

AD MEN ADD ZEST TO ROSE FESTIVAL

Pacific Coast Association Opens Ninth Annual Meet With 200.

SPOKANE CROWD "THERE"

L. W. Hill Makes Address at First Session When Honest Publicity Is Keynote - Committees Named for Action.

With delegates in attendance from San Diego, Cal., to Vancouver, B. C., including a detachment of "Indians" dressed as Indians, from Spokane, the ninth annual convention of the Pacific Coast Advertising Men's Association was convened in a commodious room at the Multnomah Hotel at 10 o'clock yesterday morning.

In the absence of Henry G. Longhurst, of Sacramento, president of the association; D. N. Moessner, of this city, chairman of the executive committee, is presiding officer.

Louis W. Hill, ex-president of the Great Northern, who condensed his especially appropriate remarks to advertising as it was essentially associated with the development of the Pacific Northwest

"We wanted the best man in the United States for the presidency of the Great Northern and had to come to Portland for him," followed Mr. Hill.

Room for Thousands Here. "There is room for thousands of home-seekers in Oregon, where, until we built our road which penetrates only a small portion of the interior, you had an area greater than the State of Iowa that was not touched by a railroad.

Highly praising the work of C. C. Chapman, manager of the publicity department of the Portland Commercial Club, Mr. Hill referred to the results already attained through this organization from publicity but emphasized the need for maximum publicity as if the best results were to be reached.

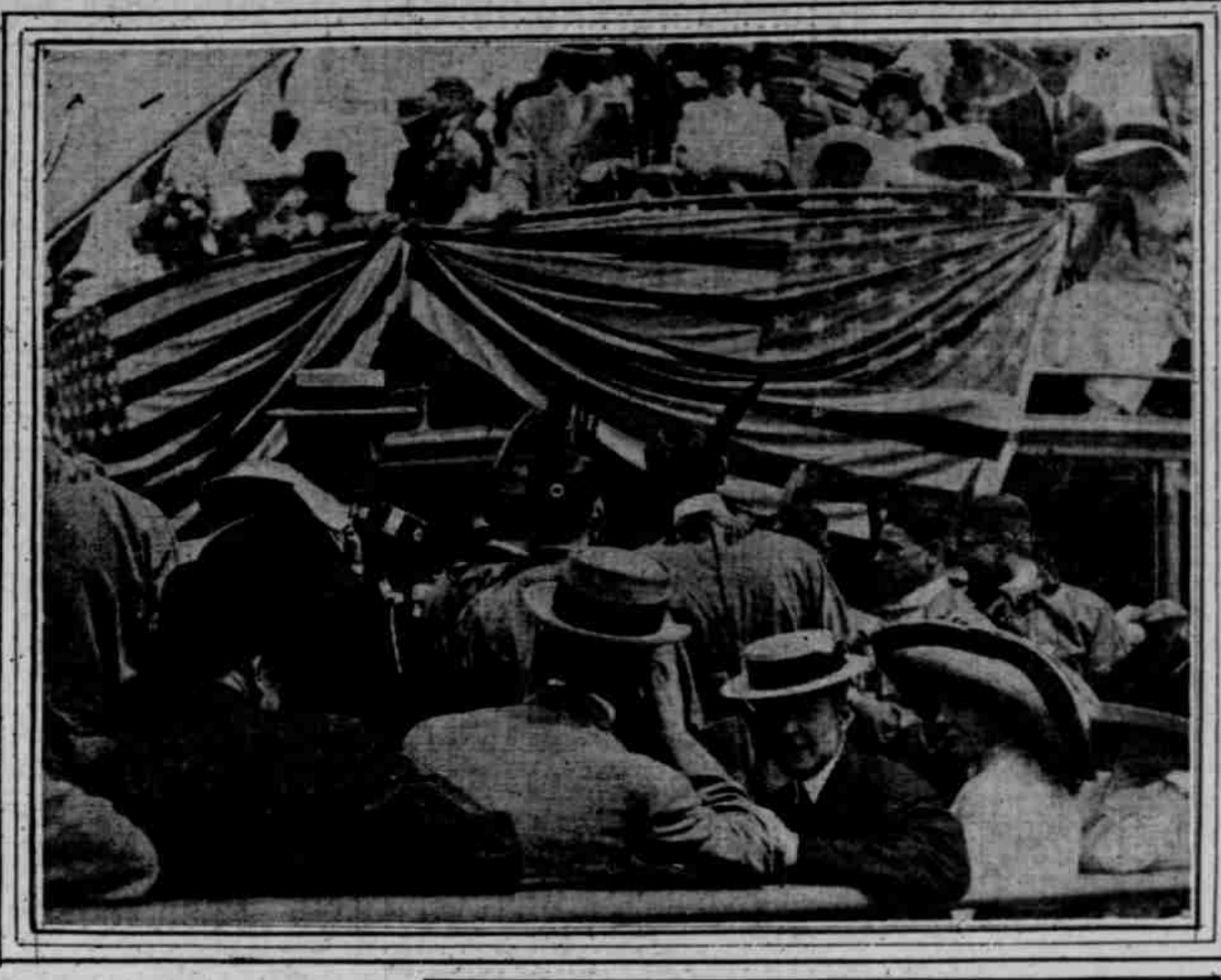
Following Mr. Hill, Allen G. Albert, associate publisher of the Minneapolis Tribune, gave an interesting discussion on the subject of advertising, referring particularly to transportation and publicity as the real factors in the development of any section of country.

