Picturesque Rhododendron Carnival at Florence

Oregon Coast Town Does Itself Proud in First of What Is to Become Annual Event.

SOME OF THE CROWD ON THE DOCKS

THE POET OF THE SIERRAS CROWNS THE QUEEN

QUEEN RHODODENDRA AND PARTY ON THE BARGE

PART OF THE NAVAL PARADE

BY JOHN H. HARTOG.

FLORENCE, Italy, and Florence, Oregon. The former with its reminiscenses of past ages, the latter all spick and span, brand new. The former with its dark-skinned signoritas, the latter with its red-cheeked maidens, for nowhere on earth will you find rosier cheeks than in the little town of Florence, located in the western part of Lane County, about three miles from the Pacific Ocean. Ancient Florence, with its Italian cloudless sky; our own Florence, with the cloud effects so typically Oregonian and such a delight to every artist.

It had been raining more or less for two weeks and everybody was worried, for though it was good for the crops, a rainy day was not just the kind of weather desired for an outdoor festival.

But May 30 did itself proud and although the sun did not shine, the air was balmy and the day almost ideal.

From all over the Siuslaw country gasoline launches, loaded inside and out with merrymakers, were adding their cargoes of human beings to the crowds gathered along the waterfront, all expectant of the celebration which was to open the first annual Rhododendron Carnival of Florence.

A large barge had been tastily covered in green and pink, the colors of the carnival, embodying the pink of the rhododendron flowers and the green of its foliage, and in the center of this was erected the queen's throne, with a canopy of rhododendrons. Flowers, flowers, everywhere. Even the enormous "Welcome" letters in the triumph arches were composed of rhododendrons.

At 10 A. M. the Florence band opened the festivities and a hush went through the crowd, which packed the street and occupied every point of vantage, as the hotel doors opened and Joaquin Miller, the "Poet of the Sierras," appeared, escorting the young queen of the carnival, Miss Laura Johnson. She was followed by two little tots who acted as trainbearers, and after these came the maids of honor.

It is written that Miss Johnson was selected by ballot. The wonder of it all is how, among so much loveliness, any man or number of men could have arrived at a decision as to who was most worthy to be the select one.

Queen Rhododendra was elegantly attired in pink—pink dress, pink gloves, pink slippers, pink—well, pink everything, the effect being heightened by a green velvet robe, mantle or whatever technical name the fair sex would give it. Her maids were attired in white. Then followed Dr. Edwards, Mayor of Florence, closing the procession.

As the party arrived on the barge and the little trainbearers had been admonished how to hold the robe, mantle or whatever it is called, the white-bearded poet made his bow to Her Majesty and then delivered a speech which was such a mass of beautiful word pictures that it would be libelous to try and repeat any of it from memory.

Imagine if you can the blue waters of the broad Siuslaw, the hills across the way, in all the countless shadings of their Spring dress, accentuated by a little church steeple and pretty residences; the barge with its load of beautiful maidens and in front of the throne the most picturesque figure in all these United States, Joaquin Miller. Paint this picture in your mind, imagine its colorings, and you will realize that here was the grandest stage setting for a Wagner opera that human eye had ever beheld.

The Poet of the Sierras may look odd when he is among us common mortals in our horrible, unartistic, somber fabrics, but here he was in his sphere. Here he was the one thing needed to complete the pictureque scene.

With his long locks surmounted by an embroidered red fez, his long, snow-white beard half covering the brown corduroy-velvet frock coat, his enormous white mustache, his brown top boots with their fringe and tassels, the overcoat, now nonchalantly thrown over one shoulder, or, when necessary, temporarily discarded, the poet held the populace spellbound, not only with his beautiful words and powerful voice, but the eye was fascinated by this theatrically attired venerable figure alongside of the young hazel-eyed queen; foils the one for the other, each accentuating the other's attractiveness, like snow-capped mountain alongside of tender Spring flower; December side by side with June, Winter introducing Springtime.

After the address Joaquin placed the crown of flowers on Queen Rhododendra's brow and escorted her to her throne, amidst huzzahs and applause.

