

REFORM METHODS OF THE BUSINESS

Advertising Men Also Reorganize Association for Its Improvement.

RE-ELECT SAME OFFICERS

After Business Sessions Are Over Day and Evening Are Spent in Seeing Portland and the Festival—Features of Week.

After taking steps to reform present advertising methods by prohibiting the placing of false or misleading advertising of any kind, the advertising men of the Pacific Coast ended their business sessions here yesterday, adjourning to meet in Seattle in July of next year. The Coast association was also reorganized and the members believe that it is now on such a satisfactory basis that it will grow along right lines in future and become a strong organization and that it will be of great benefit to advertising men of this section of the country.

Officers Are Re-elected.

The election of officers yesterday resulted in the re-election of the former officers, who have served only six months. Hereafter elections will be held annually and the conventions will be held each year instead of every six months as formerly. The officers just re-elected are:

President F. J. O'Brien, business manager Sacramento Union; secretary-treasurer, Harry Dabent, manager of the Oregonian; vice-president, Oregon, Fred Johnson, advertising manager, Eugene; Oregon, Portland, California, H. A. Reed, manager, Read Advertising Agency, Los Angeles; Washington, T. M. H. Keane, department store advertising manager, Spokane; Montana, E. N. Haydn, secretary, British Columbia, secretary promotion committee, Lewiston; Nevada, Fred L. White, manager Nevada State Journal, Reno; British Columbia, Percy Goldenrath, publisher Westward Ho, Vancouver.

It was voted to continue the committee already named on fake advertising, which reported at yesterday's meeting of the association. The committee was instructed to draft a bill covering this subject and it is expected the bill will be similar to the legislation already enacted by the Eastern states. The gist of the bill proposed is that it shall be a crime to obtain money through false and misleading advertisements.

Programme of Yesterday.

Yesterday afternoon, after luncheon at the Danmore, the advertising men and their wives made a trip about the city by special trolley cars, viewing the different residence sections of the city, the harbor, parks and various other points of interest. The visitors were escorted by the local representatives of the Festival Association and witnessed the illuminated parade from the grandstand.

JUMPS TO HER DEATH

Young Woman Is Killed in Boarding-House Fire.

NEW YORK, June 2.—Fire in Mrs. Morris' boarding-house in West Thirtieth street early today nearly cut off the escape of Mrs. Morris and 20 boarders.

Appreciate the Banquet.

There are innumerable features planned for the advertising men during the remainder of their stay here by friends of the individual writers. They will visit the local newspaper plants and will be taken for automobile rides and will visit the various attractions of festival week. Many were surprised yesterday afternoon to see the splendid display of roses at the exposition grounds and expressed their admiration of Portland's roses.

The visiting advertising men expressed their appreciation yesterday, of the banquet given them Monday night at the Commercial club. They said the affair surpassed anything of the kind in the history of the organization, and were highly entertained by the novel stunts and features of the dinner. They will talk about this banquet throughout the coming year, it is said, and it will serve as a record performance that other cities, who entertain the advertising men in years to come, will try to measure up to. Nothing happened to mar the success of the entertainment.

SAVE LIVES OF BABIES

New York Philanthropists Plan Systematic Campaign.

NEW YORK, June 2.—Physicians and representatives of 50 hospitals, charitable and municipal organizations, nurseries and diet kitchens banded themselves together at a meeting held at the Department of Health to co-operate with Health Commissioner Darlington in a campaign against mortality among infants this summer. Every agency known to medical and sanitary science will be employed to reduce the death rate in the next four months.

According to the plan adopted each bureau will be divided into districts so that there can be no overlapping of territory. As many milk depots, physicians and nurses as needed will be supplied to each district. It was also decided to issue cards of instructions to mothers which, it is said, will be radically different to those sent out before. The cards will be distributed by thousands. The number of babies in New York each summer is about 25,000, so that the 50 nurses will have their hands full.

HOLD ADVANCED VIEWS

Women Physicians Advocate Equal Rights for Their Sex.

CHICAGO, June 2.—Women physicians took a stand advocating the right of girls to enter any profession or to engage in any business in preference to becoming wives and mothers at yesterday's session of the American Academy of Medicine.

unsexed themselves by forsaking home life for industrial work and asserted that the future of the race depended upon the checking of "this widespread evil."

