

7,777 Prizes



First Prize

\$1,000

What is the 7th Point?

From Maine to California, from Texas to Hudson Bay, millions of people have been asking "What is the 7th Point in Sterling Gum?"

In practically every town, city and village in the United States and Canada, the published six points of superiority have brought Sterling Gum fast-growing popularity.

But the seventh point still remains a riddle.

Point 7 What?

Now, we are offering liberal prizes to those who send us the best suggestions for the Sterling Gum Point 7.

Before you make your suggestion for the 7th Point, read the following:

The Following Story Unfolds the Secret of the Famous Point 7

To most people chewing gum is a mystery. They may know that different chewing gums are made from different ingredients. But that is about all. Here are facts which we believe you will be glad to know about Sterling Gum:

Your Sterling Gum is made from the following materials:

The basis is the pure sap of a tropical Sapota Tree—a natural gum.

This natural Sapota Tree sap is boiled, sweetened and flavored. The sweetening is simply pure cane sugar and pure corn syrup.

The flavoring is of two kinds—Peppermint (in red

wrappers), Cinnamon (in blue wrappers). There are some twenty varieties of the mint plant. The Sterling Peppermint is a product of the choicest, smoothest-flavored of these many mint varieties.

The spicy Cinnamon flavor is extracted from Cassia bark which grows in the tropics.

The sap of the Sapota Tree, the Cane Sugar, the corn syrup, the Peppermint and Cinnamon flavors all come from the sap of one plant or tree. Nature herself supplies these delicious materials from which your Sterling Gum is made.

Requirements for Winning Phrase

When you read the above facts on the materials that Sterling Gum is made of, you will know that it is necessary for you to know it in entering this contest.

The first prize will go to the one whose suggestion, based on the above story, most impressively presents the natural purity of Sterling Gum—in the opinion of the judges. Remember that your suggestion must be in six words or less.

The next best suggestion will win the second prize—and so on down.

Sterling

PEPPERMINT GUM

PEPPERMINT IN RED WRAPPER CINNAMON IN BLUE WRAPPER

First Prize \$1,000
Second Prize \$500

Third Prize . . . \$250.00
7 Prizes—each . . . \$25.00
70 Prizes—each . . . \$2.50

Conditions of the Contest

Sterling Gum Company employees cannot enter this contest.

If two answers are entitled to the same prize, the full amount of the prize will be paid to each.

All answers must come in on a postal card. On the back of the postal card write nothing but your 7 Point suggestion (six words or less) and your name and address. The postal may be mailed in an envelope if you choose.

Mail answers to Sterling Prize Judges Room 319, 405 Lexington Ave., New York City

You may send in as many suggestions for Point 7 as you choose. But each suggestion must be written on a postal card as directed above.

Contest Closes

All answers must be received in New York by midnight of May 15, 1916.

Answers will not be examined by the judges until after that date. The judges, therefore, cannot mail acknowledgments of the suggestions received.

Now put on your thinking cap. Get your family to help you. Send in as many suggestions as you want to. All will be considered in awarding these many prizes. Do not write the Sterling Gum Company regarding the contest or its conditions as all suggestions will be judged by the Prize Committee named above.

The Sterling Gum Co., Inc., New York
The Sterling Gum Co. of Canada, Ltd., Toronto

BRYAN FAVORS WILSON
Lincoln, Neb., Mar. 21.—William J. Bryan was on record today as favoring the re-nomination of President Wilson. In a speech in behalf of the Nebraska prohibition amendment the former premier said he believed there would be no other candidate at the St. Louis convention.

Contract Awarded For 1917 Auto Number Plates

The contract for supplying the automobile number plates for the year 1917 was today awarded by Secretary of State Elliott to the Irwin-Hodson company of Portland, for the lump sum of \$7,388.

Notwithstanding that another firm bidding on this contract was a trifle lower than the bid of Irwin-Hodson company, Secretary of State Elliott, talking into consideration the convenience to Oregon automobile owners by reason of the difference in service necessarily existing between a Seattle firm and a Portland firm, manufacturing the goods in the city of Portland, decided to award the main contract to the Oregon house.