Thereup Mayor Edwards, in a few well-chosen words, bade the visitors and guests of honor welcome to Florence and presented the queen with two snow-white keys, carved from rhododendron wood, tied with pink and green ribbons. One, the key to the city; the other to the hearts of her subjects. In the accompanying picture the keys can be plainly seen.

A naval parade then took place and a committee consisting of Messrs. Weatherson, Beach and Hartog awarded the prizes. The first prize was carried off by the boat decorated and rowed by pupils of the Florence High School. It is the one to the left in the picture. The barge with the queen on her throne can been seen in the center background.

The balance of the day was spent in music, recitations, dancing and what not, but preceded by the "Queen's dinner," served in sumptuous style at one of the hotels. The programme, though at first glance exceedingly long, went with such snap and precision that it did not last more than a couple of hours. When such affairs drag they are apt to become tiresome; this one, thanks to proper management, never dragged a single moment. The principal of the Florence High School, Miss Hamble, "did herself proud," for she it was who managed the details. A scarf dance by 14 young women and a butterfly dance by a dozen little girls were among the numbers which pleasantly linger in the memory as novelties well carried out.

That the little town of Florence should plan such a carnival is highly commendable. That it should create such an entertainment, on such a scale, is praiseworthy, but that its first effort should be so entirely successful is gratifying and almost beyond understanding.

That each year will see a repetition of the event; that Florence will gradually become famous for its annual carnival and its millions of wild rhododendrons, is the reward which will rest upon those whose efforts made the first Florence rhododendron carnival the splendid success it was.

All Lane County is proud of Florence. All Oregon may well be.

MISS HATTIE WISE, DAUGHTER OF MAYOR WISE OF ASTORIA, WHO GAVE A PIANO RECITAL IN THIS CITY LAST THURSDAY, MAY 28.

INDEPENDENT COLLEGES

Their Claims as Educators Find Champion in J. H. Fletcher.

ST. JOHN, Or., May 29.—(To the Editor.)—In the consideration of Oregon's system of higher education the equities of our independent, denominational universities are not to be forgotten.

During the organization of the Oregon country, the various denominations responded courageously to the demand for higher education and established in different localities colleges and universities which have done a noble work and borne a large and notable part in the upbuilding of the state. In the early dawn of civilization in the Northwest, Pacific University, Willamette University and Whitman University bore aloft the banners of the Cross and civilization, and helped to lay the foundations of a great commonwealth. Other colleges followed these early pioneer institutions and all have done their part and remain important factors in our educational system.

Many people prefer to send their children to a denominational college, believing the religious atmosphere and discipline advantageous. These colleges are private enterprises, exist upon their own resources and never ask any aid from the State. They are still progressing, still doing a great work, but are hampered to some extent—I hope only temporarily—by the competition of the state. In a new commonwealth, such as we have in Oregon, state competition to the extent of free education is bound to hold back very considerably the development of our private universities, and many of those who have helped the last-named schools and worked for their advancement, have always felt it unfair for the state to enter into competition with them, and thus retard their full development.

We cannot achieve greatness in higher education by means of the corrupt political methods which largely prevail in connection with state-supported schools.

Let the people of Oregon give proper consideration to what is due to our independent colleges. Their labors in the past and their aspirations for the future are worthy of it.

J. H. FLETCHER.

KILLED BY MAD PRINCE

Soldiers Fall Victim to Whims of Servian Ruler.

VIENNA, May 30. — (Special.) — The Crown Prince of Sarvia is showing more than ever that it is necessary to put him under severe restraint. Two of his recent mad acts have resulted in the death of one soldier and the maiming of another. In a fit of passion he knocked a soldier down with a violent blow that caused his death. The soldier's body was sent to his home in a soldered lead coffin, in the hope that the real cause of his death might not become known. But the dead man's father opened the coffin and found that his son had been killed.

The Prince, who fancies himself as a marksman, attempted to hit a cigarette from a soldier's mouth. He made a bad shot, and the soldier's lower jaw was shattered.

