WEEK OF REAL GAIETY IS UNDER WAY TODAY

Ad Men to Be City's Guests for Three Dazzling Days.

FESTIVAL OPEN WEDNESDAY

Airplanes, Battleships, Soldiers Will Add Military Note to Joyous Annual Gathering.

(Continued From First Page.) best clothes, look your prettiest and extend the glad-hand of welcome when they come. They'll be as glad to see you as you will be to see them if you treat them nicely, and I'd be humiliated if anything should happen to mar the pleasure of their stay." So saying, Mother Portland stooped

and straightened a wrinkle in the parlor rug, then hurried upstairs, donned her high-heeled slippers, her new hobble skirt, powdered her nose and presently appeared on the front porch, ready for eventualities.

Record Crowd Expected.

Unless all signs fail, the present week is to be the most animated in Portland's history. With the Victory Rose Festival, the annual convention of Pacific Coast Advertising Men's association and a number of smaller conventions on the calendar, the Rose City is called upon to act as hostess to what, it is estimated, will be the record number of strangers within her gates. For nearly a week past visitors from various parts of the northwest

have been arriving.
Telephone and telegraph wires have been humming the song of hotel reservations. Letters and postcards have brought mesage upon message fore-casting the influx that now is under way, while from other sources the committees in charge have learned that the hospitality of the city will be taxed properly care for those coming for the Victory celebration.

Ad Men Come in Droves. Fully 500 delegates to the Ad Men's convention are expected here by tonight, Members of the Portland club reservations, have made necessary through committees, for the accommodation of these guests, but there are several thousand people due here in the coming 24 hours for whom reservations have not been made, according to the housing committee at Liberty temple, and an appeal is made to the people of Portland to throw open their

people of Portland to throw open their homes, list available rooms and help maintain the city's reputation for hospitality. The housing committee will be at Liberty temple all day today for the purpose of listing rooms and last night expressed confidence that the necessary 1900 rooms would be volunteered by residents of the city.

Accommodations were available at the temple headquarters yesterday for 1346 persons, and by Wednesday, at the latest, 3000 additional rooms will be required. Hotel mea of Portland are co-operating in every way with the Festival housing committee, and, as their rooms are practically all taken, are referring guests to the committee.

Whole Week is Filied.

big programme of Victory Festival and assisted by Mrs. Caroline Jones, of the and men's convention must be left to another column. It is enough to say here that roses will be the predominating thought throughout the week, and ing thought throughout the week, and in the propose of the festival finance comwill figure prominently in the

of the blossom. There are eight, of these to each block, and when the switch is thrown, illuminating the city as never before, the mellow glow from the great metal flowers is expected to be something quite novel and beautiful.

Running through the scheme of deco-rations is the military note produced by the elaborate display of the national colors, reminding those attending the festival that this year's event is in honor of the boys who whipped the Hun. The military parade on Thurs-day promises to be an event such as never before has been witnessed in the west, and the presentation of medals by the city of Portland to her heroes will be among the more impressive

by the city of Portland to her heroes will be among the more impressive events of the week.

The acropianes, which will fly in squadron formation from Bakersfield, Cal., to the landing place at East Moreland municipal golf course, and the cruiser Minneapolis, which will be in the harbor, will serve to add to the military and naval aspect of the Festival.

First Meeting Today.

Today's meeting of the Ad Men will be held in the auditorium, beginning at

Today & meeting of the Ad Men Will
be held in the auditorium, beginning at
3 o'clock, and will be presided over by
President Charles F. Berg, with the following programme to be given:
Music by Stockton Ad club quartet
and Union County Ad club quartet.
Prayer, Dr. Edward H. Pence, pastor
of Westminster Presbyterian church.
Inapirational address, Ole Hanson,
mayor of Seattle.
Address, "Importance of Pacific
Coast Ad Men's association in National
Affairs," F. W. Kellogg, vice president of Associated Ad clubs of the
world, and publisher of the Express,
Los Angeles.
Address, "The Church in the New
Hera," Rev. J. M. Skinner, pastor First
Presbyterian church, Stockton, California.

Delegates to Pour In. All incoming trains are expected to bear large numbers of delegates, while from the north many will come by auto. These, including the Spokane delegation, are scheduled to arrive at Automobile club, 18 miles east of the city, some time before noon. They will

e guests at a chowder luncheon, while the committee in charge will have all the washed preparatory to the drive

cars washed preparatory to the drive into Portland.

At the Auditorium this evening the programme will be opened with music by the Orpheus male chorus, and will contain the following numbers:

Address, "Human Reconstruction," Dr. William Trufant Foster, president of Reed College, Portland.

Address, "Selling our Coast in an Attractive Package," Herbert Cuthbert, executive secretary Pacific Northwest Tourist association, of Seattle.

Address, "Somewhere Near the War," Edgar B. Piper, editor of The Oregonian, Portland.

Ad Exhibit Unique. The advertising exhibit which has been arranged in the Marshall Wells building, across the street from the

WELL-KNOWN PORTLAND BOY MEETS DEATH WHILE FLY-ING IN CALIFORNIA.



