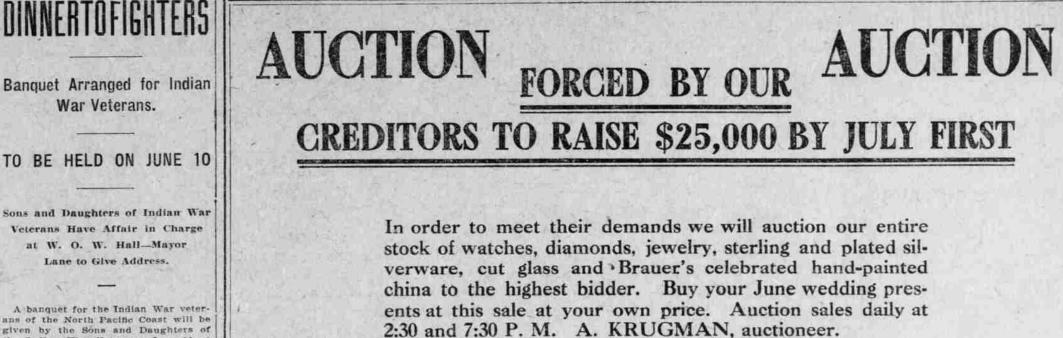
THE MORNING UREGONIAN. TUESDAY, JUNE 2, 1905.

11



Beautiful presents given away to the ladies at each sale

METZGER & COMPANY 342 WASHINGTON STREET, BETWEEN AUCTION AUCTION

SEVENTH AND PARK

passengers on the Southern Pacific trains HONORS SWEDISH RULERS as they pass through Eugene. The work will be under the auspices of

the Ladies' Auxiliary of the Eugene Commercial Club. The organization will endeavor to place a beautiful hunch of Eugene roses with each passenger: The

Torpedo Flotilla Has Rough Trip. ASTORIA, Or., June 1 .-- (Special.)-The torpedo-boat flotilla, consisting of the Perry, Proble, Fox, Davis and Farragut arrived in this afternoon and will leave up the river for Portland about 9 o'clock tomorrow morning. The vessels had a rough trip up the coast.

************************ PROGRAMME FOR THE WEEK.

tive rose exhibit at the Oriental building. P. M .- Illuminated parade,

Wednesday, June 3.

A. M .- Monster prize parade of Evening-Venetian water carnival

Armory. Thursday, June 4.

of fioral decorated vehicles, competitive floats, equestrian clubs, etc., including the marvelous Japanese

ace: 50-mile automobile race.

masqueraders and children's pa

Damrosch concerts at Armory, aft-

where drawn up in four lines were th Kaiser Takes His Guests to Magnificent Military Show.

carriages of the diplomatic corps, includ-ing Charlemagne Tower, the American Ambassador, and Mns. Tower and many distinguished guests. In consequence of the extreme heat, many of the soldiers were overcome, notwithstanding the se-vere training, consisting of daily marches

ON'T "Go it blind"; know which

brand stands for the highest qual-

ity Ham, Bacon and Lard-which

is the Oregon product-and accept no

other; the same is named

of from 15 to 20 miles, which they un-derwent during the last three months.

Hitchcock Starts for Chicago.

WASHINGTON, June 1.-Frank H. Hitchcock, one of the managers of the Taft campaign, will leave this city for Chicago tomorrow, where he will appear before the National committee in the inwere attended by several of the reigning princes of the minor German states with their staffs to the mumber of about 100, forming a brilliant cavalcade. The Empress and the Queen of Sweden were on the left of the reviewing stand.



Tuesday, June 2.

