ROSE SHOW TODAY WILL SURPASS ALL

Display Promises to Be Finest in History in Quality and Profusion of Blooms.

ELECTRIC PARADE TONIGHT

Floats. Bearing 12,000 Lights and Comprising Imperial Suite Will Pass Through Principal Streets at 8 o'Clock.

LINE OF MARCH FOR ELECTRIC

PARADE TONIGHT. Nineteenth and Morris

Third to Union Depot. Union Depot to Fifth. Fifth to Washington. Washingto to Nineteenth and dis-

is possible to delve into history

It is possible to delve into history for a considerable period gone by and learn of wonderful roses in rich profusion used on festival occasions. But the displays in Portland this week are designed to make a few brand new pages for history which will stand at least until Portland, the rose domain, outdoes herself in some festival of roses of future years.

In point of quality and profusion no such display of roses has ever been assembled as that which will delight the favored of Portland and their guests today and tomorrow, at the Exposition grounds. Every rose among the tens of thousands on exhibit represents a proud attainment on the part of those hundreds of amateur rosegment. The exhibitors were busy all day yesterday getting their roses growers in Portland who find that their most delightful pastime and engagement. The exhibitors were busy all day yesterday getting their roses feetively arranged at the Exposition Frounds, so that by 2 o'clock this afternoon the public will find the whole in readiness for inspection. The show will be continued tomorrow, will be continued tomorrow, will be continued tomorrow.

Electrical Parade Tonight.

Electrical Parade Tonight.

Respiendent in myriad lights, rich colors and spectacular illumination and decorative effects, the electrical parade of tonight will be the first of the kind ever presented here and possibly the most claborate of ita type seen anywhere on earth. It will be one of the distincitve features of Festival week.

As the reval suite and train of the

As the royal suite and train of His Royal Majesty, the Festival King, the pageant will express, in a wonderful allegory, the fine things of the Rose King's domain. Heading all will be the imperial car, sumptuously appointed.

Aing's domain. Heading all will be the imperial car, sumptuously appointed, bearing Rex Oregonus and his court in their physical embodiment.

Tweive thousand incandescent lights have been used in the illuminations of the cars of the imperial suite. Infinite pains and no little cash have been required in building up the 16 floats on ordinary car trucks. Streetcars had to be dismantled for the purpose and a corps of skilled workmen have put in several weeks of hard work.

work.

The pageant will move promptly at S o'clock from Morrison and Nine-teenth sirects, the point of assemblage. The line of march is necessarily limited to atrects on which there are streetcar tracks, since all the floats will move by trolley. Passing down Morrison street past the grandstand, the pageant will turn north at Third street, proceed to the Union Depot, turn west to Fifth street, proceed south to Washington and pass out Washington to Ninetcenth, where the course terminates.

Here is the list of floats in the imperial suite, ogether with a summary of the things they symbolize, as re-visited yesterday by the Festival man-

Floats in Imperial Suite.

Car No. 1—Rex Oregonus. King of the Oregon country and ruler of the Festival. Will revel in bomp and pageanity to the delight of the myriad of loving subjects. This mighty memorsh, who sways an emple that is a narratise for dilmate and a reaim rich in a westest perfume and perennial beauty, welcomes the royalty of other climes to palatin! Furtiand and bids them endoy the bullmy breasts of the sea that mingle with the bullmy breasts of the sea that mingle with the bullmy breasts of the sea that mingle with the bullmy breasts of the sea that mingle with the bullmy breasts of the sea that mingle with the bullmy breasts of motting snow from the Cassades' towering ranges and make this the Eigstum for youth and age alike.

Float No. 2—Father Time glides swiftly everywhere, but reaps scant harvest here, where the hour glaza drops no sands of life as the golden days phase by the land of Oregonus.

e gotten cars pass of must be supported by the first No. 3—The Fates, with distaff high, lin the magic web of destiny, while the aller cord is olipped ere it snarles and tangles i the realm of Oregonus.

