

THE VICTOR VICTROLA

TAKEN as the latest type of what it stands for—what it embodies—what it makes possible—and what it actually performs—The Victor-Victrola is the most wonderful, the most enjoyable and the most useful musical instrument of which the world has ever had any knowledge.

With the improved sound amplifying surfaces and all moving parts completely concealed in an artistic cabinet, it appeals to music lovers who have heretofore denied themselves the pleasure of having a Victor simply because of their fancied objection to the prominence of the horn.

No, the Victor-Victrola tone can't be equaled! Even though the eye could take in every detail of construction, there is still that same indescribable "something" which makes the Stradivarius supreme among violins, and gives to the Victor-Victrola that wonderfully sweet, clear and mellow tone which has established this instrument as pre-eminent in tone quality.

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OREGONIANS LEAD PACIFIC

PEOPLE OF THIS STATE BEST EDUCATED OF THE COAST STATES.

Greatest Number of Illiterates Are in California, With Washington Next.

A government report on illiteracy in Oregon, just made public is of considerable interest. It shows that in the state of Oregon there are 10,504 illiterates 10 years of age and over, of whom 1841 are native whites, 6120 are foreign born whites and 46 are negroes. There are in the state 6460 illiterate males 21 years of age and over, of whom 914 are native whites, 4033 are foreign born whites and 24 are negroes. Illiteracy in the state of Washington shows a much higher percentage. In that state there are 18,416 illiterates 10 years of age and over of whom 1836 are native whites, 11,233 are foreign born whites and 239 are negroes. The number of male illiterates in Washington 21 years of age and over is 10,580, of whom 840 are native whites, 6993 are foreign born whites and 121 negroes.

In California there are 74,902 illiterates 10 years of age and over, including 7,509 native whites, 50,292 foreign born whites and 1,329 negroes. In that state are 42,787 illiterates 21 years of age and over, including 3175 native whites, 28,921 foreign born whites and 556 negroes. By far the greatest number of illiterates is to be found in the southern states. In that section the large negro population swells the illiteracy percentage. In the state of Kentucky for instance, there are 208,084 illiterates 10 years of age and more, of whom 57,900 are negroes. In North Carolina there are 291,497 illiterates over 10 years of age and of these 156,303 are blacks.

Telling the Truth.

A very young reporter was sent out by his editor to report a wedding. He returned quickly and sat idly at his desk, smoking a cigarette. Presently his chief beckoned to him. "Why don't you write your article?" asked the editor. "Nothing to write," replied the "cub". "The groom committed suicide and there ain't going to be no wedding."

Just about as near-sighted are a great many small town merchants who sit idly in their stores waiting for their townsmen to get tired of doing business with mail order houses and the larger stores in neighboring cities. And all the while opportunity looms big before them—if they will only use their imaginations and see it, says a writer in the American Fair Trade League. Last year one mail order house alone is reported to have done more than \$90,000,000 of business—an average of a dollar for each man, woman and child in the United States. And the bulk of this business came from the small towns, for big city people read so much of "bargain" offers in the daily papers that mail order "bargains" of doubtful character have but little fascination for them.

In the large cities people are beginning to realize that sensationally inclined department stores could not exist indefinitely if all their goods were sold on the small margin of profit indicated by the newspaper advertisements. They are beginning to figure out that these stores are making money somehow or other or they would have to go out of business. And they are inclined to resent the policy of some of these stores in offering popular and standard priced goods at cost, relying upon the sale of unknown goods at excessive profit to make up the loss—with a fat profit beside.

Very large stores do not operate at a lower percentage of cost than small stores. In fact, the country merchant can generally sell his goods at an expense only one half as great as that incurred by his city competitor. This is an actual fact not a theory. That is why the unscrupulous large retailer and the sensationally inclined mail order magnate have frequently to resort to lies in their advertising. If the small dealer would study these lies and publish the facts about them in his town paper it would bring him some of the dollars that are now going on the long journey to the mail order house and the windy big-city store of doubtful integrity and "clever" advertising methods.

M. J. McKenna has bought the Stanley Bartlett lot on Ocean Drive and will erect a modern home there this summer. This lot is next to Chris Rasmussen's residence, and is of the best and most slightly locations in the city.

Panama-Pacific Notes.

An agreement has been made with a German company to operate a dirigible at the exposition. It will be the largest ever constructed, having a width of 80 feet and length of 480 feet and will cost \$250,000. This gigantic air ship will make fifty mile trips carrying passengers at \$50.00 each.

The housewife who visits the fair will find in the Palace of Liberal Arts an exhibit of the methods of adulterating food products, drugs and even dry goods, and will have the privilege of seeing daily demonstrations of ways of detecting these adulterations.

A model of the Panama canal will be among the exhibits of the United States government. It will be a complete working model, 500 feet in length, and will cost \$60,000.

SAD END TO OLD ROMANCE.

Asks Annulment of Marriage to Mar. Who Went Insane.

San Francisco.—A tragic final chapter has been written to the romantic elopement of Jack Breckenridge and Miss Adolalde Murphy, which stirred social circles in many cities ten years ago. Mrs. Breckenridge has instituted proceedings of annulment of marriage because of the incurable insanity of her husband.

