

# ROSE FESTIVAL OPENS UNDER SMILING SKIES

## Sun Gives Benison to Happy, Laughing Thousands.

### INDUSTRIAL PARADE GREAT

Floats Depicting Various Enterprises Pass Admiring Throngs and Airplanes Cavort Overhead.

(Continued From Page 10.)

lantly, with 50 service men, many of them overseas veterans, marching behind the float. The float was a classic, dedicated to art and music, and bearing young women who typified, in graceful robes, the culture which has been the birthright of the Grecian people for long centuries. The entire entry was made by the Hellenic Commercial League of Portland, a business men's association of citizens of Grecian blood.

**Honest Man Is Found.**  
On the float were girls representing art and music, while a goddess of liberty rose above them on a flower-twined pedestal. The goddess was Myrtle Jacobson. Her attendants of art and music were Eva Norstrom, Hazel Brown, Mary the Italian Alps, Bridget Mary Hansen and saucy-eyed Hazel Goldenberg, who confessed that she impersonated "Tolly."

Dioegenes, in ancient robes, paced philosophically ahead, with Uncle Sam by his side. The good old scout, who used to live in the White House, came a night with his lantern, carried a banner which declared, "At last I found an honest man." It referred, without doubt, to Uncle Sam, whose whiskers wobbled and frisked in a most dignified manner.

**Italian Victories Represented.**  
The Italian float celebrated the death-grapple with Austria, and the victory, by a reproduction of Monte Grappa, the stubbornly contested field of crags in the Italian Alps, where troops of "Italia, beloved" worsted the ally of the Hun, in an epic stand against invasion. "Brave defenders, gallant victors," ran the slogan. The float was entered by the federated Italian clubs of the city.

Attending the Italian entry were lads who followed the American flag overseas, and one who served with Italy against Austria for four years, in the famous fighting mountain troops of the alps. One of the members wore a captain's uniform of the bersagliers, with a flutter of cap and epaulettes, feathers floating from the slouched hat.

There was Natale Cipolla, who fought for America, and who, in the days of the war, was a sergeant in the 10th Cavalry. He wore a uniform of the 10th Cavalry, with a wound stripe in evidence thereof.

**Ancient Automobile Show.**  
Products of Buick, Currier, company, Crown flour and Golden Rod cereals, were exhibited in a tasty float decorated with larkspur and varied colored carnations. The famous trademark of three gentlemen indulging in a comfortable smoke entered by the John Bollman company of San Francisco was recognized as an advertisement for Imperial cigarettes.

Memories of the days when automobiles were novelties, were recalled by the entry of the Oldsmobile automobile company which consisted of the original 1897 Oldsmobile, with Falman and Amy Margulies passengers in the ancient rig.

**Stockton Men in Parade.**  
Dorothy Mitchell, a pretty maiden, rode in a large chocolate drop, casting fragrant bouquets of essential oils into the crowds. Every kiddie who could break away from parental restraint followed the entries of the Pacific Coast Biscuit company and the Northwest Electric company, for from each of these entries came a display of flow cookies, crackers and other dainties.

Just by way of adding to the fight between waked and un-waked, members for the 1920 convention of the Pacific Coast Advertising Men's association, dressed in brown koveralls, marched, cast bouquets into the crowds and sang breezy songs of advertising. A large tanker was utilized by this delegation on which hung a banner reading, "We're here, we're here, we're here, now help us take home the bacon."

**Shipyard Work Represented.**  
The Standifer Construction company, with the slogan, "You furnish the cargoes and we'll furnish the ships," presented a mammoth globe, dotted with bouquets of wooden shingles, the continents—one of the most striking industrial entries of the pageant.

The Inge Cabinetry company had set a tea table in a bower of roses and evergreens, with an Uncle Sam and a sweet-faced matron, and the comment, "Back to home and home."

Graphic contrast was afforded for wash day in the entry of the J. C. English company, which depicted an electric washing machine and an easy chair, on the one side, and a galvanized wash tub and grief on the other. "If either had to do the washings," was the legend that told the tale.

Atkins saws were wreathed in roses, gleamingly, while Ballou & Wright displayed a one-foot fire, with gilt lettering, and truck decorated with wild greenery.

**Bank Has Float.**  
Some idea of the results of Portland shipbuilding was given by the float of the Albina Engine & Machine works entered by William Cornfoot, president. On the float was a replica of the world, circling about showing Cornfoot ships on every sea.

The scope of banking business was also demonstrated by a similar idea put into effect by the Northwestern National bank, with a huge globe of the world, showing the Northwestern National Bank building taking the prominent part in the picture and the motto, "Services cover the Northwest and encircle the globe." A banner on a large banner on the sides of the float.