P. M .- Opening of 'the competi-

"Spirit of the Golden West."

floral decorated automobiles procession of illuminated public and private craft; all-day free ex-

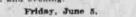
hibit of rare blooms by Rose Society at Oriental building. Damrosch concerts in evening at

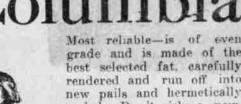
10 A. M .- Magnificent street parade

"Cherry Blossom" procession. Afternoon - 100-mile automobile

Evening-East Side screet carnival rade.

ernoon and evening





grade and is made of the best selected fat, carefully rendered and run off into new pails and hermetically sealed. Don't risk a new, untried shortening; remember that you will spoil enough in one trial of a

cheap shortening to

BRILLIANT PAPERS A telegram of invitation was read from L A. Nadeau, director of meetings." A telegram of invitation was read from L A. Nadeau, director of the Alaska-Yukon-Pacific Exposition, at Scattle, ask-ing the advertising men to hold the 1009 meeting in that city. Frank L. Mer-rick, of the publicity department of the Scattle fair, was present and urged the AND DISCUSSIONS Scattle fair, was present, and urged the advertising men to accept and a resolu-tion was adopted naming Scattle as the next place of meeting. Advertising Men Open Their

Convention in Commercial

Club Building.

TALK OVER POINTS RAISED

Meeting Place During Yukon

Fair - Mayor's Welcome.

welcomed in its new building.

elded to accept.

Spokane.

cided to accept. Addresses on advertising that were un-usually interesting were on the pro-gramme of the convention yesterday aft-ernoon, and animated discussions of the papers presented followed their reading by the delegates. There was a large at-tendance at yesterday's meelings.

Paper on "Truthful Advertising."

"Truthful Advertising." was the sub-ect of a paper by T. M. R. Keane, of pokane, who was unable to be present

ject of a paper by 1. J. 1. Round of Spekane, who was unable to be present and his address was read by R. M. Hall, of Portland. Mr. Keans held that the first duty of the advertising writer is to bring people to his store and the second is to keep them coming. He maintained that the advertising man has a great responsibility and should tell only the facts in presenting his inducements to the public. Mr. Keans predicted a great fu-ture for the advertising business. William Bittle Wells, manager for Sun-set in the Pacific Northwest, gave a paper on the topic "Magazine Publicity in Upbuilding the Pacific Coast." He said there is probably no question of such vital importance to the Northwest as that of community publicity and that the movement is a manifestation of the spirit of the West for it means not only the

of the West for it means not only the desire to secure prosperity for the in-dividual but shows a desire to help all. It means better streets, said the speaker,

better buildings, brighter homes and bet ter conditions everywhere. Mr. Wells said

Good Store Management.

lewis M. Head read a paper by Harvey Young on "The Importance of Store nagement and Salesmanship to Adver-

ising," sent to the meeting by Mr

Obio State Journal. Mp. Young, in his

paper, called attention to the shiftless-ness of store managements in some in-stances and the unreliable character of

their advertisements. Both were charac-terized as evils to be corrected. John Hartog, manager of the Eugone Bureau of Publicity, gave an interesting

Pacific Monthly.

other two agencies have done so much ing this line of betterment as Sunset, Southern Pacific publication, and the

Lively

Paper

Deliberation After Each

Is Read-Seattle Next

next place of meeting. Greetings were read from various ad-vertising bodies in different parts of the country. Los Angeles sent a telegram and the National organization of adver-tising men sent a handsome bouquet of flowers through the fraternal delegate. C. N. Black T. M. R. Keane invited the association to meet next year in Spokane. Chairman O'Brien appointed the follow-ing committee on reorganization: Messrs. Hall, Godenrath, Green, Mertick and An-derson. The report of this committee was

much good when exchanged with

derson. The report of this committee was fixed as the first order of busines tomor-

fixed as the first order of busines tomor-row morning. C. N. Black, chairman of the commit-tee on affiliation with the National organ-ization, read the report of the committee, which was adopted, and the committee continued. The report urged a closer af-filiation with the National organization. Tom Richardson, manager of the Port-land Commercial Club, was introduced and delivered an address on "Muncipal Publicity." He gave an interesting talk along the lines of the benefit to be de-rived from advertising cities and comrived from advertising cities and com-munities, and told what a good work Oregon is doing along these lines. He said the smaller communities of the state

