

1916 FESTIVAL IS BEING DISCUSSED

Verdict Unanimous That Celebration of 1915 Exceeded All Former Observances.

YEAR'S LESSONS ANALYZED

Music, Illuminations and Flowers Declared Most Necessary Attributes—Lack of General Decorations Only Criticism.

As they say over in Europe when a king dies, "the king is dead; long live the king"; so the people of Portland now are exclaiming:

"The Rose Festival is over; hurrah for the Rose Festival!"

Not content with staging the "best ever" this year, the festival fans are wondering already how they can go one better next year.

Of course, there is going to be another one next year, and the year after that, and so on ad infinitum.

It's a long, long time until the 1916 festival—fully 51 weeks—but it's not too early to begin talking about possibilities.

Three things that predominated at this year's festival must be preserved next year and in the future. Of that everyone is certain. And those three things are music, illuminations and flowers.

Obviously, it wouldn't be much of a festival without all three of these essentials—particularly the flowers—but people are insistent that the illuminations and the music shall be emphasized as they were this year in contrast with some former years.

Bright lights attracted great crowds to the festival center every night last week, although the festival center was nearly half a mile from the business center.

The music attracted additional thousands, but the display of flower attracted most of all.

"We certainly must continue the festival center," declared Emery Olmstead, president of the festival association, yesterday. "It was one of the best features this year and contains many possibilities of development."

Other directors agree that the festival center, not only must be continued but enlarged. It was the crucible in which the varying strains of carnival enthusiasm were amalgamated into the essential of festival success—the festival spirit.

More than ever before this festival spirit was manifest in Portland this year.

"Whatever we do we should aim to develop more of this spirit," said O. M. Plummer, one of the directors. "The purpose of the festival should be to please the masses of our people as well as the visitors."

Decorations Found Lacking. Probably in only one particular was this year's event deficient, and that was in the decorations. The decorating done by the festival association was unexamined in the decade that Portland has been in the festival business, but no corresponding interest was displayed by private individuals.

Only a few of the principal business and office buildings were in holiday attire.

"I hope that by another year we can induce people to decorate," says Jacob Kautler, another director. "This, together with the decorations acquired by the association, should do much to the beauty of future festivals."

It is possible that Portland will not stand for much more talk of cutting out the electrical parade. It is a figure of speech to say that the parade this year was a howling success. The people literally howled with delight—and shrieked and screamed as well—at the antics of the Jovians with their cruel derrick and their flaming furnace in which they "roasted" their victims.

The Jovians evidently have started something. It will be hard to keep them out of future electrical parades. The public doubtless will demand their continued participation.

Credit Given Co-operation. "It only shows what can be done by co-operation," says F. W. Hill, the director who had charge of the electrical details.

"So far as the parades are concerned, it is agreed that they surpassed all previous attempts of the kind," says Director Dean Vincent. "The children's parade long has been a permanent feature and is so well established that the public will demand it from year to year. The others, too, must be continued."

why, they point out, new enthusiasm will be instilled and a greater variety of ideas brought forth by the present directorate is Emery Olmstead, president.

LADIES OF GRAND ARMY WIN Float in Friday Parade Draws Much Attention and \$150 Award.

One of the most attractive floats in Friday's festival parade was that entered by the Ladies of the Grand Army of the Republic, which took the prize of \$150 for the most original creation of its kind.

This float was entered by several circles of the organization, which is composed of the wives, widows, blood relatives of Army veterans and Army nurses of the Civil War. No others are eligible. The following circles joined together for the purpose of making this entry: Winslow Menace Circle, No. 7; Shiloh Circle, No. 19, of Lent; Blackmar Circle, No. 29, of Sellwood; Peter A. Porter Circle, No. 25, University Park; General Center Circle, No. 27, Sixteenth avenue and Forty-fourth street southeast, and George H. Small Circle, No. 29, of Milwaukie.

Mrs. Jennie Beamer, who represented the nurse on the float, is the only surviving Civil War nurse living in Oregon. The other figures represented one of the principal aims of the organization—to instruct the children in patriotism.

This float headed the delegation of the Ladies of the Grand Army, some of whom walked, while others of their number rode in automobiles.

The Women's Relief Corps of the Grand Army also participated in the parade and had a place in line immediately behind the ladies of the Grand Army. Next came the float and the members of the Ladies of the Grand Army.

EXHIBIT DECISION IS BOUGHT Hawthorne and Laurelhurst Want Floral Exhibit Honors Settled.