Attention could not help but be attracted at the unique entry of the Pacific Car & Foundry company, which with two floats, one of a steaming engine and another of parts used in construction of standard box cars, the states railway administration, brought attention to this large industry located in Portland and Seattle.

**Gas Company Represented.**  
Speedy service rendered by the Portland Gas company to its consumers is brought about by the gas company minute men, who yesterday appeared in their motorized cars, with a load of coal, on which rested a huge royal bengal tiger, typifying the trade mark "Royal coal," was the entry of the Albina Fuel company.

With a galaxy of maidens fair, dressed in creations of golden and lavender chiffon, dancing to the "rippling melodies" of the Cremora phonograph, the Wakefield Music company

# ARMOUR'S QUALITY FOODS

VICTORY ROSE FESTIVAL and its many and varied attendant gaieties are claiming practically the entire time and attention of the society. A number of out-of-town folk are being entertained during the festival, and they are vying with the brides-elect and their attendants, who are also being delightfully and extensively entertained each day.

Among the important features of the Rose Festival is the elaborate ball to be given this evening at the Multnomah hotel by the Devil Dog club of Portland, representing officers and men of the marine corps. The committee in charge is anticipating a large attendance and has engaged both ballrooms and the tea room, as well as the lobby of the hotel. Three orchestras will play during the evening, insuring continuous dancing.

Rear-Admiral Fullam, of the flagship Minnesota, who is the official representative of the United States navy at the festival, and officers of the ship will be honored guests. The patrons and patronesses include: Governor and Mrs. Ben Olcott, Mayor and Mrs. George L. Baker, Mr. and Mrs. Carl D. Shoemaker, Mr. and Mrs. W. W. Banks, Mr. and Mrs. Bruce Scott, Mr. and Mrs. C. B. Simmons, Mr. and Mrs. James H. Lynch, Mr. and Mrs. M. E. Mullen and Mr. and Mrs. J. B. Fowler.

The committee in charge of the affair is: Clarence W. Twining, chairman; C. L. Mullen, Oscar J. Cloest, E. V. Burns, A. D. Demmon, C. H. Wagner, R. B. Powers, A. D. Vandemere, Paul Hempe, L. C. Irwin and M. C. R. ...

The ball is being given to honor the returned men from all branches of service, and they are expected to attend in large numbers. The ball is to be an military as it is possible to make such a large and public event. The Cherrills of Salem, their wives and relatives as well as many of the other out-of-town organizations will also be special guests of the ball.

On Sunday Mrs. W. A. Bethel will leave for her home in Chevy Chase, Md., where she expects her husband, General Bethel, to be in the city for some time to stop at Camp Farwell, Vermont, on the way and will leave her three little daughters there until August. General Bethel has been in the city for some time and Mrs. Bethel has been visiting her parents, Mr. and Mrs. Thomas N. Strong, of this city.

The Portland Rowing club will tonight give the first of a series of much anticipated summer dances at its athletic pavilion at Rock Island. Lauchies will run regularly from Milwaukee to transport the guests and the "Independence" is to leave from the municipal landing at the foot of Stark street at 8 P. M. sharp. An invitation has been extended to the Yacht club, Portland Motor club, etc. Hereafter these dances will be given every Thursday night.

Much interest is being shown in the concert and musicale to be given at 8 o'clock tonight in the auditorium under the auspices of the war camp community service. It will be one of the big features of festival week and is especially intended for the soldiers and sailors in the city. The singing is to be conducted by William H. Boyer, director of music in the public schools.

The wedding of Miss Geraldine Courson and Maurice Barnes took place last night at the residence of the bride's parents, Mr. and Mrs. Edgar E. Courson, on Lovejoy street.

The bride, a slender, pretty maid, was attractive in a lovely gown of soft brocade, draped with heavily embroidered white georgette crepe. The soft satin sash formed the full court train and her veil, fashioned in a mob train, was decked with flowers and a band of pearls, enveloped the train. The wore also an exquisite necklace of pearls, one of the most wedding gifts. The bride bouquet was an arrangement of rainbow-tinted flowers of the old-fashioned variety.

The bride was attended by Mrs. Harold Reed of Los Angeles as matron of honor and Miss Philomena Barnes, of the bridegroom, was matron of honor. Mrs. Reed wore a lovely gown of beaded white satin, and she carried an old-fashioned nosegay of lavender. Miss Barnes' gown was a dainty model made of pastel pink organdy, and her bouquet was a nosegay of garden flowers. Ben Lindaley

needed no placards to appraise the public of its sales products.