Advertising men of the Pacific Coast have raised \$75,000 tiuring the past few months to be spent in this kind of pub-licity. He said the work of advertising met in Portland yesterday for their aunual convention. Delegates from all the Const cities were in attendance and the men was putting on the "Made in Oregon" exposition, and also that the manu-factures of this state have increased a convention opened under the most favorable auspices. Incidentally, it was the first convention the Commercial Club has per cent since that time. He said there is 15 times as much money spent for adver-tising in this country as there was 22 years ago. His address was carefully Seattle will be the next place of meeting for the advertising men. They will listened to and liberally applauded.

ing for the advortiging men. They will be the guests of the Puget Sound Clip in June of the year the Alaska-Yukon Exposition is in progress. Special repre-sentatives of the Scattle fair were in al-tondapce at the meeting yesterday to in-vite the advortiging writers and they de-cided to account. BANQUET IS A HUGE SUCCESS

Advertising Men Eat, See Stunts and Have General Good Time.

One of the most unique and notable banquets held in Portland in recent years was that given last night in the main duling-room of the Portland Commercial Club by the Pacific Coast Advertising Men's Association. There were 460 guests, among the most prominent being Rear-Admiral Swinburne and the officers from the cruiser Charleston and the gunboat Yorktown. The fun began with the first course and was fast and furious until long after the black coffee and cigars had been served. The dinner was unlike any other ever

had been served. The dinner was unlike any other ever served, probably, in that so many odd features were introduced. There were stunts galore and a number of features such as the Gridfron Club at Washing-ton springs on its guests. There was not a dull moment and the most con-

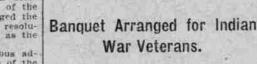
not a dull moment and the most con-firmed dimers-out were highly entertained. As a house-warming for the Commercial Club's big new dining-room it served ad-mirably, this being the first banquet served in the club's new quarters. C. N. Black, president of the Port-land Ad Club, presided and introduced Tom Richardson as toastmaster. Officers from the moscilla first in the harbor from the mosquito fleet in the harbor were present as follows: Rear-Admiral Swinburne, Commander Glemnon, Lleu-tenant Saylis, Lleutenant Constantine, Lieutenant-Commander Pollock, Lieuten Lieutenant-Commander Pollock, Lieuten-ant Eurchfield, Ensign Cooley, Ensign Kaga, Ensign Joyce, Midshipman Bas-sett, Midshipman Kenyon, Paymaster Wise, Doctor Loungebough. Rear-Admiral Swinburne made an in-teresting talk, telling the advertising men-eral their street that the Nawr will exist

and their guests that the Navy will exist as long as markets are needed in foreign

as long as markets are needed in foreign countries and such enterprising business men as those at the banquet keep push-ing the trade of this country. "There has never been a war brought on by a Navy or a military man." said Admiral Swinburne. "All the wars have been brought on by you gentlemen. After you get through destroying certain terri-tory you go on looking for new markets. "Sherman is supposed to have said, "War is hell." I don't believe he ever said it, but the business comes near to it. Just so long as you young men are It. Just so long as you young men are looking for other markets, so long will navies exist. At 62, we in the Navy stop;

you keep on going. I am glad to see you young men, alert and enterprising, here tonight." There were other stunts innumerable,

all under the direction of the following W. J. Hoffman of admen:



TO BE HELD ON JUNE 10

Sons and Daughters of Indian War Veterans Have Affair in Charge at W. O. W. Hall_Mayor

A banquet for the Indian War veterans of the North Pacific Coast will be given by the Sons and Daughters of the Indian War Veterans, June 10 at W. O. W. Hall, Eleventh street, between Washington and Alder. Mrs. C. Henry Chambreau, president of the order, will superintend the banquet and entertainment, assisted by

Mrs. F. L. Benedict, secretary. The reception committee is composed of Mrs. L. M. Parrish, Mrs. B. A. Chambreau, Mrs. Otto Kleeman, Mrs. T. A. Wood. Mrs. S. E. Wishard, Hosea Wood and Chester Proebstel. Table No. 1 will be in charge of Miss

Tillie Cornelius and Mrs. Sarah V. Van Horn, assisted by Mrs. Maud Com-stock, Mrs. A. J. Fanno, Mrs. A. W. Moore and Mrs. M. Stdel.