A great many intricate and perplexing situations arise during the course of the year, in distributing duplicate motor vehicles, dealers and motoring number plates. The fact that they can be made more quickly manufactured in Oregon, thus very greatly facilitating the delivery of these plates to the public, was taken into consideration in letting the contract.

The contract for the manufacture of the 1917 was awarded to the Pacific Coast Stamp Works of Seattle, in the sum of \$400.

Astoria's Fire Loss Placed At \$60,000

Astoria, Or., Mar. 21.—A revision of the figures places the total losses of Sunday night's fire at about \$60,000, approximately half of which is covered by insurance. The Young and McGowan buildings were so badly damaged they will have to be torn down.

As one of the direct results of Sunday night's fire, the council has instructed the city attorney to prepare an ordinance providing a building code. If this new code goes into effect, no wooden buildings will be allowed within the area bounded by Second and Twenty-third streets, the south side of the railroad tracks, and a varying boundary between Duane and Exchange streets.

Every structure in this area must be built with fireproof walls, brick, concrete, concrete, stone or any like inflammable material may be used.

In the railroad tracks, all future structures must be of mill construction sheathed with iron or asbestos materials, or any like substance of equal fire-resisting qualities.

More Candidates File For State Offices

Among the candidates who filed today were:

H. A. Dedman, of Canby, candidate for nomination by the republican party for the office of representative in the legislative assembly, Sixteenth representative district.

B. R. McCabe, of Medford, candidate for nomination by the democratic party for the office of district attorney for Jackson county.

Paul B. Beatty, of Brownsville, candidate for nomination by the republican party for the office of representative in the legislative assembly, Second representative district.

Glenn R. Metker, of St. Helens, candidate for nomination by the republican party for the office of district attorney for Columbia county.

NO TEMPORARY CHAIRMAN

Chicago, Mar. 21.—Without selecting a temporary chairman for the republican national convention to be held here in June, the sub-committee making arrangements for the gathering adjourned today. Selection of a temporary chairman is considered highly important, as he will deliver the keynote speech when the G. O. P. delegates meet to choose their presidential candidate. The temporary chairman may be named at the next session of the sub-committee, in April.

Nicholas Murray Butler telegraphed to Chairman Hillis from New York that commencement exercises of Columbia university, of which he is president, would require his attendance on the first day of the republican convention.

With regard to the temporary chairmanship, Hillis said: "We have not elected anybody, upon the request of an absentee, who asked us to postpone the choice until April."

BACTERIA FRAUD ALLEGED

Eugene, Or., Mar. 21.—Two men selling bacteria for the inoculation of clover seed are victimizing farmers in the state of Oregon, according to J. M. Alcorn, Lane county agriculturist. He states that these men operated in Lane county last week selling bacteria at a rate amounting to \$29 an acre.

"These men are holding up the farmers," he said. "The bacteria which they are purchasing can be obtained from the Oregon Agricultural college in an amount sufficient to inoculate 13 acres for 60 cents."

In carrying on their traffic he said the peddlers are oversteering the necessity for inoculating, as the bacteria is sufficiently prevalent in most Lane county soil to eliminate the necessity for inoculation.

NEWPORT WOMAN DEAD

Newport, Or., Mar. 21.—Word was received here Sunday of the death of Mrs. Austin Rosebrook at Oakland, California, last week. Mr. and Mrs. Rosebrook have been residents of Lincoln for the past 35 years, leaving here a few months ago to make their home with their son, Sinaid, who is the leader of an Oakland band. Another son is also a prominent musician in that city.



DANIEL FROHMAN
Presents

Pauline Frederick
in
"THE SPIDER"

A Paramount Picture, produced by the Famous Players Film Company.

Pathe Weekly

TODAY - TOMORROW
and Thursday

VE LIBERTY

BIG TIMBER DEAL

Marshfield, Ore., Mar. 21.—Philip Buehner, of Portland, has purchased a part of the Simpson Lumber company holding for \$950,000. The purchase includes 25,000 acres of timber land, 3,000 feet of water front in North Bend. A large tract of tide lands, a lumber mill, a saw and door factory, the steamer A. M. Simpson and some North Bend city property.