The Star Brewery's famous Hop Gold beer is unexcelled in all respects and is highly recommended for its strength and health-giving qualities. Orders for bottled beer receive prompt attention. Phone East46. Home phone B1146.

Painted china auction, Metzer's, 342 Washington street.

Touring the Rose City by Trolley

SEEING PORTLAND --- OBSERVATION CARS

Leave Second and Washington Streets Daily at 10 o'Clock A. M. and 2 o'Clock P. M.

A Guide Accompanies Each Trip, Describing All Points of Interest.

The Cheapest and Quickest Way of Seeing Portland's

Principal business blocks, river and harbor, West and East Side residences, Forestry building, Willamette Heights, City Park, Portland Heights, Council Crest, Churches, Hospitals, Theaters and Public Buildings.

Time 2½ Hours---Fare 50 Cents

Visitors Attending the Rose Festival

Should Not Fail to Take a Trip to

PORTLAND'S SUBURBAN SUMMER RESORT

HOTEL ESTACADA

On the Upper Clackamas River, 35 miles from the city. Cost of trip, including three meals and one night's lodging, and round-trip railway fare $3.00

Cost of trip, including dinner and round-trip railway fare $1.50

GOOD FISHING

Electric trains leave First and Alder Streets: 7:15, 9:15, 11:15 A. M.; 1:15, 3:45, 6:15, 7:25 P. M. Daily.

Hotel tickets on sale at railway ticket office. Ask for them.

EVERYBODY WAS WRITING POSTALS

Interesting Incidents of a Contest That Kept Penmen Busy.

How More Words Than Are Contained on a Page and a Half of The Oregonian Were Correctly Written on an Ordinary Postal Card.

It has been frequently stated that stenography and the typewriting machine have tended to eliminate the earlier accomplishments of hand-writing, upon which our parents and grandparents prided themselves in the years gone by. No achievement has played a more important part in the progress and development of the human race than the recording of events and impressions by symbols, which, when grouped together, are now termed "writing."

That penmanship and good handwriting are not the accomplishments of a past age, and that in fact the art flourishes more than ever, has been demonstrated in a most novel and interesting post card writing contest which was only recently closed by the enterprising firm of Eilers piano house.

Eleven thousand two hundred and eighty words, with 4512 marks of punctuation, a total of 61,476 letters and characters in all (matter equivalent to almost a page and a half of ordinary newspaper), were placed perfectly upon a standard size Government postal card.

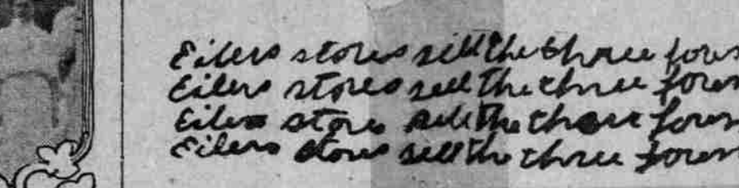
From Washington, Idaho, Wyoming, California, Montana, the British Columbia provinces, and, in fact, every Western state, postal cards were submitted. Old and young were alike interested. Hand-writing almost as varied as the number of contestants was submitted. Beautiful specimens of Latin, German and English styles, with Spencerian and telegraphers' running hand, and the present day vertical system taught in the public schools, were submitted.

Aside from the intense interest in the writing itself and the competitive nature of the contest, the very liberal prizes to be awarded in the contest added the finishing touch to the enthusiasm. Three magnficent high-grade pianos, offered by three of the foremost latter day American piano factories, made the prizes worthy of unusual and painstaking effort.

It was with a view of impressing the names of these three makes—namely, the Lester of Philadelphia, the Kimball of Chicago, and the Hobart M. Cable—upon the minds of the intelligent people in the community that this post-card contest was inaugurated.

The sentence, "Eilers Stores Sell the three foremost pianos of today—the Kimball, Chicago; the Lester, Philadelphia, and the Hobart M. Cable," was to be written as many times as possible upon a Government post card, a piano of each of these makers to be awarded to the three best and highest.

