

ROSE SHOW TODAY  
WILL SURPASS ALL

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

ELECTRIC PARADE TONIGHT

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

- LINE OF MARCH FOR ELECTRIC  
PARADE TONIGHT.  
From Nineteenth and Morrison  
streets.  
Fourth to Third.  
Third to Union Depot.  
Union Depot to Fifth.  
Fifth to Washington.  
Washington to Nineteenth and dis-  
perses.

It is possible to delve into history for a considerable period gone by and learn of wonderful things which profusion used on festival occasions. 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 quantity 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 rose-growers in Portland who find that their most delightful pastime and engagement. The exhibits are busy all day yesterday getting their respective grounds, so that by 2 o'clock this afternoon the public will find the whole town in readiness for inspection. The show will be continued tomorrow.

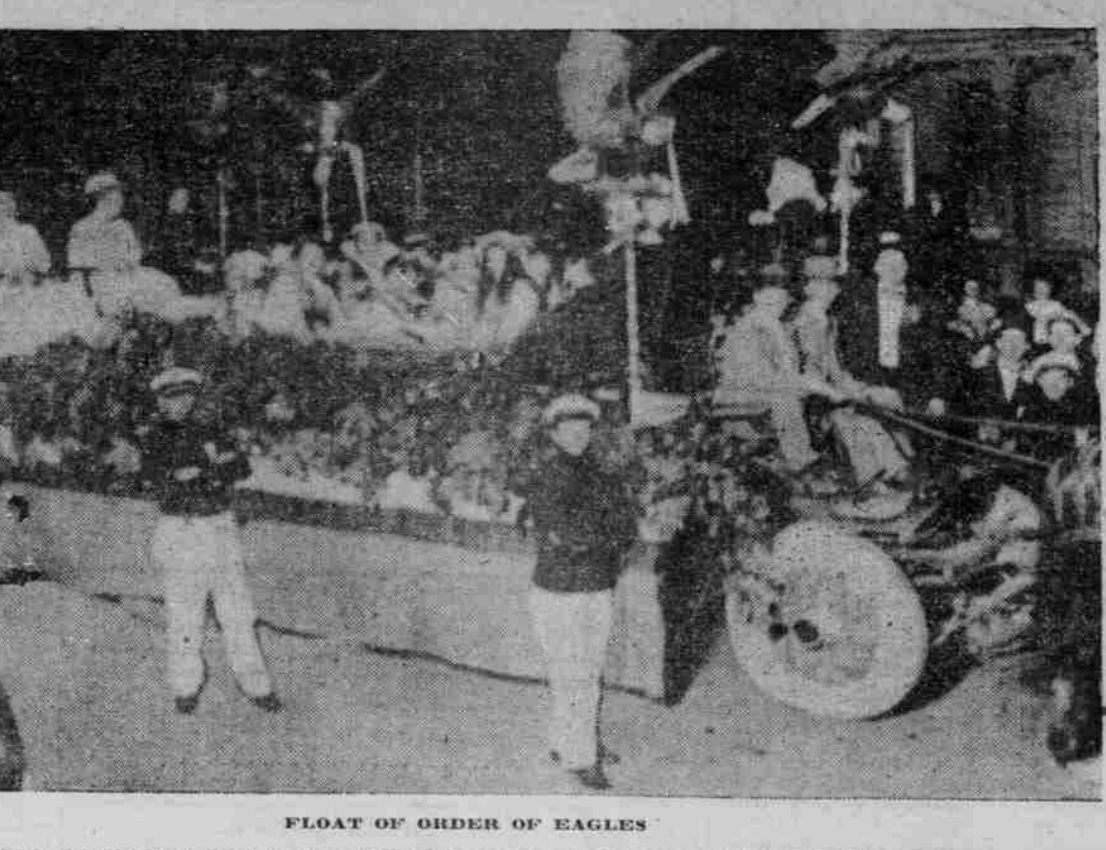
Electrical Parade Tonight.  
Resplendent in myriad lights, rich colors and spectacular illuminations and decorative effects, the electrical parade of tonight will be the first of the kind ever presented here and possibly the most elaborate of its type seen anywhere on earth. It will be one of the distinctive features of Festival week.

As the royal suite and train of His Majesty, the Festival King, the pageant will express, in a word, the allegory, the fine things of the Rose King's domain. Heading all will be the Imperial suite, accompanied, bearing Rex Oregonus and his court in their physical embodiment.

- Twelve thousand incandescent lights have been used in the illuminations of the cars of the imperial suite. At five o'clock the parade will start at the Exposition grounds, on the line of the Exposition grounds, in building up the 15 floats on ordines and being towed by floats on ordines had to be dismantled for the purpose and a corps of skilled workmen have put in several weeks of hard work.

The pageant will move promptly at 8 o'clock from Morrison and Nineteenth streets to the Exposition grounds. The line of march is necessarily limited to streets on which there are no overhead wires. Since all the floats will move by trolleys down the 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 Nineteenth, where the course terminates.

ONE FEATURE OF HOMECOMING DAY PARADE.



FLOAT OF ORDER OF EAGLES

GUESTS ARE LEGION

Portland Host for Thousands  
of Festival Visitors.