Then Helen C. Putnam, of Providence, R. I., startled the audience by declaring the war was in favor of woman's suffrage. She said:

"Every woman has the right to develop her best faculties, to become educated and to enter a business field, where she meets many men, so she can select the father for her children. I favor the establishing of a study of home-making in the public schools of our country."

Dr. Otto Juetner, of Cincinnati, O., said:

"Co-operation of the two sexes is needed to settle the question of women in business life."

Dr. William Jackson, of Colorado, asserted conditions had changed during the last hundred years and that women should be allowed to change their habits and occupations.

Dr. George Hoxie, of Kansas City, talking about the education of women, declared it was a deplorable fact that

"The lack of housewives and domestic servants is disrupting society and home life. I have no sympathy with women who work in mines or other industrial institutions for starvation wages when there are thousands of homes in which they can get respectable employment better fitting themselves for married life."

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EIGHT VESSELS ARRIVE AT ONCE

Grain Carriers From Portland Reach Queenstown in a Bunch.

SULLY MAKES FAST RUN

Sailing Ships Which Departed from the Columbia River Within a Period of Two Weeks Arrive Out Together—Other News.

Eight grain carriers from the Columbia River reached the other side on the afternoon of June 1 and the morning of June 2.

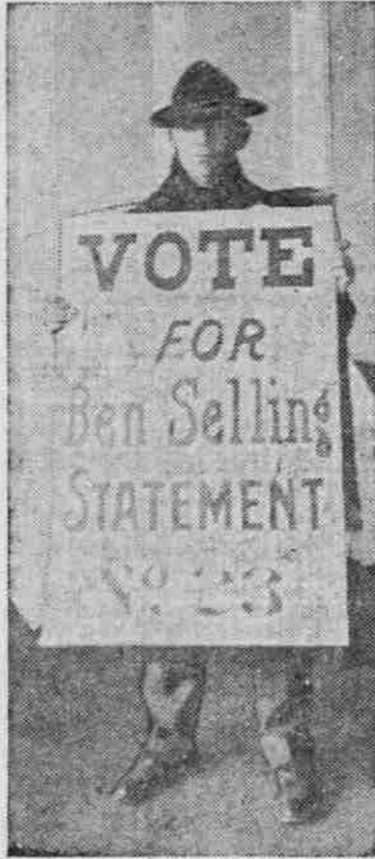
FAMILIAR ADVERTISING FIGURES DEPICTED AT THE BANQUET OF THE COAST ADVERTISING MEN AT THE COMMERCIAL CLUB MONDAY NIGHT



James M. Reeves, as the Uacueda Biscuit Ad.



Harold Johnston, as the Entry Soap Girl.



L. M. Head, as the Sandwich Man.

Among the stunts that enlivened the banquet of the Pacific Coast Advertising Men's Association, none were provocative of more mirth than the impersonation of several familiar advertising figures by prominent members of the Portland Advertising Men's Club. There were seven of the most widely-known advertising characters who were copied to the life by the clever advertising men, as the accompanying pictures will show. Each one of the seven made a short speech setting forth the merits of the particular article advertised. The stunt provoked a good deal of amusement and applause from the large number in attendance.

teachers in public schools received less wages than hod-carriers.

JUMPS TO HER DEATH

Young Woman Is Killed in Boarding-House Fire.

NEW YORK, June 2.—Fire in Mrs. Morris' boarding-house in West Thirtieth street early today nearly cut off the escape of Mrs. Morris and 20 boarders.

ADVERTISING MANAGER OF OAKLAND ENQUIRER, WHO IS ATTENDING PORTLAND CONVENTION.



Niles Hyatt.

and when the firemen arrived a young woman had thrown herself from the roof to the pavement and was dead, several others were severely burned and the upper windows, front and rear, were crowded with men and women begging to be saved.

The dead woman is Miss Marie Beltraine, who occupied a hall room on the top floor.

Mrs. Mary Haggerty, who was burned about the hands, face and body and overcome by smoke, is in a critical condition. As the first fire company galloped up Miss Beltraine, in her night clothing, appeared on the roof and plunged over the coping. One of her feet caught in some half-open shutters and for an instant the woman's body dangled in space. Then she fell on her head to the street and was killed.