Flost No. 4—The Queen of Diamonds that fexed a thousand sutbeatus in her germs of urest ray ecrene lays tribute at the feat of regonus, that she may enjoy eternal bliss in land the this.

purest ray events may enjoy eternal blass in organis, that she may enjoy eternal blass in a land tike this.

Eloat No. 5.—The Queen of Stars, descend-sant from the want of heaven, sheds luster on the hight, that great Oregonus might point the way to the portals of his paradies.

Float No. 6.—The Queen of Heauty, who finis Oregon, a perennial fountain of youth, emiles be witchingly on the mighty Oregonus enlies be witchingly on the mighty Oregonus in these matchless gardens of the content of the portal of the souls.

Ploat No. 8—The Queen of Fragrance, mass delightful pressince cheers every heart, builts her secret charm from the bloom that vegonus calls his own.
Fical No. 9—The Lily, Queen of the East resist he rose and howe to Oregonus as she reather new life and hope in his ever realm f wonderland.

wonderland wonderland Bookh the Princess Total No. 10-1 alla Bookh the Princess India, leaving Debui in her gorgeous train the Vale of Cashimere, never saw a point more enchanting nor more pleasing than vales and ranges in the kingdom of Ore-

vales and ranges in the kingdom of Ore-us Maximus.

Those No. 11—Queen of the Nile, where for sunny fountains lare the Lotus Earers the language of the Hij. In obscinance hows Oregonize and pays glowing tribute to his are rare and the climate that melts the

the rare and the climate that melts the didn ages through. Float No. 12—The Mongollan Pheasant, first of the Flowery Kingdom, has come to the not of thregonus, "where every prospect is easing and only man is vile," a bird of en. out No. 12 Peace bath its victories no than war. And Oregonus welcomes the store and the augels of mercy and good will.

Float No. 14—The Queen of Hearts, charmed by the wiles and smiles of Gregorius, will live forever in the land of the blessed.

Float No. 15—The Queen of Pearls, whose oralescent steams have bought the ramsom of nightlest kings, has come to back in the splendor of Gregorius, the Kollingor of jewels. Float No. 16—The Polar Bear, King of the Arctica last, but not issue, paye his respects to Gregorius and begs eternal happiness in the land of golden giory, where our happy Greams come true.

Automobile Parade Tomorrow.

the feature will be the automobile parade in which five miles of gaily decorated cars will appear. It is estimated that fully 1,600,000 blooms will be used in the the mosters to arrange. The automobile service will cease at 11 o'clock; various decorations for this impressive pageant. The scores of those who are to appear in the pageant have already laid their plans for decorative effects. Every competitor is going in with the firm purpose of taking a trophy and every piece. F. P. Keenan Co., 130 Fourth st.

The dontavilla school is pulling hard for the Manley prize for largest turn out, noon were of Festival proportions and it could readily be seen that a goodly proportion were visitors. At night, of course, the whole populace was out for the illuminated parade, and a pile-driver couldn't have forced an opening anywhere. It is not believed that there Of tomorrow's programme the disting

ONE FEATURE OF HOMECOMING DAY PARADE.



FLOAT OF ORDER OF EAGLES

Thursday's horse and vehicle parade, which is to cover something near five miles, will be quite as elaborate an event in the matter of decorations as the automobile parade. It will move at 2 P. M. forming on the streets west of Tenth and south of Yambill streets and covering the principal streets of the city. principal streets of the city. The most spectacular parade of the week will be held Thursday night when the illuminated display of the Oregon country's resources will be assembled into a pageant two miles long and wonderfully illuminated by miles long and wonderfully illuminated by all manner of devices. This procession will move at 5 P. M. Friday and Saturday, the concluding days, will be the busiest of the Festival week, in many respects. Friday's features will be the children's parade and carnival in East Portland and the races at the Country Club. Saturday marks the automobile races, further races at the Country Club and a grand electrical pageant in farewell to the Festival king.

SWEDISH CHORUS TAKES PART IN FESTIVAL OPENING.

Numerous Numbers Are Loudly Applauded, Climax Coming With American National Anthem.