Other tables will be presided over as

Mrs. William Cline. Assistants-Mrs. A. Janard, Miss Aileen Tatom, Mrs. I.

No. 1-Coffee, milk, cream and butter-

Waginner,

East Alder street, surmounted with flags. On the front of the arch facing Grand avenue are the words "Multinomah Camp No. 77, Woodmen of the World," in silver letters, which shine forth with great brilliancy. At this intersection the exhibition drill by Multinomah Camp team, assisted by uniform teams from other portions of the city, will be held next Thursday night, June 4. President C. A. Bigelow, of the East Side Business Men's Club, said yesterdaf that roses will be wanted in large quanti-

follows: Table No. 2-Mrs. Charles D. Hop-Table No. 2-Mrs. Charles D. Hop-kins and Mrs. H. S. Boyd. Assistants-Mrs. C. B. Stewart, Mrs. F. S. Stewart, Mrs. M. Young, Miss Bertha Wallace. Table No. 2-Mrs. Frank E. Watkins and Mrs. E. Morgan. Assistants-Mrs. A. L. Berkly, Mrs. P. J. Packard, Mrs. G. T. Moffett, Mrs. George Storey, Table No. 4-Mrs. Harry Chipman and Miss Emma Elgin. Assistants-Mrs. N. Monical, Miss Maud Langhead, Mrs. W. O. Waddel Miss Helen Fanno.

Mrs. W. O. Waddel, Miss Helen Fanno. Table No. 5-Mrs. A. C. Gowdy and Miss Clara Kleeman. Assistanta-Miss Delta Watson, Miss Petronelly Connolly, Miss Louise Cotter, Miss Dorothy Price. Table No. 5-Mrs. G. T. White and Mrs. Hosea Wood. Assistanta-Mrs. J. A. McDaniels, Mrs. N. M. McDaniels, Miss White, Miss Helen White. Table No. 7-Mrs. A. Springer and Miss

Table No. 7-Mrs. A. Springer and Miss George Watkins. Assistants-Mrs. T. C. Tatom, Mrs. Choster Proebstel. Mrs. A. E. Kern, Mrs. McKee Bradley. Table No. 8-Mrs. Minnie McGregor and Mrs. J. C. Proebstel. Assistants-Mrs. C. T. Saling, Mrs. R. A. Lenny, Mrs. H. E. Easton, Mrs. G. E. Mozer. Table No. 9-Mrs. Gus Brower and Miss Mary Johnson. Assistants-Mrs. W. O. Malley, Mrs. M. Asplund, Mrs. Margaret Sales.

le feet from the second street and the second street are lights placed at intersection streets the effect of the decorations is brought out to best advantage. Multinomah Camp, No. 77, Woodmen of the World, has erected a rustic arch at the intersection of Grand avenue and the Ader street, surmounted with flags. Table No. 10-Mrs. S. W. Anderson and

Supply booths will be presided over as

Mrs. L. S. Reynolds and Miss Florence

Warinner, Booth No. 2-Meats, fish and salads-Mrs. C. A. Proudfoot, Miss Anna Basler, Miss Delta Chambreau, Booth No. 3-Lee cream and cake-Mrs. Booth No. 3-Ice cream and cake-Mrs. Chester Hall, Miss Mary Van Atta, Miss

Rose Basler Booth No. 4-Candy, fruit and cheese-Miss Hazel Hoopengarner, Miss Calla Chambreau, Miss Virginia Linney. After the banquet Mayor Lana will de-liver an address, to be followed by a selection by the Veterans' Quartet, and

Hazel Hoopengarner; Reading, Miss Hazel Hoopengarner; selection, Veteran quartet; song, Mrs. George Watkins; re-marks, Rev. J. H. Ghormley. The music will be furnished during the bacquet by Emil Thielborn's orchestra.

Seattle Authoress a Visitor.

STREETS FLY GAY BUNTING EAST SIDE DECORATIONS ARE ALL IN PLACE.

Pennants Strung Across and Telephone Poles Covered With Carnival Colors-Roses Wanted.