The contest between the Hawthorne and Laurelhurst community exhibits in the festival center, although shown to be a tie in the official rating of the judges, continues between the committees in charge of the exhibits and has the apparent status of a deadlock with them rather than a tie.

Neither side submitted a formal proposal yesterday, but it is expected that this may be done before the matter is closed.

John P. Carroll, director of the festival center, said yesterday that he expected the general committee to be able to decide upon a manner of settling the display that would be satisfactory to all parties.

The first and second prizes are \$100 and \$75 respectively, but neither committee declares that the money prize is not the consideration they are after, but that they are striving for the honor of settlement among the communities of Portland as floral centers, and they feel that a tie, no matter how the award may be adjusted, will be unsatisfactory.

ESCHRIECHT PONY CART WINS PRIZE.

Winner of second prize in the pony cart division in the floral parade on Thursday was the entry of Miss Marie Eschricht. Both the pony and the cart were nicely decorated with flowers and attracted much attention.

VISITOR ENDS HIS LIFE

Allen G. Hamilton Shoots Himself With Rifle at Daughter's Home.

Allen G. Hamilton, of Glendale, Wash., shot and killed himself with a rifle late yesterday at the home of his daughter, Mrs. Harry Shawk, 6623 Sixty-third street, southeast, according to the report of Deputy Coroner Smith.

MAN LAYING ROOF KILLED

Sixty-Foot Fall at Linnnton Fatal to Former Sailor.

John C. Johnston, 25 years old, was killed almost instantly at 5:30 o'clock yesterday by a fall from the roof of the Clark & Wilson Lumber Company at Linnnton. Johnston's neck was broken and his face crushed by the fall.

FRUIT SAVING EXPLAINED

Agricultural College Worker Addresses Lent's Grange.

"There is nearly 50 per cent waste of fruits and vegetables in Oregon that may be eliminated through the simple process of canning the surplus that is thrown away, according to the methods being taught to boys and girls in industrial clubs by the United States Department of Agriculture and the Oregon Agricultural College," said Professor F. L. Griffith of the extension department of the Agricultural College, yesterday in his address before the Lent's Grange.

40 VISITING GIRLS GUESTS ON BEAR

Reception Held and Luncheon Served O.-W. R. & N. Party and Their Chaperones.

GOOD WISHES EXCHANGED

J. D. Farrell and Other Officials Look After Comfort of Visitors and Mrs. Farrell Invites Repetition of Trip.

Closing a week of gayety and festivity, the San Francisco & Portland Steamship Company entertained the 40 girls and their chaperones who have been guests of the O.-W. R. & N. Co. during the Rose Festival at a delightful luncheon, preceded by a reception and inspection of the steamship Bear yesterday.

Acting as host for the steamship company yesterday was James D. Farrell, president, who is also president of the O.-W. R. & N. Co., and Mrs. Farrell. The president made a short address of welcome to the assembly, and Mrs. Grace H. James, of The Dalles, who was official spokesman for the gathering, responded, offering the thanks of the party for the wonderfully good time they all had during the week.

Mrs. Farrell replied to the speech, telling the girls "how much she enjoyed it was to have them for the brief visit, and hoped they would all repeat it."

OTHER OFFICIALS ASSIST.

Captain L. N. Nopander, of the Bear, also made a short speech, and William McMurray and Frank Robinson also attended in various ways to the comfort and pleasure of the guests.

Attractive souvenirs of the occasion, which were beautifully colored pictures of the Bear, were given to each guest, as well as handsome favors including silver vanity boxes, coin purses and memorandum pads.

The long tables were attractively decked with pink sweet peas and roses, and the O.-W. R. & N. band, stationed in the upper saloon, played during the feast.

CHILDREN'S PARADE VIEWED

Following the luncheon, the party was entertained further by motor trip to view the Irvington children's parade.