Scated near the southwest corner of the big grandstand in front of the postoffice last night, the members of the Swedish Singing Club Columbia were the cynosure of all eyes and their singing of songs was loudly applauded. T

Singing Club Columbia were the cynosure of all eyes and their singing of patriotic songs was loudly applauded. The singers were launty caps and suits of white and black and sang without accompaniment their leader being C. E. Holt.

The massed voices were well balanced and the musical renditions were marked by excellent spirit and lots of light and shade. It was a pleasure to hear stirring music interpreted by Such well-trained voices, and the wish was freely expressed that the singers would sing all the selections they knew and then begin again. It made one wish that he knew Swedish.

The selections sung were "Svearne's March," "Bjørneborgarne's March," "Chimes" (Theo. Preston), "Horose Pai" (G. Wennerberg), "Tyst Mitt Hjarta" (Barth), "Altonen" (Schaeffer), "Stastark" (G. Wennerberg), and "The Star-Spangled Banner." The second number in the list is the Finnish national song and the fourth the Swedish national anthem. Of course these aroused great enthusiasm, but the climax came when the singers rendered the National anthem of the United States. The singers were applauded again and again as they left the grandstand. were applauded again and again as they left the grandstand.

REX WANTS MORE ROSES Festival King Awaits Floral Tribute From All.

From All.

From 7 o'clock until 11 o'clock this morning the roses will be received at the assemblage depot at Second and Morrison streets. The Festival management has arranged for a relay of automobiles which will keep the roses going to the Exposition grounds as fast as they are received. As to the transportation of roses by the streetcars, some modification of the plan as originally made has been found necessary. The following revised order issued by the streetcar company indicates just what part the company will take in the work of assemblage.

On Tuesday, June 8, and Wednesday, June 9, conductors on the Portland Heights into will carry free of charge (unaccompanied by passenger) any packages of roses which may be placed on their cars on Portland Heights, and put them off carefully at the waiting room at Twenty-third and Washington streets.

Conductors on the Fulten line will carry free of charge (unaccompanied by passenger) any package of roses which may be placed on their cars along the line, and put them off carefully at Second and Morrison streets.

Conductors on other lines will charge fare for passengers carrying roses, but will make me charge for any package of roses should be taken to the assemblage depot at Second and Morrison streets.

To be most serviceable, roses should be taken to the assemblage depot at Second and Morrison streets before 10 o'clock Tuesday or Wednesday. Buds are quite as acceptable as full-blown roses. Wrap them in paper, piace them in boxes or, if you haven't the time for that, just get

Portland Host for Thousands CUSTOMERS THEIR GUESTS of Festival Visitors.

HOTELS FILLED TO LIMIT

Not Since Exposition Have Such guests. Large Throngs of People Made This City Their Mecca-Rates Remain the Same.

Not since the days of the Lewis and Clark Exposition have visitors been thronging into the city in such numbers as for the Rose Festival.

thronging into the city in such numbers as for the Rose Festival. Practically every proom in every hotel and in most of the rooming-houses was occupied long before dark yesterday. The restaurants were filled to capacity during meal hours. And thousands of the city's guests were with friends and relatives at private houses.

No estimate can be placed authoritatively on the number of visitors further than to say it runs well into the thousands. The visitors began arriving Saturday, came in throngs Sundey and kept pouring in with every train yesterday. The occasion of the early influx was the desire to attend the "Homecoming Festivities." Many were the happy family reunions yesterday as the result of the "homecoming" feature of the programme.

The visitors, for the most part, are drawn from the less remote sections of the state. A goodly percentage of the Williamette Valley's populace is either represented at this time or is en route or planning to come. The Southern Pacific trains from the sace in its effort to handle the passenger traffic and even then considerable overcrowding and some discomfort is being experienced.

As far as Portland is concerned, it is

ants are using the same rates as usual.
Overcharging guests is not a local custom and unhappy would be the lot of
the caterer guilty of any such offense

The crowds on the streets all after-



Mallearrier With Pouch Filled With Roses, as He and His Fellows Appeared in Home-

will be any falling away of visitors during the remainder of the week, for while many came for the reunion attendant on "homecoming" day and will return before the end of the week, the new arrivals may be expected in a steady throng for the big features of Festival week yet to come.