The

paper on "Promotion Publicity That Pays." He held that to get replies to advertisements of communities is not enough; it is results that must be ob-tained. He said people of the right kind must answer the advertisements or the advertising is a failure.

Boosters and Promoter

promoter is a booster," I daclared Mr. Hartog, "but every booster, ac-is not a promoter. A promoter plans, then boosts, while a booster speaks out of the fullness of his heart." defined the duties of a promoter

and said he was to awaken a slumbering community to work with it to beautify, to expand, and to get all to work together to make the community more happy and prosperous. This paper aroused a great deal of interest and a general discussion

J. H. Whyte introduced the text of a bill which the Chevrolet bill which the Chamber of Commerce will submit to the next legislature, providing that counties and towns may levy taxes for advertising and promoting the resources of the different sections of the state. The plan received the commendation of the members of the organiza-

George W. Kleiser read, a paper on "Outdoor Publicity." which gave the uses of billboards and the other forms of out-door advertising that Mr. Kleiser's firm promotes

J. R. Dunphy, of Spokane, also read a paper on "Real Estate Advertising," which told of the best means of arousing interest in realty properties that are put on the market

Proceedings of Morning Session.

Yesterday morning's session was called to order promptly at 10:30 by President F. J. O'Brien, who drew the attention of the advertising men to the two lead-ing husiness matters up for consideration. the reorganization of the association on the reorganization of the proposition to ob-tain the passage of uniform laws in the states represented by the association to states represented by the association to regulate advertising, and providing pen-alties for objectionable, permicious, faise or misleading advertisements. With a few words of introduction Secretary B, I. Dasent was called upon to read the report of the last convention, which was held at Oakland. This report was sedented

adopted. C. N. Black greeted the visitors on be-half of the Portland advertising men, saying he expected great good to come from this, the first-annual gathering of the Coast organization. He said the mem-bers are very much indebted to the Porti-

bera are very much indepted to the Port-and Commercial Club for entertain-ment while in the city. C. W. Hodson, president of the Com-mercial Club, also welcomed the dele-gates. "It is one of the compensations that repays a man who takes time from his business," said he, "to have the pleasure of greeting just such organiza-tions as this to our city. Every effort pleasure of greeing just such organiza-tions as this to our city. Every effort made along lines of publicity appeals to this organization. We trust your ses-sions here will be as pleasant as pos-sible and that when you go back to your homes you will have the most pleasant recollections of the Portland advertising men's organization and the Portland Com-mercial Club." A resolution of thanks to the Com-

mercial Club for its courtesy was introed and adopted.

duced and adopted. Mayor Lane gave the visitors a cordial welcome on behalf of the city. "I am glad to have you here at this time, when we have our roses at their best," said he. "I am a great believer in these gath-erings and these organizations, for the interchange of ideas will do a great deal of good. No two men have brains just alike any more than they have faces alike any more than they have faces alike. Each brain is different and men are bound to have different ideas that

committee of adment W. J. Hoffman, C. F. Berg, E. R. Heilig, H. W. Little, Scott Bozorth, E. J. Jaeger and D. C. Freeman. Lincoln Hart had personal di-rection of the different stunts. Many well known figures of the advertising pages invaded the banquet room. State-ment No. 1, as portrayed by the Ore-gonian, half donkey, half elephant; President Roosevelt, as portrayed by Bob Homans, of the Baker Stock Company; a negro woman, by Mrs. Sylvia Williams McGuire, and many others. Among the visitors from Seattle, with the Pacific Coast Advertising Men's As-sociation, is Mrs. Alice Harriman, of that city, the publisher and editor of "Pioneer city, the publisher and editor of "Pioneer Days of Puget Sound," "Chaperoning With Adrienne Through the Yellowstone" and other storles. Mrs. Harriman, who has never before visited this city in the Summer time, is enthusiastic in its praises, and caught her premier glimpse of the upper Columbia River, Sunday, Asked what she was doing along the Unes of literary composition, Mrs. Harri-man said: "I have about finished a boys" story entitled "Red Coat and Redskin' in McGuire, and many others.