Night oil was burned without stint. Stationers' stocks of fine point pens were exhausted; postoffices never before sold so many post cards in small lots; the Eilers Publicity Department was besieged by post, telegraph and long-distance phone for information. Cards were written in the solitudes of the vast plains and of the giant timber—by "milady" in her boudoir, by the lady's maid, by scientific students who had access to powerful lenses; in fact, every walk in life contributed its quota of specimens.



Photograph taken from a winning post card enlarged over 110 times.

Keen Interest Everywhere.

Every contestant was certainly interested in writing and the pianos. One contestant stated that he spent 75 hours of laborious night work on his card; another occupied spare time during 19 days; still another wrote diligently while watching the thermometer of a patent incubator; one contestant wrote during the long vigil over a sick infant; sons wrote to please mothers; mothers wrote in an attempt to win a piano for their daughters; one informed us that she had done her very best, and that a piano would be a God's blessing to her five little daughters, the oldest of which was 11 years.

One young man wishes to win a piano to present to his fiancee for a wedding gift. A most beautiful card was submitted with the following verse:

"I have written your paragraph o'er and o'er
Till brain is weary and hand is sore,
But shall be well paid (when I've won the prize)
For my twisted neck and aching eyes.
Have written the paragraph forty-two times,
While friends stood by in admiring lines.
Will now close and arrange a place
Which my new piano so soon will grace."

Post cards were sent from various hospitals during the convalescence of the writers.

An automobile owner wrote while suffering from a broken leg. Still another contestant, a lady, wrote while nursing a broken arm.

One card had to be sent by special messenger 80 miles over the mountains, then by stage and rail. Hundreds of cards were received at the last moment by special delivery. Telegrams announcing the mailing of cards were frequent.

The interest manifested by people in every walk of life was wonderful. It must have been the means of securing publicity for these pianos that could otherwise have been obtained only after years of exploitation on the concert stage, and in other directions usually employed by progressive piano makers.

Frequently contestants used more than one color of ink, even working the firm's trademark or some of the mottoes of the firm into the body of the card.

The Sorting and Counting.

The progress of the contest was a source of keen interest to all concerned. The detail work of counting, sorting and assembling the cards and tabulating the names of thousands of contestants was something enormous. Clerks employed burned midnight light, as did many of the contestants who sent in cards.

Many of the writers watched the development of this contest with extreme interest. Special experts publicly passed upon, approved and verified the work of the auditing clerks. Out of the thousands of cards submitted, the several very highest were turned over for final award to a committee of gentlemen well known in the West. This committee was composed as follows: Mr. George Mayerle, expert optician and microscopist, as chairman; Mr. Clifford House, business manager of the San Francisco Call; Mr. Hurlbut, advertising manager of the Bulletin; Mr. Jewell, of the Examiner, and Mr. Rose, advertising manager of the Chronicle.

Through an inadvertence Mr. Rose did not meet with the board, but the other four gentlemen made the awards unanimously, as the following letter witnesses. Before a decision was finally reached, the services of Mr. Theo. Kytka, microscopist, handwriting expert and documentary photographer, had to be employed.

Eilers stores sell the three fores
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May 16, 1908.

Eilers Piano House—Gentlemen: Your committee is pleased to advise you that after careful scrutiny and close inspection of the various cards submitted to us in your post card writing contest, we make the following awards unanimously:

Card No. "A06," first selection.
Card No. "A02," second selection.
Card No. "A07," third selection.

The faces of these cards remained sealed as they were given into our hands until the above awards were made. Upon breaking the seals we found the winners to be:

J. J. Lund, Boise; Mrs. C. E. Rogers, Seattle, and J. W. Greb, Spokane.

If these persons qualify as to eligibility, we unhesitatingly recommend these persons to your generosity. Very respectfully,

(Signed) GEORGE MAYERLE,
H. H. HURLBUT,
R. C. JEWELL,
C. H. HOUSE.