Local Commercial Travelers to Entertain Out-of-Town Patrons.

An entertaining programme has been orepared for temorrow night, when local commercial travelers will entertain their out-of-town customers. The reception will take place at the Exposition rink, beginning at \$30 o'clock. The Multnomah Chub will join in the entertaining of the guests.

The programme will be as follows: Band; Miss Harwas, song; Mrs. Sylvia. McGuire. monologue; Double Tuxedo Quartet; Slides, "Some of the Live Ones and a Few of the Dead Ones;" band; wrestling, 115 pounds, Ed Mnis, M. A. A. C., vs. Glahe, Spokane A. A. Club; 145 pounds, William Dennis, M. A. A. C., vs. Monroe, Seattle Athletic Club; Double Tuxedo Quartet; band; boxing, 125 pounds, Olmar Dragna, M. A. A. C., vs. Nord, Seattle Athletic Club; 130 pounda, Henry Neicken, M. A. A. C., vs. McFarland, Spokane Athletic Club; two additional matches, weight not named; band; programme will be as follows tional matches, weight not named; band

CHICAGO PARTY TO BE ENTER-TAINED ROYALLY.

Every Minute of Visit Here Thursday Taken Up by Portland as Host.

the Rose Festival management the visit-ing Chicago business men who are due to arrive Thursday by special train, will have a busy day in Portland. Every hour in the day will be occupied by one form or other of entertainment.

As far as Portland is concerned, it is no work at all to take care of the Festival guests. The city learned the trick of entertainment in 1905 and has forgotten nothing. Hotels and restaurport. A large committee will be in walt-The programme mapped out for the ing to escort the excursionists to auto ing to escort the excursionists to automobiles and drive the guests over the city. Twenty-six automobiles have been enlisted. The trip will start at 8 o'clock and the visitors will be driven first through the wholesale district of the city. Then they will be taken to the Forestry building and to the California building on the fair recovery.

through the wholesale district of the city. Then they will be taken to the Forestry building and to the California building on the fair grounds, where a private exhibition of Portland roses has been arranged for by the Rose Society. The West Side residence districts, Portland Heights and Council Crest will next be visifed, and upon returning downtown a trip will be made throughout the East Side. This sightseeing jaunt will occupy the time until luncheon, when the visitors will be conveyed to the Commercial Club. They will then be taken to the Rose Festival grandstand on Morrison street, where a section of seats will be reserved for them that they may view the afternoon parade.

A banquet will be given the excursionists at 5:30 o'clock at the Commercial Club. The hour has been fixed early so the function will be over in time for the guests to see the night pageant. "The Bpirlt of the Golden West." This will also be watched from the special section in the grandstand. The special train will leave for the south at 11:30 o'clock. Thursday night.

The visitors are members of the Chicago Association of Commerce, under whose auspices the tour of the Northwest is being made. The special train left Chicago May 30 and will return home June 17. The travelers are meeting with warm receptions all along the line, but their stey in Portland promises to be notable among all the places visited.

The general reception committee in charge of the welcome to the Chicagoans is: Roger Sinnott, chairman; W. J. Hofman, T. W. B. London, H. Beckwith, Sig Sichel and Ralph W. Hoyt.

L. Hartman, S. G. Reed, H. L. Chapin, W. C. Alvord, George M. Harland, C. C. Chapman, Ralph W. Hoyt, S. B. Viscout.

the visitors about the city is:

J. L. Hartman, S. G. Reed, H. L. Chapin,
W. C. Alvord, George M. Hyland, C. C.
Chapman, Raiph W. Hoyt, S. B. Vincent,
W. J. Clemenz, F. H. Fogarty, R. D. Inmen,
Charles Crogster, A. R. Diamond, C. K.
Williams, W. H. Mail, Charles Mail, E. M.
D. Brien, Julius L. Meler, C. E. Grelle, S. P.
Dockwood, George F. Johnson, H. L. Keats,
George Lawrence, Jr., W. B. Mackay, W. B.
Glafke, T. N. Stoppenhach, Frank E. Dock,
Hy Eilerz, J. R. Howies, Faul Keity, J. C.
Robertz, I. N. Fielschner, H. C. Wortman,
E. L. Thompson, J. A. Curry, F. J. Catter,
In, C. C. Colt, M. C. Dickinson, Robert MePherson, H. P. Palmer, Louis, Tarpley, F.
A. Nitchy, George W. Kleiser, J. C. Alnsworth and W. H. Moore

Montavilla Crowd Invited.