The property will be taken over April 10th.

TODAY'S BEAUTY HELP

You can keep your hair at its very best by washing it with a teaspoonful of anthrax dissolved in a cup of hot water, afterward rinsing thoroughly with clear water. One finds that the hair dries quickly and evenly, is unstrained, bright, soft and very fluffy, so fluffy in fact, that it looks more abundant than it is, and so soft that arranging it becomes a pleasure. This simple, inexpensive shampoo cleanses the hair and scalp thoroughly of all dandruff and dirt, and leaves a clean, wholesome feeling. All scalp irritation will disappear, and the hair will be brighter and glossier than ever before.

BORN

DE VRIES — To Mr. and Mrs. William De Vries, at their home in Pratum, Monday, March 20, 1916, at 8 P. M., a son.

The mother was Miss Lillian Gralapp before her marriage.

OIL TREATMENT FOR STOMACH TROUBLES

A simple prescription made up of a combination of pure vegetable oils is producing wonderful results for sufferers. The remedy, which is said to have originated in France, where it has been used for years by the peasantry, was introduced into this country by George H. Mavr, a leading Chicago druggist, who cured himself of severe stomach, liver and intestinal troubles by its use. Those who have used it say the first dose is sufficient to convince any one of its remarkable merit, and that within twenty-four hours the sufferer feels like a new person. This medicine, which has become known as Mavr's Wonderful Remedy, is sold by leading druggists everywhere with the positive understanding that your money will be refunded without question if you are not satisfied. It is a simple, absolute satisfaction.

A MEDICINE OF MERIT

The great use of Lydia E. Pinkham's Vegetable Compound all over this land is the result of genuine merit. The reason is that this good old fashioned root and herb medicine actually helps those suffering from the ailments peculiar to women. If it did not, would not the women of America have found it out in forty years, so that few of them would buy?

LANE COMES TO COAST

San Francisco, Mar. 21.—Secretary of the Interior Franklin K. Lane and his wife will reach San Francisco tonight, the cabinet officer having hurried west to visit his brother Dr. Frederick Lane, of Berkeley, who is ill. Dr. Lane was improved today.

TONIGHT'S THE NIGHT MEYERS BIG FASHION SHOW

Show Starts 7:30 — Fashions Appear 9:15
Biggest Event of the Season—Special Orchestra of 6 Pieces
NO RAISE IN PRICES

COME EARLY

Oregon Theatre

COSMETICS AND SKIN PROTECTION

If You Use Cosmetics, Apply Poslam As a Safeguard.

Every woman who uses cosmetics will wisely apply a little Poslam, frequently, to counteract the danger of ill effects and to perfectly safeguard her skin. Cold creams, antiseptic influence of Poslam is needed and will amply repay in effect for the time and trouble of applying. Use Poslam for all diseased conditions of the skin, as well as eczema, pimples, rashes, redness.

And if ordinary soaps irritate, try Poslam Soap, medicated with Poslam and superior for daily use on the skin.

For samples, send 4c stamps to the Energy Laboratories, 32 West 25th St., New York City. Sold by all Druggists.

DIED

CHAPPEL—At the Old People's Home, Monday, March 20, 1916, Mrs. Julia Chappel, in her 67th year, after an illness of two weeks.

She is survived by two brothers, E. E. Baker, of Salem, and George R. Baker, of Poncey, Montana, and a sister, Mrs. Mary Lakin, of Cymacore, Illinois.

Funeral services will be held Wednesday morning at 10:30 o'clock from the chapel of Rigdon & Richardson. Rev. Rosebraun will conduct the services and burial will be in the Mission Lee cemetery.

Mrs. Chappel came to Oregon about 10 years ago and for several years lived at Twenty-second and D streets. She was a member of the Ladies' Circle of the G. A. R.

ADAMS—At the home of Mrs. John J. Ashby, 704 North Cottage street, Monday, March 20, 1916, Grub Adams, in his 53d year.