2, the octet of vessels arriving out within 24 hours. The shortest passage was made by the French bark Sully, which sailed hence January 21. She made the voyage around the Horn in 121 days. With one exception the fleet which arrived out crossed the Columbia River bar within a period of two weeks. The first to depart was the German ship Ostara, which sailed on the last day of December.

Good sailing on the part of each of the eight craft was the feature of the outward voyages of the double quartet of sailing vessels. It is seldom that grain vessels make so nearly perfect passages as those just recorded. Much faster passages are on record from Pacific Coast ports to Queenstown or Portland, but for any number of vessels to make the run in practically the same number of days is considered wonderful. Last season the American bark Homeward Bound made the outward run in 268 days.

The vessels, in order of their sailing dates from the Columbia River, together with the cargoes carried, follow:

Sully, French bark, Captain Ritz, 118,000 bushels of wheat, for orders. Sailed January 21.

Eignehire, British bark, Captain Robald, 111,647 bushels of wheat, for orders. Sailed January 22.

Rajore, British ship, Captain Williams, 119,614 bushels of wheat, for orders. Sailed January 22.

Entered Tuesday.

Rose City, Am. steamship (Kildston), with general cargo from San Francisco.

Sue H. Elmore, Am. steamship (Shadler), with general cargo from Tillamook.

Tallac, Am. steamship (Hampton), with part cargo of wheat from Tacoma.

Argyll, Am. steamship (Dixon), with fuel oil from Point Richmond.

Cleared Tuesday.

Tallac, Am. steamship (Hampton), with 2000 tons of wheat for San Pedro.

built for the Toyo Kisen Kaisha, or Japanese Steamship Company, left Yokohama today on her maiden voyage to this port. She is of 14,000 tons displacement and can carry 800 passengers in addition to a cargo of freight. It is expected she will try to beat the time record across the Pacific.

F. ALLAN PERCY RESIGNS

Bookkeeper for Meyer, Wilson & Co. Engages in Business.

F. Allan Percy, bookkeeper for Meyer, Wilson & Company, for the past 16 years, has severed his connection with that firm and has engaged in business for himself. Mr. Percy purchased an interest in a general building and feed supply house in one of the growing suburbs.

Mr. Percy was one of the most congenial and best-known men engaged in the shipping business at Portland. He was always on duty and no man in the Northwest has a more thorough knowledge of the cement business than he. His place at the desk of the local office of Meyer, Wilson & Company has not been filled.

Marine Notes.

The steamship Yosemite arrived up from San Francisco yesterday.

The steam schooner Tallac sailed for San Pedro yesterday. She carries 3000 bushels of wheat.

The steamship Rose City, with 200 passengers and a full cargo of freight, ar-

rived June 1—British ship's Buccleuch and Eignehire and French bark Sully from Portland.

San Francisco, June 2.—Arrived last night—Schooner Virginia from Portland. Sailed at 2 P. M. last night—Steamer Homer for Portland.

Portland, June 2.—Arrived yesterday—Schooner Mindoro from Portland.

Money for Soldiers' Home.

OLYMPIA, Wash., June 2.—(Special).—The state has received from the Federal Government \$225, being the quarterly remittance toward the support of the state Soldiers' Home at Orting.

Merchants Savings & Trust Company

247 WASHINGTON STREET

Capital \$150,000

Pays interest on Savings Accounts and Time Certificates.

Receives deposits subject to check without limitation as to amount.

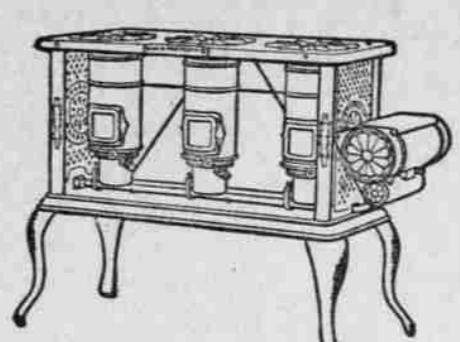
Effects collections in any part of the country on most reasonable terms.

Acts as Trustee in all legitimate relations.

Cares for properties, collects rents, etc.

Interviews solicited with those contemplating any phase of our service.