"This is the truck our government used, that hauled the spruce that built the battleships that brought us victory," declared the sign on a giant Standard truck, which rolled by with a cargo of three 22-foot logs. The Universal trailer, another burden-bearing vehicle, caused comment as it moved sturdily along, carrying three great logs, furnished by the Portland Lumber company.

"Don't rattle your bones over the stones" advised the float of the Portland Rubber mills, a model factory gay with floral decorations, advertising "non-skids."

Swift & Co. had set their trade-mark bull atop a pedestal, his horns streaming with ribbons of green and gold, in a pasture of flowers. Impersonating "Swift's Little Cools" were Jean Parthill and Katherine Parthill.

Tru-Bi Biscuit company entered a glass-dished model delivery, covered with flowers, while the float lit them down at a tea table in the interior. The Vaughan Motor works, on a float decked with loot from the forest, operated a drag with a gas engine driving the blade rhythmically. The industrial department of another float, A, was represented by a splendid float.

The Peninsula Shipbuilding corporation's entry was one of the gleaming marvels of the parade—a perfectly rigged model of the Peninsula type of wood ship 30 feet in length and as large as a pleasure launch.

Among other interesting features were those of the East Side Tent & Awning company and of Deely & Co., the latter offering a hopelessly fire-damaged auto, with the comment, "This auto was insured."

Spokane, a cousin of the bridegroom, was best man.

Preceding the ceremony Mrs. Rose Courson Reed, aunt of the bride, sang a bridal solo, and Miss Doris Clark played the wedding march. The bridegroom gave his daughter in marriage, Rev. Levi Johnson read the impressive service, which was witnessed by about 250 relatives and friends and a large number of the reception which followed the ceremony a buffet supper was served, and dancing closed the event.

The Courson residence was a bower of pretty garden flowers in rainbow tints.

Dr. and Mrs. Frank I. Ball will entertain this evening with a dancing party for their daughter, Miss Helen Ball, a charming member of the debutante set. The party will be given at the Ball residence on Portland Heights and the guests will include the high school girls and boys and a number of the cadets from the Hill military academy.

Miss Helah Jones, daughter of Dr. T. I. Jones of San Francisco, is the house guest of Dr. and Mrs. Byron E. Miller.

Mrs. H. L. Gibbon has returned to Spokane after a delightful visit here with her mother, Mrs. A. Bayley. Mrs. Gibbon was entertained by several smart social affairs during her visit.

Mrs. Phoebe Morse of Hood River has been the guest of Mr. and Mrs. Charles T. Early while in Portland attending the session of the Oregon Eastern Star grand chapter. She left Friday morning with Mrs. Early to pass a week or 10 days at the latter's cottage at Seaside. Mrs. Morse is a past grand master of the chapter.

Mr. and Mrs. Elliott Ruggles Corbett are en route to the east, where Mr. Corbett will attend the reunion of Harvard.

Honoring Mrs. J. M. Wiersma of Rockland, Holland, a house guest of her mother, Mrs. W. Grell, Mrs. Thomas Maurice Talbot and Mrs. Thornton T. Munger were hosts for a charming tea yesterday at the latter's residence in Kearney street. About three score of the prominent matrons of society were asked to meet the charming visitor, who spent the weekend at the Eyrle, White Salmon, with Mrs. Grell.

Through error in yesterday's column, the Junior League tea for the benefit of the University of Oregon was written as being taken place Tuesday. The tea of the Oregon woman's building at the residence of Mrs. F. J. Cobba, 588 Montgomery drive, and the tent is creating a great deal of interest in social circles, as well as among the college set, many of whom are already in the city for the summer vacation. A general invitation is extended to the public to attend.

Tickets for the tea are on sale at Meier & Frank's bookstore, members of the Junior League being in charge.

Miss Rhoda Rumelin is president of the league recently succeeding Mrs. Carleton Swift. Members of the university are assisting the league in selling the tickets and also in all other arrangements.

Miss Dorothy Strowbridge will entertain this evening with a dinner of 20 course compliments to the fifth Shull and her fiancé, William N. Burgard, at the Benson hotel, and following dinner she will be hostess Tuesday to which she has asked about 100 of the younger set, also honoring the bride-elect and her fiancé.

Last night Miss Shull entertained her closest friends and matron of honor at a dinner, covers being arranged for 20, at her home, while Mr. Burgard gave his bachelor dinner at the University club.

Both Miss Shull and Miss Margaret Porter will be guests of honor for the bridegroom to be given this afternoon by Mrs. C. Lewis Mead at her attractive residence in Irvington.