After a most careful investigation, the above contestants have been proven eligible in every way. They will receive free the magnificent upright piano of the famous Kimball make. The Kimball piano is unqualifiedly indorsed by leading musicians, among them being Jean and Edouard De Reszke, Adeline Patti, Emma Calve, Marcella Sembrich, Lillian Nordica, Emma Eames, Johanna Gadski, Walter Damrosch, John Philip Sousa, Wademar Lutschg, Ernesto Consolo and hundreds of other equally prominent in the musical realm, including the great Damrosch, who appears here this week. In singing tones the Kimball is unsurpassed. It is of the highest grade in mechanism, design and finish, as well as unexcelled in quality.

Hobart M. Cable pianos have grown into spontaneous and merited favor with leading music schools and colleges, where the very best is insisted upon. Our own St. Helen's Hall recently installed eight Hobart M. Cable pianos secured at Eilers' piano house after most careful deliberation and investigation of dozens of various makes.

The other prize piano is the superb, new sweet-toned, popular Hobart M. Cable upright piano. This piano is now recognized as one of the foremost makes in the United States. It is one of but very few makes that is built upon honor. The Hobart M. Cable Co. has risen to its present lofty position in the piano world through a conscientious adherence to a straightforward, honest policy that maintains itself absolutely throughout the whole of their splendid organization.

The other prize piano, the Lester piano, reigns as prime favorite in the New England Conservatory of Music of Boston, which is the largest and most comprehensive institution of its kind in the world. It accommodates more than 2500 students, who come from nearly every state in the Union, and from Europe and England.

The Broad-Street Conservatory of Music in Philadelphia is the second largest institution of its kind in the world, and Lester pianos have been used there in preference to all others for many years.

A most interesting display was made in our windows of the winning and other cards, which has held the attention of hundreds. One of the features of the exhibit is a photographic reproduction enlarged 110 diameters of Mr. Lund's card. Everyone is invited to view the display at 351 Washington street.

In a few short years the Eilers piano business has grown from a small beginning to the undisputed leadership in the musical instrument trade of Western America. It is a fact that the Eilers Stores now distribute annually over one-half of the pianos sold west of the Rocky Mountains. This territory is equal to about one-third of the area of the entire United States. The buying power of the forty Eilers stores is the greatest of any piano concern in the country. Methods of shipping, handling and selling are possible in an organization of this size that no other dealer can employ. These advantages are liberally shared with the patrons of the store, so that it is now everywhere recognized that for price, quality and terms of credit the careful buyer must patronize these stores.

The now famous Eilers money-back guarantee is another fundamental element of success. A refund of the money paid, if purchase after delivery and trial is not found as represented, is a rule of the establishment.

Old-time methods in piano selling, sliding scale of prices, commissions to music teachers and many other abuses of the trade are eliminated in this system of selling.

These quick-selling, little-profit, straightaway methods have made possible a bona fide reduction in price of standard, highest grade pianos of $115, $155; yes, even $180 per piano.

No matter what kind or make of piano is wanted, no matter how much you wish to pay, no matter what terms you desire, you will find the most satisfaction, the greatest possible security and the best accommodation at Eilers.

Main office and salesrooms are in the Eilers building, corner of Park and Washington, which in spite of the unpretentious exterior, is recognized as the most complete of its kind in America. The new San Francisco branch of Eilers piano house has just been reestablished in a magnificent fire-proof building, the finest and largest building devoted to the musical instrument trade in Western America. Another fine store is located at Third and University streets, Seattle; and the Spokane store at Post and Fern is as complete and extensive as the others. Still other stores are located in Oakland, Reno, Stockton, San Jose, Eureka, Boise, Idaho, and in thirty other important Western centers, and in every other important North Pacific Coast city.

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We want you to know Rubber Sanded Roofing. That is why we wrote "Roof Talk," a 24-page Booklet about Roofs and Roofing, illustrated from cover to cover. Let us send you a copy of "Roof Talk"—together with Samples of Rubber Sanded Roofing, and put you in touch with our local agent in your community.

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