You Will Need an Oil Stove



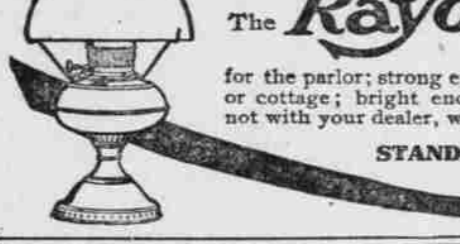
When warm days and the kitchen fire make cooking a burden—then is the time to try a New Perfection Wick Blue Flame Oil Cook-Stove.

Marvelous how this stove does away with kitchen discomforts—how cool it keeps the room in comparison with conditions when the coal

fire was burning. The quick concentrated heat of the

NEW PERFECTION Wick Blue Flame Oil Cook-Stove

goes directly to boil the kettle or bake the bread, and none is diffused about the room to overheat it. Thus using the "New Perfection" is real kitchen comfort. Made in three sizes and fully warranted. If not with your dealer, write our nearest agency.



Just such a lamp as everyone wants—handsome enough for the parlor; strong enough for the kitchen, camp or cottage; bright enough for every occasion. If not with your dealer, write our nearest agency.

STANDARD OIL COMPANY, (Incorporated)

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REDUCED RATES

FROM ALL POINTS ON THE LINES OF THE OREGON RAILROAD & NAVIGATION CO. and SOUTHERN PACIFIC CO. (LINES IN OREGON)

—TO— PORTLAND DURING THE WEEK OF THE GREAT

ROSE CARNIVAL

TICKETS WILL BE ON SALE AS FOLLOWS:

Daily, June 1 to 6 From The Dalles and all points west
June 1, 3 and 5 From Albany and Corvallis and all points north
June 1 and 3 From Pendleton and points west to The Dalles
From Roseburg and points north to Albany
From all points east and north of Pendleton
From all points south of Roseburg

FARE AND ONE-THIRD FOR THE ROUND TRIP

Final Return Limit June 8

PROGRAMME FOR THE WEEK

MONDAY, JUNE 1. Noon—Arrival at high noon of Rex Oregonian and Court Cavalcade escort through decorated streets and arches to Royal Palace. Evening—Fest of Lanterns and General Illumination; Coast Admen's Rose Banquet.

TUESDAY, JUNE 2. Afternoon—Opening of the Commercial Building. Evening—Illuminated Parade "Spirit of the Golden West".

WEDNESDAY, JUNE 3. 10 A. M.—Monster prize parade of Floral Decorated Automobiles, Competitive "Loats, Equestrian Clubs, Etc., including the marvelous Japanese Cherry Blossom" procession.

THURSDAY, JUNE 4. 10 A. M.—Magnificent street parade of Floral Decorated Vehicles, Competitive "Loats, Equestrian Clubs, Etc., including the marvelous Japanese Cherry Blossom" procession.

FRIDAY, JUNE 5. Morning—Business Houses' Reception to Portland Visitors.

SATURDAY, JUNE 6. Noon—Grand Parade of Woodmen of the World. Afternoon—P. N. A. Championship Field Meet at Multnomah Field; Relay Races for High Schools and Public Schools of the Northwest; valuable trophies to be presented for each event.

SUNDAY, JUNE 7. Evening—Pyrotechnics and Masqueraders' Farewell to Rex Oregonian and Queen Flora.

W. M. McMURRAY, General Passenger Agent, Portland, Oregon



JAP ROSE SOAP

(TRANSPARENT)

Get what you ask for! Familiarize yourself with the package so you cannot be imposed upon. There is none other "as good as Jap Rose" because we originated the process. It is our own. Perfect for the bath.

IT CANNOT BE IMITATED

Jas. S. Kirk & Co. 259 N. Water St., Chicago

Free Send us 6c in stamps for 6 large drawings of Japanese art, with any advertising.

December 2, but was disabled off the Oregon coast and was compelled to return to Astoria for repairs. Sailed again January 22.

Buccleuch, British bark, Captain Goudy, 117,486 bushels of wheat, for orders. Sailed January 21.

Clackmannanshire, British bark, Captain McIntyre, 88,200 bushels of wheat, for orders. Sailed January 17.