Jack Breckenridge, scion of noted California families, is watched by keepers in Paris. His wife, after arranging with her attorney here for the filing of annulment proceedings, left several days ago for Philadelphia.

The marriage of Breckenridge to "Sally" Murphy, as she was known by her friends, took the relatives and acquaintances of the couple by surprise. On the honeymoon trip to Paris the blight of insanity touched the mind of the young husband and all the efforts of the best physicians in Europe failed to cure him. For ten years he has remained there.

Mrs. Breckenridge recently brought the young son of the marriage, John Breckenridge, Jr., to San Francisco to be with his grandmother, and with her concurrence, the annulment proceedings are now under way here and in Paris.

PENSIONED AFTER 23 YEARS.

Poor Man Awarded \$30 a Month and Receives \$3,000 Back Pay.

Atchison, Kan.—Frank Ferris, seventy-nine years old, who served during the civil war in the Third regiment, Missouri infantry, applied for a pension in 1890, but because he could not produce his discharge papers his application was denied.

The adjutant general of Missouri recently in going through the records kept in that office discovered the dates of both the mustering in and discharge of Ferris. Ferris has received notification from Washington that the pension will be allowed. He will receive \$30 a month and back pay for twenty-three years at the rate of \$10 a month, or more than \$3,000 in all. Ferris is a carpenter and a poor man.

What ripens fast does not last—Shakespeare

PARROT CALLS ROLL IN SCHOOLROOM

Pupils Always on Time to Hear "Professor Tom."

Brenham, Tex.—Miss Dorothy Booker, a schoolmistress of twenty years, has solved the problem of having pupils in the rural districts attend school on time for the morning roll call. Miss Booker has trained a pet parrot to call the roll. Professor Tom, as he has been called since he began his duties, is an interesting bird to the pupils, and they all arrive on time to hear him call their names.

There is not a pupil in the independence school who could be made to believe that Professor Tom does not know them by sight as well as by name.

Miss Booker when she accepted the school at independence, near Brenham, a year ago was bothered by the pupils not arriving on time, especially during the rainy season. She immediately began to plan to overcome this, but was unsuccessful for a time. Some months ago a trained parrot was sent her by a friend who was touring South America. Fortunately the parrot had been owned by English speaking people.

No sooner did the young schoolmistress see the bird than she evinced the idea of training it. At first she did not have much success, but diligent efforts brought the reward.

When the process of training was first under way the bird was allowed to sit upon a perch in the schoolroom and listen to the teacher call the roll. He was allowed to do this for two weeks and at first always was returned from the room immediately after the roll call. Soon he was trying to call the roll with the teacher and in a short time was able to do so by himself, as he found his efforts were always rewarded with soda crackers.

After the bird first had the roll memorized it would persist in answering the "present" or "absent" after the pupils, but was soon broken of this habit. Now he sits dignified, as his perch and interrogates in his nasal tones, "Willie Jones?" or whatever the name might be and looks to see if the teacher marks the said young Jones "present" or "absent" according to the response of the pupil.

20 MILES ON RUNAWAY CAR

Brakeman Keeps Lantern Swinging For Gangster Warning.

Medford, Ore.—Clinging to the roof of a runaway Southern Pacific freight car, J. F. Fowler, brakeman, dashed through the Medford yards at a seventy-five mile an hour gait at night, pluckily swinging his lantern to give what warning he could of his motor-like approach.

The car traveled twenty miles over the main line from Ashland to Gold Hill without accident, rounding several sharp curves and finally stopping on a long trestle. The operator at Ashland gave warning of its coming, and a freight train was able to track barely in time to escape the car.

Its first twelve miles were covered in seven minutes.

Roquefort Cheese.

Roquefort cheese is made in France from milk of a certain breed of sheep, which are fed on wild thyme. The wild thyme grows on the banks of the Lot, Tarn and other rivers in the department of Aveyron in France, and is a kind of aromatic plant with a pungent odor and after it is converted into Roquefort cheese it is the pungentest thing known to man. After this cheese is made it is put in solitary confinement until its whiskers begin to turn gray and gangrene sets in, when it is taken out and chained to a post. Before it is served it is chloroformed or knocked in the head with an ax. It is then brought to the table in little square sections about the size of a domino. It is served at the

table in the shape of a round cracker that has to be broken with a maul. Roquefort cheese is of a dull white color, except in spots where mortification has set in. Some claim it to be inhabited, but this is not true. Even the intrepid and malarious microbe flees from it as we flee from a pestilence. We have seen Limburger cheese strong enough to shoulder a two-bushel sack of wheat but a piece of Roquefort the size of a dice can carry an election. There is as much difference between them as there is between the purr of a kitten and the roar of a lion. Some people who claim to like Roquefort cheese, only eat it because it is imported and expensive. —American Fractioner.

Patterns Free This Week

This is Ladies' Home Journal pattern week and we are giving to every customer one of three stylish dress patterns, also one embroidery pattern if you will call at our pattern counter.

Early showing of new dress material for summer wear in Empress cloth, wool crepe, Diagonal, Voile, Poplins, Floral Silk, Crepe-de-chine and Charmeuse in all the new shades for summer.

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