A number of speeches were made. Ben Selling, President O'Brien, of the Coast Association, C. H. Jones, John Hartog. story entitled 'Red Coat and Redskin,' in which the Canadian Northwest policemen are depicted in earlier days, and am now E. J. Jaeger, C. W. Hodson, President Whitemore of the Rose Festival, Dr. J. Whiteomb Brougher and others making are depicted in carner onys, and am now consulting with publishers in the East about one of my longer stories, of 75,000 words, the title being 'A Man of Two Countries.' This latter deals with condi-tions of Montans. I am glad to state that my little story 'Adrienne' is now in its second edition." whiteomb Brougher and others making short talks. Early in the dinner a num-ber of handsome young ladies entered the banquet room and pinned roses on the cont of every gnest. Those in attend-ance pronounced the banquet the most unique they had ever attended.

for Thursday night. There

Side Business Men's Crub, said yesternay that roses will be wanted in large quanti-ties for the four booths that will be placed at intervals on Grand avenue. These roses may be left at the rooms of the East Side Athletic Clubs in the Healy building, corner Grand avenue and East Mornices streat and also at Love's drug.

Morrison street, and also at Love's drug-store, corner East Burnside street and Grand avenue, Thursday morning, Mr. Bigelow also would be glad to turn over these booths to any club on the East

cost to the clubs except to gather roses and place young girls in charge of them. Any club which will take up this offer can place its own name in conspicuous letiers on the booth All other arrangements for next Thurs-day are well in hand. To the East Side Business Men's Club credit belongs for

decorations on East Burnside

street, Grand avenue and East Morrison street are all in place, and present

most attractive appearance. Flags and streamers of carnival colors are sus-

pended from the trolley wires, and all

the poles along these streets are covered to feet from the sidewalks with carnival

Rusiness Men's Club credit belongs for the preparations that have been made. Its officers and members have given time and money to secure the decorations and provide the fine programme for Thurs-day night. The streetcar company and the contracting firm which had the, paving of Grand avenue in hand kept their word and real ready in time. their word and got ready in time.

Distributing Roses to Trains.

BUGENE, Or., June 1.-(Special.)-The people of Eugene, besides sending a lot of roses to the Portland people for the Rose Festival this week, will distribute undreds of bouquets of roses to the

Morning-Business houses' recep tions to Portland sistors . Evening-Allegorical and historical parade sof electric floats, including

"Chinese dragon;" grand ball at

Armory. Saturday, June 6.

Morning-Regatta on the river: crews from Victoria, Vancouver and the University of Washington will compète

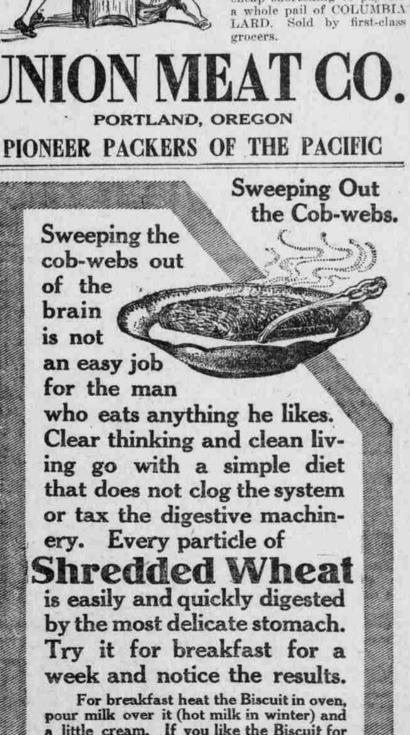
Noon-Grand parade of Woodmen of the World. Afternoon-P. N. A. champlonship

neld meet at Multhomah Field; re-lay races for high schools and public schools of the Northwest; valuable trophies to be presented for each Evening-Pyrotechnics and mas-

queraders' farewell to Rex Oregonus and Queen Flora.



BANQUET HALL OF THE COMMERCIAL CLUB, THE SCENE OF THE ADMEN'S BANQUET.



a little cream. If you like the Biscuit for breakfast you will like toasted TRISCUIT (the Shredded Wheat wafer) for luncheon or any meal with butter, cheese or marmalade. At your grocers.