Mrs. Thomas Martin Fitzpatrick was hostess for a pretty tea Tuesday afternoon, complimenting Miss Loretta Hardy, who soon will leave for California to visit her sister.

Mrs. Walter Yerlin will entertain this afternoon with an informal tea in honor of Miss Edna Minsinger, another of the popular Irvington brides-elect.

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# Armour's

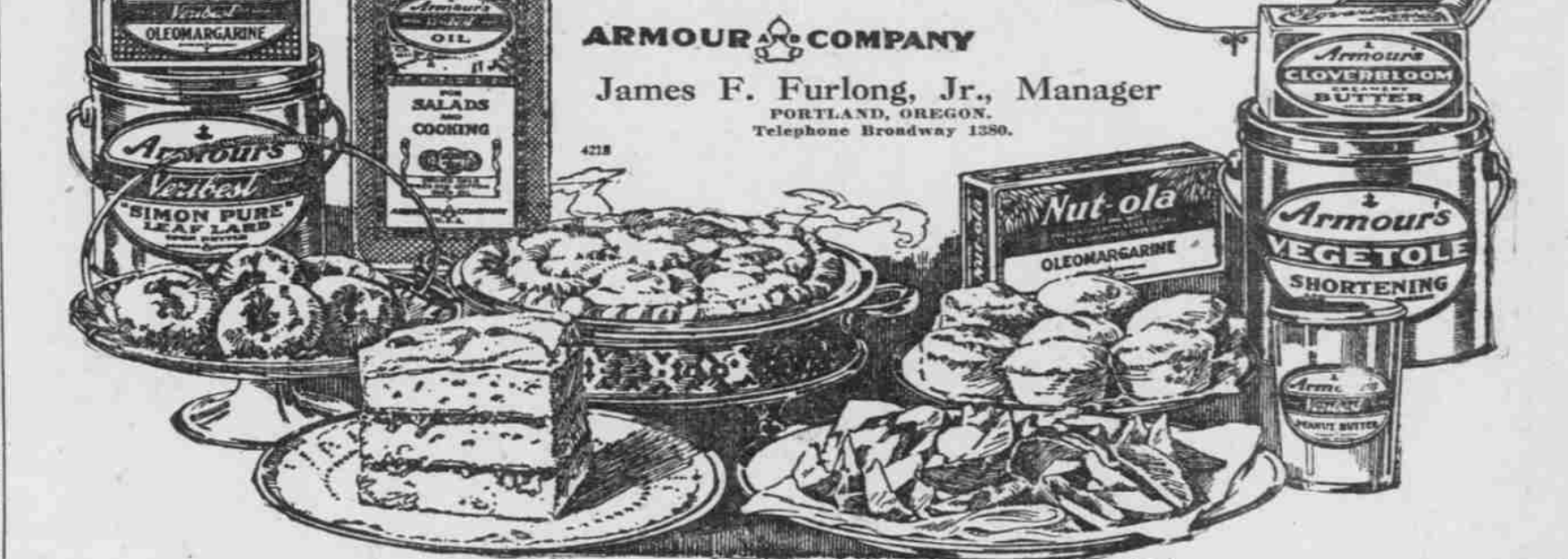
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You can be sure of success when you use *Vegetable* "Simon Pure" Leaf Lard or Armour's Oleomargarines. Or, if you favor vegetable shortenings, you can depend always on *Vegetole*, *Nut-ola* Margarine, *Vegetable* Oil or *Vegetable* Peanut Butter.

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Buy your foods in neighborhood stores that display the Armour Oval Label. It protects you. Have an Armour Shelf in your pantry.



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PORTLAND, OREGON.  
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## Women's Activities

By Edith Knight Holmes.

The Unitarian Woman's Alliance is conducting a tea room in their parlors at Broadway and Yamhill street during the Rose Festival. Cafeteria luncheon, home cooked, is served daily from 11:30 to 2 o'clock. A rest room is open to all visitors.

Kappa Kappa Gamma alumnae is conducting a booth on Fifth street in front of the Woman's Exchange building. The alumnae will sell ice cream for the benefit of the woman's building fund for the University of Oregon. Mrs. John Leach is chairman and a group of the girls of the sorority are assisting.

A rest room for mothers and babies is open in the Parents' Educational bureau, 551 Courthouse. All visitors will be welcomed. This is the place where the babies are scored and treated and it will prove an interesting feature for any mother to visit.

Miss Ida V. Jontz, who for two years has served efficiently as general secretary of the Young Women's Christian Association, has resigned her position and will complete her work here by the end of August. Her many friends are regretting that she will leave an office she has conducted with marked leadership and tact.

