

The Needlecraft Shop

The Needlecraft Shop, located in the Alderway Building, in Portland is Attracting the Attention of the Most Fastidious Buyers of Ready-to-Wear House Frocks, Blouses, Lingerie and Hosiery.

The Needlecraft Shop at the entrance to the Alderway Building, on Alder Street, just off Broadway in Portland, under the personal management of the owner, Mrs. E. M. Hammond, is a haven for the women shopper who experiences the thrill of finding "just the house frock I have been looking for" and at such extremely low prices.

Mrs. Hammond first came to Portland in 1902 as a buyer for one of the leading stores, later opening the original Needlecraft shop on Washington street in 1905, which she successfully operated until 1916, when she was again prevailed upon to enter the ser-

vice of another leading department store in the capacity of buyer. Later she operated her own exclusive store in New York City, and with this vast experience she has again returned to Portland, and to business to the great delight of her former customers and friends. The Needlecraft Shop features Ready-to-Wear blouses, house frocks, stamped needlework, and hosiery. Orders are taken for special service such as hemstitching, hosiery mending, knitting and any type of embroidery work a woman may care to learn. The Needlecraft Shop is featuring the famous "Holly-wood House Frock" in all sizes and

colors. These wash frocks are cleverly designed in the latest fashion, insuring the wearer a chic stylish presentable appearance at all times. And when you learn how little it costs to have one of these frocks, you realize to what extent Mrs. Hammond has used her experience and knowledge to find the best and bring it to you at such a small cost. And don't overlook the knitted sweaters and sweater blouses for sport and summer wear. But in order to do justice to yourself, you should visit the Needlecraft Shop. Visitors are always welcome.

RED BALL TRANSFER CO.

Moving, Storing, Shipping

This Portland Establishment Located at 2211 N. E. Union Ave., Features Excellent Crating and Packing Service in Addition to their Storage and Local and Long Distance Hauling. Their Packing Crating and Shipping of Household Goods and Long Distance Hauling by Trucks is Well Known in the Locality of Portland. Telephone TRinity 4320.

Transfer and storage establishments are as much a specialized business now as that of the large concern operating a business necessary to community and home and no place in this part of the state is equipment and facilities outclassed or better in any way than those of the Red Ball Transfer Co.

The storage service which they offer to the people in this locality is of the very best. They feature the storage of all kinds of merchandise and operate excellent crating and packing departments in addition to their long distance and local hauling service. In their storage house they have special and modern equipped rooms for pianos and rugs. In fact their storage has been arranged to give you at very attractive rates the safe, clean and

superior storage that present day people demand.

Operating a fleet of trucks they are able to handle your transportation needs rapidly and in any emergency. Their prices are extremely reasonable and with the service they render you are certain to get the best results.

Quick deliveries is their aim in all truck work, whether the job is large or small. Service rendered people in Beaverton, Tigard, Multnomah, Aloha, and vicinity, is just as efficient and well done as the service given patrons in Portland.

This firm makes a specialty of moving and the handling of pianos and other heavy articles. You can rest assured that when you turn your transportation over to this firm everything will be looked after just as carefully as if you were doing it yourself.

You need have no hesitancy in turning your merchandise over to this firm in its entirety.

Their men are experts in this business. They have had a long experience in handling goods and in baggage service. All you need to do is to let them know what you want and then dismiss the matter from your mind with the knowledge that it will be properly, safely and satisfactorily taken care of.

Specializing in both city and long distance service, this firm has become widely known. Its service adds to the attractions of the city and community as a desirable place in which to live. The management is progressive and public spirited and readers are urged that they cannot go wrong in calling the Red Ball Transfer Co., for expert service at reasonable rates. Telephone TRinity 4320.

W. E. PEGG

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Birds Are Not Guided by Any "Special Sense"

Repeated observations of the behavior of migrating birds have convinced an investigator at Sheffield university, that they are not guided by any "special sense" but that they find their way by watching their surroundings and by profiting from experience. "Birds possess an 'eye-brain,'" he says. "Their sense of vision is extraordinarily acute and by no means indiscriminating. It seems unreasonable to brush aside the idea that migrants may obtain guidance by taking stock of landmarks. Furthermore, the sense of hearing can play a part. The wash of the waves is a reminder to hug the coast—the guide-line of primary importance. The courses of great rivers are followed by overland migrants."

"Birds band together for the trip, thus giving the untraveled young an opportunity to be guided over the route by adults who have already been over the ground."

"In thick weather migrating birds often go astray, and, arriving at unaccustomed haunts, are classified as rare and accidental vagrants. When the gloom deepens the voyagers become sorely handicapped, while a dense and prolonged fog will put the brakes effectually on migration."—Montreal Herald.

CHICAGO'S MAYOR



Edward J. Kelly, former president of the Chicago south park board and chief engineer of the sanitary district, was elected mayor of Chicago by the city council to fill out the unexpired term of the late Mayor Cermak.

Catching Mermaids for Neptune



Father Neptune required a number of beautiful mermaids for his retinue at the aquatic pageant at Long Beach May 6, so bathing girls were put to work netting them. Miss Adeline Angove was the first one caught.

Has "Temple of Accuracy"

Close to the famous chestnuts of Bushy Park, near London, is what they tell the traveler is Britain's "temple of accuracy." It is not, contrary to a wide belief, an old stone mosque or house of worship but a modern laboratory spread over 50 acres, and in which everything from a clinical thermometer to the Schneider trophy seaplanes is scrutinously tested. Its gauges measure a ten-thousandth of an inch. Virtually every mechanical product the British use finds its way to the "temple of accuracy" for a final word of approval.

Dead Letters

The letters which are sent to the dead letter office in Washington are opened, and when addresses are found in them they are returned to the senders. When a check or money order is found, but still no sufficient address, the letter is returned to the post office of its origin, and inquiry is made at the bank or money order office. Parcel post matter or other mail of value which can neither be delivered nor returned, for want of sufficient address, is sold by the Post Office department. Other undelivered matter is finally destroyed.

NOTHING DOES SO MUCH FOR SO LITTLE AS YOUR TELEPHONE



She is Remembered

MOTHER'S DAY is Sunday, May 14.
Go to her if you can.
But if you cannot, what is more truly personal than your voice?
Counties, states, oceans are spanned readily and clearly.
How much your voice will mean to her... on Mother's Day and many another day.

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PORTLAND, OREGON PHONE ATwater 5610

Henry Ford
Dearborn, Mich.

May 9, 1933

A great thing has occurred amongst us. We have made a complete turn-around, and at last America's face is toward the future.

Three years---1929 to 1932---we Americans looked backward. All our old financial and political machinery was geared to pull us out of the depression by the same door through which we entered. We thought it simply a case of going back the way we came. It failed. We now realize that the way out is forward---through it.

Thanks for that belongs to President Roosevelt. Inauguration Day he turned the Ship of State around. Having observed the failure of sincere efforts to haul us back the way we came, he designed a new method---new political and financial machinery---to pull us out the way we are going---forward. He is clearing international obstacles out of the way; he does not stand in awe of tariffs. The people begin to feel that he does not take advice from the "interests"; that he has courage and loyalty to work for one supreme interest only---the welfare of the American people. That is a big achievement for two months in office.

And now we all look to what is coming; we grow less and less concerned with what is behind. We are looking for a hand-hold on the haul rope. Every man wants to do what he can, and all he can.

The best thing I can do for the Country is to create industry by building good motor cars. If I knew anything better to do, I would do it. Industry must be my contribution. Motor cars must face ahead to the future, like everything else. They are so much a part of the Nation's daily life that if they lag behind they hold the Country back.

Henry Ford