying Track on North Coast Road. Kennewick, Wash.—One hundred men have arrived here and have pitched their camps in the North Coast material yards in readiness to begin laying track toward North Yakima. Engine No. 1 and the track laying machine have been brought up from Attalla from which place the track has been laid to the bridge across the Columbia river. It is understood that two gasoline motor cars have been ordered for operation between here and North Yakima and the first of which was due to arrive here last week is expected within the next few days.

Oil Interests at Vale. Vale, Ore.—That the big oil interests of this country are keeping watch

of the development work in the Vale oil fields was seen this week through the visit of N. M. Langston of Oklahoma. Although the oil expert remained in Vale only between trains, he secured some good information concerning the fine oil indications found at the Columbia oil well the last few days. Mr. Langston had very little to say but it was learned that he represents millions of eastern money, which he said would be sent to Vale as soon as the oil flow was discovered.

GERMAN WOMEN ADOPT NEW STYLE IN DRESS

London.—The reputation of the German woman for homeliness in the sense of simplicity of living and dressing has caused her to be compared unfavorably with her sisters of New York, London and Paris. Particularly in respect to dress there is a general agreement that she has deserved her reputation, but there is now a general agreement that she has of late "changed all that" and can claim worship at the shrine of fashion as successfully as the devotees of the goddess in other countries.

A recent critic of Berlin female sartorial progress, however, has arisen here to assert that the progress is not sufficiently widespread.

He admits that the women of the upper classes have vastly improved in their knowledge with elegance and taste. Women who belong to the theatrical profession, those who are addicted to sport and the half-world, are now in almost all cases costumed in a way to make the German street scene far more attractive and pleasing than it was a dozen years ago.

There is still an enormous number of women who know what taste and elegance are when they see them, yet from motives of tradition and economy, chiefly the latter, steadily refuse to follow their dictates. These women, usually from 40 to 60 years of age, pin their faith to silk. Silk is their fetish, silk they reverence and the older it is the better, apparently, they like it. It is this clinging to tradition and economy that gives so many theater audiences in Germany their look of commonplaceness.

NEW REGULATIONS FOR WEARERS OF THE BIG "S"

Stanford University.—The wearers of the varsity block "S" have decided definitely what emblems shall hereafter be granted to the men representing Stanford in intercollegiate contests. The specific point that brought forth the action of the "S" men was the discussion as to the advisability of granting the varsity tennis players the regular block "S".

It was decided that the sports of the university should be divided into major and minor groups: In the former would fall football, baseball and track men, and the latter would be composed of tennis men. Possibly soccer and other sports may be added to the minor group in the future if the interests in them does not wane. To varsity men in the major group the regulation block "S" will be granted and to tennis men a block "S" surrounded by a circle. Medals are to be awarded to wearers of the "S," the design of which is now under consideration.

BISHOP BARS A HYMN.

Tells Minister to Throw It Away and Buy Dirt. Portland, Me.—Two practical suggestions were urged by Bishop Quayle in an address to the class of four candidates admitted a few days ago. The first was to have their lives insured if married, impressing upon them the importance of having their wives protected for when they were "corpses," as well as when they were living.

The second suggestion was to buy a plot of land where they could go and be independent in case of their not being in the active pastorate. "Don't sing 'No Foot of Land Do I Possess,'" he said. "Throw away that hymn and buy a little dirt." He urged the class to be men with brains; men with character; men with hearts, and to make themselves felt in the lifting of burdens from the hearts of the people of the communities in which they are to minister.

Liquid Foot Ease. Relieves tired, aching and sweaty feet. Happiness for every one at 15c a bottle. First Class Drug Stores.

There is no kind of work that can fail to make you a better and more successful man if you work at it honestly and loyally.



Gerda Nelson, With "St. Elmo," at the Oregon Theater, Sunday May 8.

FROM THE SPORTING WORLD

Table with columns: Standing of Teams, Won, Lost, P.C. Lists teams like San Francisco, Portland, Los Angeles, etc.

COAST LEAGUE. Sacramento, 1; Oakland, 0.

San Francisco, May 4.—With Boardman's smashing three bagger that tore through the outfield to the club house, Sacramento chalked up a run in the 14th inning of the game with Oakland yesterday and broke up a splendidly played session that had been carried toward dark without a man crossing the plate. Briggs was on first when the third baseman connected with a low one from Nelson's delivery and as the sphere sailed he ambled home. Oakland could not retrieve the hopes in the last half of the inning. Score: R. H. E. Sacramento 1 7 1 Oakland 0 9 4

Other games called off on account of the rain.

American League. Philadelphia, May 3.—Score: R. H. E. Boston 0 2 2 Philadelphia 2 7 1

Batteries—Wood and Carrigan; Krause and Thomas. Chicago, May 3.—The score: R. H. E. Detroit 3 11 0 Chicago 0 2 4

Batteries—Willets and Stangor; Smith and Payne. New York, May 3.—The score: R. H. E. Washington 8 8 3 New York 3 6 2

Batteries—Groome and Street; Doyle, Ford and Sweeney.

National League. Brooklyn, May 3.—The score: R. H. E. New York 3 7 1 Brooklyn 4 10 2

Batteries—Wiltse, Drucke and Meyers; Rucker and Erwin. NORTHWEST LEAGUE. Seattle, 8; Vancouver, 2. Seattle, May 4.—Miller was effective in all but one inning, when Van-

cover got four hits in a row netting two runs. Lynch's home run with two on and two out in the third gave Seattle the lead. Brinker retired but Paddock could not stop the rush and Seattle won 8 to 2. Raymond's fielding was sensational. Score: R. H. E. Seattle 8 9 1 Vancouver 2 5 2

Miller and Shea; Bringer, Paddock and Lewis.