Questionable "Ads" Hit. Mr. Albert pointed out that the adman was the object of much adverse criticism for the reason that he usually does not refuse to place questionable advertising so long as he is assured of his commission and because he refuses to protect himself against frauds in advertising.

Committees Are Named. The following committees were appointed for the convention: Credentials - C. H. Larkin, Spokane, chairman; R. L. Merrill, Oakland; Dr. Elliott S. Howe, Vancouver; B. C. F. T. Hyskell, Portland; A. R. Clement, Sacramento; W. J. Hofmann, Portland; O. A. Loomis, Spokane; J. Fred Baird, Seattle. Nominations - Frank McCreilly, Portland; C. H. Brockhagen, Seattle; C. E. Hickman, Spokane; Moses Cohen, Sacramento; E. K. Hoak, Los Angeles, City for 1912 convention.

At 5 o'clock this morning the delegates and their wives will leave the Multnomah Hotel for an automobile tour of the city that will deliver the visitors at the Union Meat Company's

SPOKANE DELEGATION TO AD MEN'S CONVENTION CAME DRESSED AS INDIANS.



plant, where they will be the guests of the company at luncheon. Beginning at 2 o'clock this afternoon, another business session of the delegates will be held at the Multnomah Hotel. Between 2 and 4 o'clock this afternoon, the Women of the party will be entertained a reception aboard the United States cruiser Boston.

PELICAN BAY AFTER MEET

The Harriman Lodge at Pelican Bay, in Klamath County, will be used for the next convention of the Pacific Coast Ad Men's Association if the plans of the delegates from the large cities of California are endorsed by the convention now in session in Portland.

The idea is to have a conference of ad men rather than convention, and it has the indorsement of the men in the Pacific Coast Association who are pushing the educational features of their respective ad clubs.

Following Milking of Cow, Lad Shoots Wearing Apparel, Then Shoots Self - Brother Advised Him Against Job.

FALLS CITY, Or., June 10.-(Special.)-Growing despondent, it is believed, because his brother, on a ranch in Eastern Oregon, had discouraged him in accepting a like position on the same farm, Alfred Phillips, aged 16, committed suicide at his home near this city Sunday evening at 7 o'clock by shooting himself in the head.

It is learned that on Saturday he purchased a small automatic revolver unknown to the family, but his strange actions aroused their suspicions.

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KLAMATH FALLS, Or., June 10.-(Special.)-Notices have been sent to the authorities of all the principal cities on the Pacific Coast asking for the apprehension of E. W. Muller, who is wanted here on a charge of forgery.

Dan Laborer Falls; Drowns. MUSUM, Wash., June 10.-(Special.)-The first fatality in connection with the building of the big dam and power plant of the Northwestern Electric Company across the White Salmon River below here, occurred yesterday, when Pete Russett, a laborer, fell 20 feet off a construction bridge into the stream.

BABY SHOW FEATURE OF LEBANON STRAWBERRY FESTIVAL



LEBANON, Or., June 10.-(Special.)-A large number of babies were in the Strawberry Festival baby show in this city last week. The prize for the best-looking baby under 1 year was won by James Robert Keebler, 11-month-old son of Mr. and Mrs. Ed K. Year old and under 2 years was declared to be Fay Alice Newman, 13-month-old daughter of Mr. and Mrs. A. J. Newman.

HELP CRY SENT TO ALASKA GOVERNOR

Devastation of Small Towns by Volcanoes Is Feared. Cutters Sought for Help.

ASHES FALL AT VICTORIA

Trees 1200 Miles From Disturbance Are Covered With Fine Powder. Assayers Find Sulphuric Acid in Volcanic Substance.

VICTORIA, B. C., June 10.-(Special.)-Volcanic ash is clouding the sky at Victoria and trees are coated with gray powder. Director Denison, of the Provincial Meteorological office, says the ash is from the Alaskan volcanoes.