## At the Theaters.

**Strand.**  
A picture that is timely in its topic and extremely modern in its treatment of a world-old problem is "When Fate Decides," which opened yesterday as the film attraction on the new bill at the Strand. Madeline Travers is featured in the play, the story of which is a demonstration that money plays no part in buying love. The picture is said to be of especial interest to women.

Miss Travers appears in the role of a wife who seeks happiness with another at the end of a long servitude of mere duty. When happiness presents itself she is torn between conflicting emotions of affection and wifely duty. Naturally the story has a happy ending. Miss Travers, who is best known for her dramatic acting, is at her best in this production.

A band of real darlings took the vaudeville bill, colored singers and dancers who have their own orchestra and their own colored jazz band. There's 14 of the cheer-up folk, billed as the Memphis Minstrels, and their act is a new one, wholly different from the one in which they were seen here recently.

Brown and McGowan, who are billed as Southern Sunbeams, sparkle in an offering of song, stepping and chatter, all set to comedy.

## TACOMA FACES CAR CRISIS

Street Railway Service May Be Curtailed, Manager Asserts.

Power company. The statement was made after the city council had laid aside without action, a report from the committee of 25 citizens appointed to investigate street car conditions.

The company is under a terrible pressure and can't hold out much longer, Mr. Bean is quoted as saying. He stated the company would be glad to sell to the city but did not mention a purchase price.

**Centralia Physician Sails.**  
CENTRALIA, Wash., June 11.—(Special.)—Captain H. E. Bell, former Centralia physician, who has been serving in Siberia with the army medical corps, has received his discharge and sailed from Vladivostok for San Francisco on June 4, according to word received here yesterday. Raymond Downa, a Centralia boy, who has been stationed at Rodenback, Germany, with a regiment of marines, expects to sail for the United States on June 15.

**Kelso Lieutenant in New York.**  
KELSO, Wash., June 11.—(Special.)—Lieutenant Lee F. Jones, who has been re-elected superintendent of the Kelso schools for the ensuing year, telegraphed from New York this week of his arrival with the 39th infantry. He will stop at his home in Flatville, Wis., on his way to the coast, but will be in Kelso some time this month. Lieutenant Jones won his first lieutenantcy at the Presidio, and went overseas with the 362d infantry. He was wounded in the Argonne battle.

**Siletz to Celebrate.**  
TOLEDO, Or., June 11.—(Special.)—Siletz is planning a great Fourth of July celebration to be held at that place. The Chemawa Indian band has been engaged to furnish music for the occasion and a number of noted speakers from the O. A. C. and elsewhere will address the gathering. The afternoon will be given over to the usual sports and the evening to a big bowery dance.

**NURAYA TEA IS GOOD TEA.** Closest & Devers. Portland.—Adv.

**At the Theaters.**  
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Brown and McGowan, who are billed as Southern Sunbeams, sparkle in an offering of song, stepping and chatter, all set to comedy.

The Kenneys present a clever specialty in songs and dances.

The bill is closed with the excellent aerobic demonstration of Esmond and Meadows, who introduce gayest comedy into their turn.

## PENDLETON YOUTH KILLED

William Butler Run Down by Auto While Crossing Street.

PENDLETON, Or., June 11.—(Special.)—William Butler, aged 3, grandson of John Beardon of this city, was fatally injured this morning when he was knocked down and run over by an auto driven by William Zachary, a farmer. The boy was attempting to follow his uncle across the street and was hidden from the view of Mr. Zachary by a passing load of hay. An operation to save his life was unsuccessful. His death occurred a few hours after the accident.

Phone your want ads to The Oregonian. Phone Main 7070, A 6095.

People of this section who are informed regarding the situation in the Orient with respect to the increased prices that will apply on all future importations of genuine

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are supplying their needs for years to come—now before the increase is felt here. We are glad to see our friends and patrons take advantage of the situation. Our stocks were never more complete.

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Water is the cheapest beverage, tea next. "Why, how can that be? A pound of tea costs—"

Excuse us for interrupting you, but the way to count the cost of tea is not by the pound, but by the cup. A cup of fine strengthening invigorating delicious tea costs only 1/2 cent per cup, because a pound makes so many cups.

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There are four flavors of Schilling Tea—Japan, Ceylon, India, Oolong, English Breakfast. All one quality. In parchment-lined moisture-proof pack-gas. At grocery everywhere.

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On Our Musical Floor The Seventh

Our New Baby Grand Special \$595—Terms

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Beautiful Women of Society, during the past seventy years have relied upon it for their distinguished appearance. The soft, refined, pearly white complexion it renders instantly, is always the source of flattering comment.

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