The guests of the company and their chaperones were: Mrs. J. Dahl, chaperone; Mrs. Dell Bartholomew, Milton, Or.; Mrs. Laura E. Perry, Dayton, Wash.; Mrs. Blanche Walters, Prescott, Wash.; Miss Dorothy Dilworth, Spokane; Miss Maude Bentley, Colfax, Wash.; Mrs. Irma Martin, La Grande, Or.; Miss Nellie Kennedy, La Grande, Or.; Mrs. Eva Henderson, chaperone; Miss Adia Durkee, North Yakima; Miss Fay-Bell Bryan, Granger, Wash.; Miss Beulah Monnet, Kennewick, Wash.; Miss Gertrude Stone, Tekoa, Wash.; Miss Shirley Puckett, Wallace, Idaho; Miss Ada Guernsey, Kellogg, W. Gardner, Idaho; Mrs. Margaret Mackinnon, chaperone; Miss Minnie Wilson, Walla Walla; Miss Florence Heintz, Starbuck, Wash.; Miss Nellie Blake, Pomeroy, Wash.; Miss Ethel McAninch, Warburg, Wash.; Miss Kathryn J. Kern, Lewiston, Idaho; Miss Mary C. Henley, Moscow, Idaho; Miss Elsie Denson, Pullman, Wash.; Miss Verne Wisliser, Pendleton; Miss Margaret Smith, Cosmopolis, Wash.; Miss Abby Murray, Ford, Wash.; Mrs. Grace James, The Dalles; Mrs. J. E. Starr, Wasco, Or.; Miss Prudence Hauser, Pleasant Valley, Or.; Miss Nellie Yeager, Enterprise, Or.; Miss Edna G. Johnson, Pendleton; Miss Opal Bryant, Echo, Or.; Mrs. Arden Pennington, Lone, Or.; Miss Maude Ramsford, Bonneville, Or.; Miss Ethel Hart, chaperone; Miss Hazel C. Wright, Miss Edna Flynn, Miss Irene Lovelace, Miss Faith Clark, all of Seattle; Miss Kenneth J. Hawke, Tacoma; Miss Helen Dougherty, Baker, Or.; Miss Katie Shimmers, Huntington, Or.

department of the Agricultural College, yesterday in his address before the Lent's Grange.

He said corn clubs were first started in the Southern states among the boys and girls, and that in the past two years industrial clubs of boys and girls have been organized in Oregon, and there now are 11,000 boys and girls in Oregon enrolled in such clubs to be trained in thrift and making money.

"In forming these industrial clubs we are operating with the schools and communities," continued Professor Griffith, "and the boys and girls are served by the industrial clubs to help their parents and reduce the cost of living. These clubs save waste."

MEN OF CHURCH HOSTS

FIRST CONGREGATIONAL BROTHERHOOD ENTERTAINS WOMEN.

Guild Is Guest for Dinner and Programme—Officers for New Year Announced.

The Brotherhood of the First Congregational Church of this city held its last meeting for the year Tuesday night in the church parlors, with President W. K. Royal presiding. The celebration was in honor of the young women's guild that prepared and served the brotherhood dinners since last September. This dinner was prepared and served by the men, led by E. Mangold, being chairman of the kitchen committee; J. D. Ripley, of the waiters' committee, and W. H. Doane, of the decorating committee.

The tables were decorated with ivy, intermingled with large vases of roses. The orchestra of the Sunday school, on the platform, was hidden by palms and ferns. Judge M. C. George toasted the women, thanking them for their faithful services. He presented Mrs. Babum, chairman of the guild, that served the dinners, with a sewing basket.

R. S. Huntington expressed the thanks of the brotherhood to retiring President Royal, and announced the officers for the ensuing year as follows: J. D. Ripley, president; O. B. Riddle, vice-president; George Roseman, secretary-treasurer; Professor Norman F. Coleman, of Reed College, gave an address on the "New Note in Poetry."

USERS WOULD PAY

If we did that, Goodyear users would lose in tire wear many million dollars. For every extra tire we employ adds mileage and saves trouble.

GERMAN PAPERS COMBINED

New Daily Under Name of Oregon Deutsche Zeitung to Appear.

A new German daily afternoon paper will come into existence in Portland in the near future. With its weekly edition it will supplant three existing German newspapers now published in Portland.

The new daily, which will begin as an eight-page, seven-column sheet, will be known as the Oregon Deutsche Zeitung. The weekly edition will be named the Nachrichten, to continue the German paper founded by J. E. Kern in Portland 25 years ago under that name.

A corporation of local German-American citizens will own the new paper. It has been capitalized for \$50,000, most of which has been already subscribed, according to A. E. Kern.