CUSTOMERS THEIR GUESTS

Local Commercial Travelers to Entertain Out-of-Town Patrons.  
An entertaining programme has been planned for tomorrow night, when local commercial travelers will entertain their out-of-town customers. The reception will take place at the Exposition rink, beginning at 8:30 o'clock. The Multnomah Club will join in the entertaining of the State.

HOTELS FILLED TO LIMIT

Not Since Exposition Have Such  
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. Practically every room 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.

SINGS ON BIG STAND

SWEDISH CHORUS TAKES PART  
IN FESTIVAL OPENING.  
Numerous Numbers Are Loudly Applauded, Climax Coming With American National Anthem.

Seated near the southwest corner of the grandstand in front of the postoffice last night, the members of the Swedish chorus, the Columbia, sang to the ears of all eyes and their singing of patriotic songs was loudly applauded. The singers wore jaunty caps and suits of white and black and sang without accompaniment their leader being C. H. Hak.

REX WANTS MORE ROSES

Festival King Awaits Floral Tribute  
From All.  
From 7 o'clock until 11 o'clock this morning the roses will be received at the assembly 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 streets, 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:

during the remainder of the week for while many came for the reunion at night 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.

The programme will be as follows: Band; Miss Harwas, song; Mrs. Sylvia McGuire, monologue; Double Tuxedo Quartet; Sildes, "Some of the Live Ones and a Few of the Dead Ones;" band; wrestling, 115 pounds, Ed Miss, M. A. A. C. vs. Glabe, Spokane A. A. Club; 145 pounds, William Dennis, M. A. A. C. vs. Monroe, Seattle Athletic Club; Double Tuxedo Quartet; band; boxing, 125 pounds, Omar Drama, M. A. A. C. vs. Nord, Seattle Athletic Club; 150 pounds, Henry Nelken, M. A. A. C. vs. Curran, Spokane Athletic Club; two additional matches, weight not named; band; Battle Royal.

GUESTS WILL BE BUSY

CHICAGO PARTY TO BE ENTERTAINED ROYALLY.  
Every Minute of Visit Here Thursday Taken Up by Portland as Host.

As guests of the Commercial Club and the Rose Festival management the visiting Chicago business men who are due to arrive Thursday by special train, will have a busy time in Portland. Every hour in the day will be occupied by one form or other of entertainment.

The programme mapped out for the day's entertainment starts the moment the special train bringing the Chicagoans comes to a standstill in the Union Depot. A large committee will be in waiting to escort the excursionists by automobile 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 to the Exposition grounds, where a private exhibition of Portland roses has been arranged for by the Rose Society.

The West Side residence districts, Portland Heights and Cannon Creek will next be visited, and upon returning downtown a trip will be made throughout the East Side. This sightseeing jaunt will occupy the time until 11 o'clock 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 that the function will be over in time for the guests to see the night pageant, "The Spirit 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 here June 17. The iron travelers are meeting with warm receptions all along the line, but none as hearty as those which they will be made at the Exposition grounds.

CITY GAILY DECKED

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 Festival Association to award the "Eler" silver cup to the civic or fraternal organization turning out the greatest number in the Homecoming 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 Richard Genszowski, 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 end of the business district to the Exposition grounds, the city is the scene of a festival scene. The decorations are being put in place by the action of the Exposition officials and the people of Seattle at 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 Seattle.

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

val colors and letting it go at that. Instead pretty and effective light designs were wrought. Coils, festoons, wreaths, pyramids, cross-cuts 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 pink and green.

On Morrison street, from Front to Tenth streets, the decorative effects are quite as elaborate and numerous as on Washington street. Substantially every street in the business district is festooned with colorful bunting and garlands. The same bounteous response to the festival spirit 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's 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 evening 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. Many more were at work until well into the night adding to the ocean of colors. By this afternoon the Festival colors will predominate all things else about the city.

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A. Y. P. SENDS GREETINGS

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

Seattle Will Endeavor to Show Ore-  
gonians They Bear Only Good  
Will of This State.

Portland day at the Alaska-Yukon-Pacific Exposition at Seattle 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 20.

Mr. Thomas told Mayor Lane that the slogan for Portland day at the exposition will be "The Sisterhood of Cities." It will be made one of the most brilliant events of the entire fair, he declared. The tentative programme, as said, is such as to make certain the success of the occasion, and new features are being added constantly to complete a first-class number of special attractions. Any little feeling that may have prevailed, he stated, will be shown by the action of the exposition officials and the people of Seattle at 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 Seattle.

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 Seattle will participate. At night a banquet will be given, at which the distinguished guests and their friends will be present.

A Mighty Ruler, He

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 "deevlish 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 poisoning 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 suffering.

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 seal-brown 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.



Mallico's Pouch Filled With Roses, as He and His Fellow Passengers Appeared in Homecoming Day Parade.

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 maid-of-honor, Miss Martha Jensen and Miss Lulu Bryson, to preside over the East Side children's parade Friday night. The Montavilla school is pulling hard for the Montavilla prize for largest turn out, and the queen and maids-of-honor will be provided with a carriage and will follow the Montavilla school children.

Tillamook freight received on upper Oak-street dock. Steamer Argo sails Tuesday.