He is survived by a widow. Funeral services were held this morning from the chapel of Webb & Clough and were conducted by the Rev. McInturf. Burial was in Lee Mission cemetery.

WIFE OF VILLISTA

By H. C. Boehme, (United Press Staff Correspondent.)

Douglas, Ariz., March 21.—"God pity Villa if the Seventh and Tenth get within eight of him!"

This expression of the general idea was voiced today by an officer in the American camp. When Douglas was in danger during the battle of Agua Prieta, those regiments "stood by" on the border while Villista bullets rained on American soil.

A number of soldiers held victim to the bandit snipers. The citizens have quite a "warm feeling" for the Villista. During the fight and ever since, troops of the Tenth, a negro organization frequently expressed a desire to get after "that Villa man."

American mining interests are anxiously awaiting today the ruling of Senator Enrique Moreno, de facto secretary of state for Sonora, on the ruling of Governor Elias Calles that all American-owned mines secured under grants from Villa and the late Victoriano Huerta administration shall revert back to the state. Moreno is expected to issue a statement in a day or two from Hermosillo. Federal grants from Porfirio Diaz are not affected by the action.

Confirmation was received here today that Villa is retreating toward the Guerrero mountains, southwest of Namiquipa.

Judge Elgin Hands Out Stiff Sentence

Police Judge Elgin handed out some stiff sentences in police court this morning to the three men who were engaged in a drunken brawl Saturday afternoon. Oliver Reisbach was given 20 days in the city jail, Oscar Bridges, an opponent was given 20 days in the city jail also, and William Porter who was a member of the party but claimed he was a peacekeeper, was given a 14-day jail.

Victor Knight who also has a number of aliases, was stung for 30 days on a charge of defrauding an innkeeper.

MRS. ELIZABETH ELLIOTT DEAD

Baker, Ore., Mar. 20.—Word was received today of the death of Mrs. Elizabeth Elliott, aged 85, a pioneer of eastern Oregon, at the home of her daughter, Mrs. J. W. Hamilton, three miles west of Pleasant Valley. Born in Iowa, March 11, 1831, Mrs. Elliott crossed the plains in 1855. Two other children besides Mrs. Hamilton survive her in this locality, Thomas Elliott and Mrs. A. L. La Viers. Several others are living in other states.

NEW SHOW TODAY

GLADYS LESLIE and GRACE DE CARLTON in "BETRAYED"

Five Acts of Realism by a Cast of Broadway Stars.

MOORE'S BIG GIRL SHOW
In New Songs and Dances

TODAY and TOMORROW

BIG SHOW LITTLE MONEY

BLIGH THEATRE



If you want to get there with both feet? you can do so by buying a pair of "Everwear" Hosiery.

A new pair free if they do not wear perfectly satisfactorily.

Everwear Hosiery is the best made in the U. S. and has no seams.

All the new shades are now here.
Men's Everwear ... 25c-50c
Ladies' Everwear 50-75-\$1

HAMMOND-BISHOP CO.
The Toggery
167 Commercial St.
Leading Clothiers

"Why Swear, Dear? Use 'Gets-It' for Corns?"

It's the New Plan. Simple. Sure as Fate. Applied in a Few Seconds.

"Why, John, I never knew you to use such language! I've told you several times it's no use to try those band-aids, salves, tapes, plasters, and con-

ditions for corns. Here's some 'Gets-It', it's just wonderful how easy, 'clear and clean' it makes any corn come right off. Takes but a few seconds to apply. It dries at once. Put your sock on right over it, there's nothing to stick or roll up, form a bundle of your toe, or press on the corn. It's painless, simple as rolling off a log. Now just away those knives, razors and scissors, use 'Gets-It' and you'll have a sweeter disposition and no more corns and calluses."

"Gets-It" is sold by druggists everywhere, 25c, a bottle, or sent direct by E. Lawrence & Co., Chicago, Ill.

Knights was given his sentence by the judge sitting as ex-officio justice of the peace and will serve his time in the county jail.

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