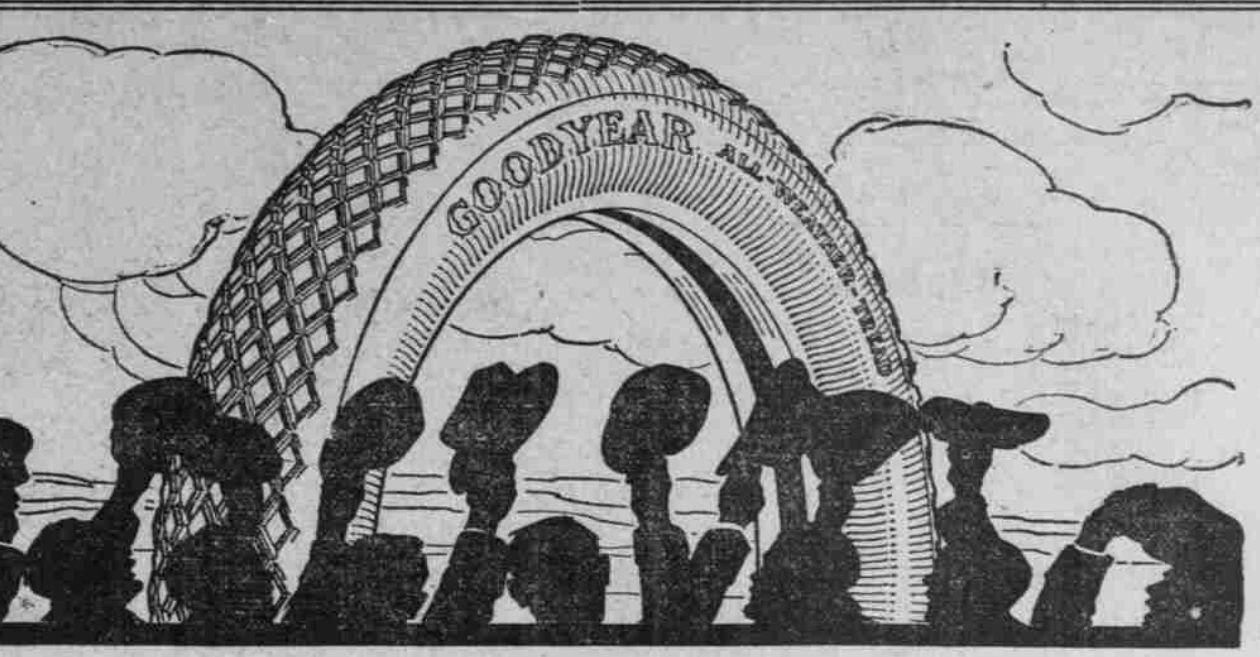
MRS. E. SCHEELAND DEAD

Pioneer of Portland Is Survived by Eight Children.

The funeral of Mrs. Ernestine Scheeland, a Portland pioneer, who passed away yesterday morning at her home at Eleventh and College streets, will be held tomorrow morning from the St. Lawrence Church. Interment will be in St. Mary's cemetery.

Mrs. Scheeland was 79 years old and a native of Germany. She came to Portland 27 years ago, and took up her residence near Portland Heights at the head of Eleventh street. She made the trip around the Horn at the age of 18.

Eight children who survive her are: Mrs. A. D. Gardmeier, of Oakland, Cal.; Mrs. Mary Piron, Eugene, Or.; Mrs. R. Aurora, Charles H. Morris, Arlington; J. W. Boone, Prineville; Walter R. Hamer, Newport; J. M. PARRY, Moro; Ira C. Hawke, Tacoma; E. W. Tate, Wasco; John C. Foster, Baker; Thomas Bass, Quincy; George W. Oregon City; R. W. Todd, Tillamook; Charles Hines, Forest Grove; C. H. Stewart, Albany; B. L. Hagemann, Milwaukie; Jared W. Moore, Redmond; W. A. Richardson, Heppner; M. W. Malone, Linnnton; John J. Cooke.



Goodyear Fortified Tires Cost Users \$5,000,000 Less

This year's price reduction—made February 1st—was due to lower cost of materials and our larger output. It will save Goodyear users, judged by current output, about five million dollars this year.

And that, remember, was our third reduction in two years. The three total 45 per cent. We cite these facts before we tell you of some added factory costs.

Goodyear Extras Cost Us \$1,635,000

Goodyear Fortified Tires embody many extras. That's why we call them Fortified. Five of those extras are costly features found in no other tire. The rest are quality extras which few makers employ.

This year's additions—just our latest additions—will cost us \$500,000 this year. All to give you extra wear. And we shall spend \$100,000 on research this year to find more improvements for next year.

If we omitted them all, we could save on this year's probable output \$1,635,000. We could add that much to our profits. Yet Goodyear tires would appear to be just as good as now.