Tacoma, 5; Spokane, 1.

Spokane, May 4.—The Tigers outclassed the Indians in every department of the game yesterday and won almost at will, 5 to 1. Rockenfield's batting was a feature, he getting three ringing hits and perfectly executed "squeeze play" bunt, in four times at the bat. He also stole two bases. Granville was sick and Pendry, who went in at second, played a fine game. Score: R. H. E. Tacoma 5 8 1 Spokane 1 5 3

Johnson Denies Telegram.

San Francisco, May 4.—Jack Johnson the fighter has denied that he had sent any telegram to Chicago to any person asking him not to bet on the Jeffries-Johnson fight until he had been further advised whether the fight would be allowed. Johnson declared that if such a telegram was in existence it was a forgery and that he had sent no telegram whatever regarding the possibility of a postponement of a prevention of the big scrap.

FEAR OF WIFE'S WRATH STILLS LAWYER'S TONGUE

Trenton, N. J.—During a trial of the \$200,000 damage suit of one big manufacturing company against another, there was a sudden interruption caused by former Attorney-General Robert H. McCarter stopping in his argument for fully a minute. There was a fixed look on his face. His arm, used in a gesture, remained extended. Thinking that he was suffering from a sudden attack of illness those in the court room stirred uneasily, and several court attendants made their way to the lawyer to give him assistance.

Slowly, as if in a dream, Mr. McCarter reached in an inside pocket and drew forth three letters, at which he gazed ruefully. Then he gave the following brief explanation, which convulsed the court room: "My wife gave me these letters to post and I forgot them until this minute."

It Pays to Tell the Truth --and not with your fingers crossed

ADVERTISING TALK NO. 3.

In a letter that came to me the other day there was a letter that's so good I'll have to repeat it. It runs thus:

A young fellow who was running a restaurant realized that he would have to get more business immediately or he would go broke. He took Mose, the colored waiter, into his confidence. "Sho," says Mose, "I'll get the business for you," and he started out to stir it up.

There was soon a great rush of patrons to the restaurant, and everyone called for chicken. Then each chap asked for a silk umbrella, but, of course, he didn't get it.

The disappointed and disgusted patrons were beginning to make trouble, when finally Mose put in an appearance. When confronted by the angry crowd he held up his hand and said:

"Lemme alone, Gen'lemen, and ah'll explain. You see, it's jos' lake dis. De boss needs de money more than anybody else, so ah sent youse all in here to spend yo' cash.

"Ah suttently did promise a silk umbrella wif each order of chicken but dat was jes a figger of speech, and ah had ma' fingers crossed all de time.

"Yo' done got yo' chicken, de boss has de money, and I'se not financially 'sponsible. So let's let the matter drop."

Have YOU got your fingers crossed?

Trying to deceive the public in advertising is a mighty risky business. It acts just like a boomerang, and it's apt to slap you in the face when you're not looking.

It is a "hundred to one shot" that Mose's proprietor had to go out of business eventually. He enjoyed a short reign of prosperity, but, no matter how good his chicken was, you know that the fellows who responded to Mose's appeal didn't go back to that chicken shop any more. They had been promised something for nothing, and they didn't get it. They were "sore."

No matter how many customers you attract to your store, don't let them go away with any sore spots. If you do, they won't cross your threshold again.

Stick to truth in your advertising—truth which seeks no corners.

Former President Roosevelt said:

"This nation never stood in greater need than now of having among its leaders men of lofty ideals, which they try to live up to. We need men with these ideals in public life, and we need them just as much in business."

It pays to tell the truth, to have high ideals, even in advertising.

It is the aim of every progressive newspaper to establish a standard of excellence; the publisher wants the public to feel that it can rely on what appears in its columns, both advertising and news. For it is the progressive, truth-telling publication that persuades human minds.

Recently a big department store had 500 mufflers of a certain brand in stock which they wanted to get rid of. They were not quite up to standard and slightly damaged.

So the department heads had a conference.

The man who buys goods for the house didn't think much of the mufflers, and he was very pessimistic about the possibility of selling them.

But they tried it.

An advertisement in the morning paper read something like this:

"Special Sale of Mufflers. 500 black mufflers on sale today. They're slightly damaged and our purchasing department doesn't think they are much good anyway.

But you can have them, while they last, at 25 cents each."

Before noon of that day that line of mufflers had been entirely sold out.

People who wanted mufflers thought they would take a chance on them anyway, and the store hadn't obligated itself. There was a good feeling all round.

If the people know that they can depend on what you say in your advertising, they are going to trade in your store when you advertise something they want.

And if you reach them with your selling talk through every issue of the newspaper, they are going to look for your ad to see what you have for sale.

Let your advertising be full of life and enthusiasm too. If the reading matter which it presents is vital, then it is sure to eventually get a vital hold on the public.

TONIGHT--Oregon Theatre--TONIGHT

"A Real Tip" DAVID HIGGINS in His Celebrated Racing Play

"His Last Dollar"

Supported by a Company of Thoroughbreds

50 to 1 "Mongrel" Wins the Great Futurity. The Acknowledged Dramatic Hit of Six Successful Seasons.

Most Exciting Race Scene Ever Produced on any Stage for Which Three

Prices \$1, 75c and 50c Thoroughbred Running Horses are Carried

Pendleton Drug Co.