Secretary A. T. Atchley, of the East Side Business Men's Club, has been instructed to invite Miss Della Burns, Montavilla Rose Festival Queen, and her two maids-of-honor. Miss Martha Jensma and Lula Bryson, to preside over the East Side children's parade Friday night. The Montavilla school is pulling hard for the Manley prize for largest turn out, and the queen and malos-of-honor will be provided with a carriage and will fol-

Lights and Bright Colors Make Portland Fairyland.

MOST EFFECTIVE AT NIGHT

Business Streets on Both East and West Sides Are Festooned With Festival Bunting and Work Is Not Yet Complete.

JUDGES WAIT TO DECIDE.

Judges appointed by the Rose Fes tival Association to award the Elka' silver cup to the civic or fraternal organization turning out the greatest number in the Home-coming parade last night, according to the numerical strength of the organizations, were unable to decide last night. The judges, who are Colonel James Jackson, U. S. A. (retired), Judge Robert G. Morrow and Bichard Gesential G. Morrow and Richard Genserowski, were unable to obtain information regarding the terms on which the prize was to be awarded, and decided to announce their decision at a later date, after the necessary information has been obtained.

Decked out in gayest colors from one end of the business district to the other was Portland when the hour of the Rose Festival came. Enough bunting hung

val colors and letting it go at that. Instead pretty and effective little designs were wrought. Coils, festoons, wreaths, pyramids, crescents and every manner of design was put to use. Not a few of the big business blocks are cloaked from basement to flagstaff in a gay mantle of festival plnk and green.

On Washington street from First to Fourteenth the ouses that failed to decorate elaborately may be counted on the fingers of two hands. Anyone who left off decorating from lack of public spirit or to keep down expenses is sure to suffer dire consequences, for any building having no decorations in the business district is most conspicuous and the object of no little adverse comment.

On Morrison street, from Front to Tenth streets, the decorative effects are quite as elaborate and numerous as on Washington streef. Substantially every business house had effective combinations and designs in Festival colors. American colors, roses and vari-colored bunting. The same bounteous response to the Festival april is found on the other prominent streets, Alder, Stark, Second, Third. Fourth, Fifth, Sixth and Seventh. The decorations are profuse in places, but a trifle scattering in the remainder of the business part of town.

East Portland is a gay scene throughout the business district, colors having been placed on the telephone poles Grand avenue is fairly swathed in bright bunting and flags, while East Morrison street, from the bridge to Grand avenue, is littered with decorations.

Most effective were the night decorations, Even before anything resembling darkness could appear the light of the waning day was outdone by the burst of light from thousands of incandescents clustered and festooned from every imaginable point. The night, in the heart of the business district, was even brighter than the day.

And in the face of all this the decorations are by no means all completed. Forces of decorators were at work until

er than the day.

And in the face of all this the decorations are by no means all completed. Forces of decorators were at work until well into the night adding to the ocean of colors. By this afternoon the Festival colors will predominate all things and only an occasional glimpse of brick and stone walls may be caught when a breeze draws aside some line of streamer for an instant.

Court Holds Brief Session.

Festival came. Enough bunting hung from the various buildings of the city to make a pink and green streamer that would reach half way across the continent.

Aristic effects of decoration were the rule. Few contented themselves with hanging out a few dozep yards of Festi-

W. F. THOMAS SAYS PORTLAND WILL HAVE BIG DAY.

Seattle Will Endeavor to Show Oregonians They Bear Only Good Will of This State.