Think of these things—you who buy tires blindly. Tires are not alike. But these differences are hidden. So tires may look like Goodyears and not be half so good.

Users Would Pay

There would be more rim-cuts, more blowouts, more loose treads. There would be less rubber, less fabric.

Remember this: Goodyears won their place on service. It is the highest place in Tiredom. It is super-service, proved by millions of tires, that makes them outsell any other.

GOOD YEAR Fortified Tires

Goodyear Service Stations—Tires in Stock

- Belmont Garage, 754 E. Morrison St. R. E. Blodgett, 29 N. 14th St. Benjamin E. Boone & Co., 514 Alder. Braley Auto Co., 31 N. 19th St. Columbia Tire Repair & Supply Co., 430 Alder. Edwards' Tire Shop, 331 Ankeny St. Francis Motor-Car Exchange, 561 Hawthorne. General Auto Co., 523 Alder St. Floyd Halliday, 429 Belmont. C. F. Heick, 993 Belmont St. F. P. Keenan Co., 199 4th St.

- Multnomah Garage & Auto Co., 254 6th St. Motorcycle & Supply Co., 209 4th St. Oregon Sales, 431 Alder. Oregon Vulc. Co., 550 Washington St. Paquet Garage, E. 8th and Hawthorne. Redman Auto Co., 1130 Albina Ave. Rose City Park Garage, 52d and Sandy Blvd. John A. Walters Co., 335 Ankeny St. Western Hrdw. & Auto Sup. Co., 56 Broadway. Winton M. C. Co., 23d and Washington Sts.

POSTMASTERS GO HOME

VISIT OF 60 FEDERAL OFFICIALS TO METROPOLIS IS PLEASANT.

Some See Portland for First Time, All Laud Festival and City's Size in Surprise to Many.

GRADUATE NURSES ELECT

Miss N. Lackland Made President of State Association.

Officers were elected and matters of interest discussed at the meeting of the Oregon State Graduate Nurses' Association yesterday at the Central Library.

MRS. E. SCHEELAND DEAD

Pioneer of Portland Is Survived by Eight Children.

Nearly three-score Oregon Presidential postmasters left yesterday for their home towns after attending the state postal convention in Portland.

FIFTY-FOUR OREGON PRESIDENTIAL POSTMASTERS, INCLUDING SIX WOMEN: WHO ATTENDED CONVENTION IN PORTLAND DURING ROSE FESTIVAL.



J. C. LAMKIN, HILLSBORO; L. M. SCHOLL, HUBBARD; J. A. McMORRIS, CONDON; JOHN LARKIN, NEWBERG; E. L. CAMPBELL, EUGENE; A. ALTERMATT, RUFUS; R. L. GUISS, WOODBRUN; LEWIS ULRICH, JACKSONVILLE; R. G. ALLEN, SILVERTON; E. J. KAISER, ASHLAND; T. B. VERNON, LAKEVIEW; V. B. STAPLES, VALE; J. R. GREGG, ONTARIO; CHARLES W. BROWN, CANYON CITY; V. P. FISKE, DALLAS; ROBERT BLUMENSTEIN, ELGIN; WILL HAYNER, SUTHERLAND; J. McGUIRE, NORTH BEND; HUGH McLAIn, MARSHFIELD; A. N. JOHNSON, ESTACADA; HERMAN WISE, ASTORIA; C. N. WATT, CANBY; J. P. LUCAS, HOOD RIVER; MRS. IVA DODD, ST. HELENS; MRS. A. H. HALEY, SUMPTER; MRS. MARGARET WASHINGTON, SCAPPOOSE; MISS M. E. FITZPATRICK, BEAVERTON; MRS. T. McMEHLING, FALLS CITY; M. E. MARSHWINE, INDEPENDENCE; ARCHIE PARKER, MONMOUTH; BRUCE SHANGLE, MILTON; HARRY M. STEWART, SPRINGFIELD; E. W. TATE, WASCO; JOHN C. FOSTER, BAKER; THOMAS BASS, QUINCY; GEORGE W. OREGON CITY; R. W. TODD, TILLAMOOK; CHARLES HINES, FOREST GROVE; C. H. STEWART, ALBANY; B. L. HAGEMANN, MILWAUKIE; JARED W. MOORE, REDMOND; W. A. RICHARDSON, HEPPNER; M. W. MALONE, LINNTON; JOHN J. COOKE.