JUNEAU, Alaska, June 10.-(Special.)-The Governor's office has received the following cablegram, dated June 8, from United States Commissioner Finnegan, at Seward:

Officers steamer Dora urgently request dispatch of cutters to Cold Bay, Iliamna, Kodiak and villages in vicinity on account of volcanic disturbances. Great devastation probable.

The Governor's office is endeavoring to reach the revenue cutters Manning and Tahoma through the Sitka wireless station, which is the most powerful station on the Pacific Coast.

Ash Contains Sulphuric Acid. Mining assayers here upon analyzing the volcanic ash which is descending all along the coast say that it contains sulphuric acid.

STEAMER HAS DUSTY VOYAGE. Extra Hands Kept Busy Sweeping Ashes From Decks.

VANCOUVER, B. C., June 10.-(Special.)-Passengers on the steamer Carmanan, which arrived today from Prince Rupert, report a fall of volcanic ashes all the way down until within 100 miles of Vancouver.

SULPHURRO!

FOLLOW DIRECTIONS AND HEALTH WILL BE YOUR REWARD

What Sulphurro Has Done for Others It Will Also Do for You.

IN TAKING MEDICINE BE FAIR TO YOURSELF

Don't Be Discouraged and Disheartened if You Are Not Entirely Cured Inside of a Short Week-Booklet Points the Way to Health and Strength.

"When Sulphurro is used as directed the results are always beneficial, never the reverse; therefore do not invest your money in this remedy unless you fully intend to read the booklet carefully and follow directions."

This quotation from the Sulphurro Booklet is the keynote of the Sulphurro treatment. The booklet points the way to health. If you are afflicted, the way is open to you to place your system in its normal condition.

Sulphurro is not difficult or unpleasant to take. It is internally or externally. This becomes quickly apparent as you read the booklet, one of which accompanies each bottle of Sulphurro.

Without marvelous merit as a curative agent, Sulphurro would not now be known to the masses of the world.

There is no harmful substance in Sulphurro. It is a liquid compound of that great disinfectant and germicide Sulphur, and the accompanying ingredients are equally as beneficial as the sulphur itself.

Sulphurro has been analyzed by impartial investigators and found to contain not a single substance that could in the slightest degree be termed deleterious. It is marketed under the guarantee of the Pure Food and Drug Laws of the United States.

The thousands and thousands of cures of Sulphurro all along the Pacific Coast and in many of the Central and Eastern States stand as testimony to the power of the new medicine.

Pure Blood Restores Health. Purify the blood and Nature has a chance to restore the system to health.

Don't think too much Sulphurro, because an excessive amount of it is no more beneficial than just enough; don't take it in insufficient quantities, as you may lose the effect.

Read the Booklet. First "Read the Booklet," and carefully consider the sensible truths you find there with reference to disease and the patient is healthy.

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More Dollars for Jingles

In June, 1912, 50 persons will make \$20.00 each writing short, snappy Post Toasties Jingles most acceptable for a "Toasties" Jingle Book.

This offer for June, 1912, is entirely separate from, and in addition to, the Jingles purchased by us in May, 1912.

Read instructions below, then see how good a Post Toasties Jingle you can write. It's pleasant amusement for Girls and Boys and older folks.

A COMPLETE JINGLE (As an example only) and FINISH THIS JINGLE. Old Mother Hubbard's family a happy bunch were they, Of healthy little kiddies playing all the day, History hasn't told us, but to me t'would seem, Sign here—Name, Date, Street, City, State.

Use of above form of answer is suggested, but not required.

We will buy 50 Post Toasties Jingles, acceptable for use in a Jingle Book, received during June, 1912, at \$20.00 each.

Only the Jingles we pay for will be used, but no Jingles, whether purchased or not, will be returned.

The names and addresses of the writers of the 50 Jingles purchased in June, 1912, will be printed and mailed to each enquirer who sends us a stamped and addressed envelope for return.

The Jingles will be judged honestly upon merit, so if you are a sensitive person and not a good sportsman don't try for we have no time to "pet up" those whose Jingles are not accepted.

Post Toasties

—the delicious, ready-to-serve, crisp bits of toasted Indian Corn. Try a dish with some milk or cream and a sprinkle of sugar.

Sulphurro

Helping a Woman. Generally means helping an entire family. Her back aches so she can hardly drag around. Her nerves are on edge and she is nearly wild.

Foley Kidney Pills

and all these ailments will disappear. She will soon recover her strength and healthy activity for Foley Kidney Pills are healing, curative, strengthening and tonic.

Practical Home Helps

Indigestion, Bowel Trouble, Dyspepsia and Diarrhoea. Put a nicely browned piece of toast in cold water and let it stand about an hour.

Put a nicely browned piece of toast in cold water and let it stand about an hour. To a glass of the strained toast water, add a tablespoonful of Duffy's pure malt whiskey.

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