Portland day at the Alaska-Yukon-Pacific Exposition at Scattle will be a big event, according to Commissioner W. F. Thomas, who reached this city yesterday, bearing greetings from the fair headquarters, as well as from Mayor John F. Miller, to Mayor Lane.
Mr. Thomas called at the City Hall
yesterday morning and delivered to
Mayor Lane the official messages of
good will from the Sound metropolis.
He was assured that Portland and Oregon people will enter into the spirit of
the special occasion with great enthusiasm, but Mayor Lane will not issue a
proclamation calling for a general observance of the day at Seattle, as his
successor will be in office on that date,
July 26. Mayor John F. Miller, to Mayor Lane.

July 20.

Mr. Thomas told Mayor Lane that the July 26.

Mr. Thomas told Mayor Lane that the slogan for Portland day at the exposition will be "The Sistership of Citiea." It will be made one of the most brillant events of the entire fair, he declared. The tentative programma, wasid, is such as to make certain the success of the occasion, and hew features are being added continually to complete a first-class number of special attractions. Any little feeling that may have prevalled, he stated, will be shown by the action of the exposition officials and the people of Scattle on that date to have been a mistake. At no time, it is said by Mr. Thomas, has there been any ill feeling against Oregon by the best people of Scattle.

A big military pageant will be one of the chief features of the programme for Portland day. Motorboat races and special athletic events will be another pleasing attraction. A public reception in the Oregon building will take place, at which the Governors of Washington and Oregon, with their staffs, and the Mayors of Portland and Scattle will participate. At night a banquet will be given, at which the distinguished guestr and their friends will be present.

A Mighty Ruler,

Who wisely rules himself.

Curious what a scrap you have now and then (maybe two or three "nows" and several "thens") with what the old Scotchman called the "deevelish part" of your make-up.

It's safe to say "you" and not miss the mark, for we all belong to the same lodge, and it seems to be a part of some great plan to try us out and see if we can thus earn the right to rule greater things.

Most every day some one of the many "warriors of the enemy" comes across your pathway and puts up a scrap to see if he can rule.

You must be well trained and alert, or he will make you bend the knee, or, perhaps, break a leg or permanently cripple you.

There are several of these "enemies" which can be named over, but for the purpose of this article let us speak of the narcotics, the family which includes morphine, whisky, coffee, cocaine, tea, tobacco, etc., all the same family, each member having a different degree of strength.

Now, coffee is perhaps one of the most plausible and deceitful of them all.

It has many friends, but coolly and cunningly knifes them, and they don't know where the blow comes from.

Many and many a poor, nervous wreck with weak heart suffers by day and lies sleepless at night without suspecting that his "dear old friend" Mr. Coffee is quietly pushing him along towards the silent city. No, coffee don't hurt everyone by any manner of means, but it does pick out the highly organized individuals and wrecks them by the score. .

Perhaps the victim realizes it, but has fallen time and again in the battle and been whipped so often that he has given up and bowed the head to the chain of his master.

"I simply cannot give up my coffee," is the wail, and so day by day he grovels, and the master stretches him a few turns tighter on the rack of suf-

Make sure of one thing. Once you become conscious of the fact that a fight is on, suffering follows steadily until you are able to rule.

Then comes the reward-comfort, health and happiness for the victor.

It is good work to stand right up and smash away with a "mailed fist," but it's much more comfortable to whip Mr. Coffee by throwing him "right over the side of the mountain" and give his place to Postum.

A steaming, fragrant cup of this famous beverage has the clear sealbrown color which changes to a rich golden brown under cream.

Ofttimes, remarkable changes quickly follow the victory of one's better self over a known enemy. Peaceful sleep, balanced nerves, stronger heart, and all the joy which comes after the removal of a drug and its replacement with natural food elements which old Dame Nature is only too glad to seize upon for the building material so badly needed and so long denied.

Well, here's best wishes to you, reader. Hope you don't get "licked" too often, it's weakening.

There's a Reason'

Postum Cereal Company, Limited, Battle Creek, Michigan, U. S. A.