Lieutenant Everett-S. Wisdom. Lieutenant Everett S. Wisdom, an army aviator of Rockwell field, who was killed Friday, May 30, while flying from Rock-well field to Warner, where he was well field to Warner, where he was to become a unit in the air patrol of the Cleveland national forest, was a well-known Portland boy, and regarded as one of the best aviators at the field. He was 24 years of age, and received his commission as second lleutenant in September, 1918. On account of his smile under all circumstances, he was familiarly known to his companions as "Smiley," and his death caused deep regret among army officers and enlisted among army officers and enlisted

men alike During the funeral, seroplanes flew in formation overhead, and the entire personnel of commis-sioned officers of Bockwell field, except those on duty, participated in the services. The band from in the services. The band from the cruiser Minneapolis preceded the truck bearing the casket and the escort of officers followed. The casket was draped with flags and covered with flowers, and the air insignia, worked out in red, white and blue flowers, occupied a place of prominence. The body was taken to San Francisco for cremation, and the

The body was taken to San Francisco for cremation, and the ashes will be sent to Fortland to be placed with that of Lieutenant Wisdom's father and mother. The young man met his death while flying in a heavy fog, the machine crashing into the side of mountain The wreckers caught a mountain. The wreckage caught fire when the gasoline tank bursted, and Lieutenant Wisdom's companion, who was badly in-jured and burned, was unable

which brings us to the point of decowhite announced yesterday that large bottles had been placed in the down-Which brings us to the point of decorations. The Lane o' Laughter in the South Park blocks, and the oriental gardens in the North Park blocks will be ablaze with myriads of colored incandescents arranged as a canopy over the pleasure grounds of the festival, and interwoven in the foliage of those localities.

Along the downtown streets have appeared endless streamers of fern and evergreen, with here and there a giant rose-light, a 1908-watt lamp the center of the blossom. There are eight of SWITCHMAN LOSES FEET

SWITCHMAN LOSES FEET

AD MEN MAY HAVE CONTEST ON HANDS

Consolidation Question Is to Be Considered.

VARIANCE

Western Clubs Object to Affiliation With General Order, Fearing Loss of Freedom.

While delegates to the 16th annual vention of the Pacific Coast Advertising Men's association are coming to Portland this week, ostensibly for a good time and to enjoy the hospitality of the Rose City, there is an undercur-rent of serious business which threat-ens to break on the convention floor in one of the most bitter contests in the history of the organization on the coast The issue is that of affiliation with the national organization, which has been under consideration for some time, and definite action will be taken at the under consideration definite action wi Portland meeting.

Speakers from eastern cities, including William D'Arcy, of St. Louis, president of the Associated Advertising Clubs of the World, are to be present

Clubs of the World, are to be present at the convention, and, it is understood, some of them, as advocates of the affiliation. F. W. Kellogg, of California, vice-president for the Pacific coast, also will be present.

There is considerable opposition in the Pacific states, it is said, to the proposal to affiliate with the larger organization; the contention being that such affiliation will mean the surrender of the independence now enjoyed. A of the independence now enjoyed. A movement to formally recognize the independence of Ad clubs west of the Rocky mountains is looked for during

the convention.

Opponents of the independence idea argue that the question to be decided is whether the independent organiza-tions are capable of exploiting the great resources of the western country, the manufacturing, timber, crops of various manufacturing, timber, crops of various kinds, fishing and mining. In any event, it is predicted the Ad Men will not find the Portland visit without some unpleasantness, for the issue has grown to proportions that make immediate

chief among the entertainment fea-tures provided by the Portland club will be the trout breakfast to be served on Eagle creek, 45 miles cast of the city, Thursday morning, as a clesing event of the gathering. Four hundred dele-gates and members of the Portland club will be taken to that point in autos and a big out-door banque!

SPECIAL BOARD REPORTS NO DANGER IS THREATENED.

Opposition of First Congregational Church on Architectural Grounds Vold.

on of the First Congregational church a result of the contruction of a nata-

make the situation absolutely safe.
Officials and members of the church
protested to the city council against
the proposed atatorium on the ground that possible seepage from the swim-ming tank might undermine the church ming tank might undermine the church foundation. The committee reports that the fill referred to by the church of-ficials was made more than 50 years ago and has settled thoroughly, and

ago and has settled thoroughly, and that there is no danger from the proposed natatorium on this score.

Architect W. W. Lucius, in charge of construction of the natatorium building, has anounced that the swimming tank will be moved three feet further awaly from the church building than had first been planned, and the committee reports this move will substantially improve conditions.

The report will be submitted to the city council Wednesday for approval. The council has no legal way in which day to stop the construction of the building, having already issued a permit for ital. The protest was ot made until after ore, the permit was granted. It is probable

Decorations Rendy Everywhere.

The illumination of the streets has been fixed as one of the set events of the festival programme, somewhat in the nature of a formal opening. Business houses have vied one with another in arrangement of window and exterior decorations. Flags and bunting give the streets the appearance of one great American flag, while cut flowers, ferns and potted plants have been used with telling effect to give Portland the appearance of a monster garden.

Running through the scheme of decorations is the military note produced by the elaborate display of the national colors, reminded to the committee reports this move will substantially improve conditions.

Frank Moor, a switchman in the Albina Yards.

Frank Moor, a Switchman in th

Moonlight Dance Planned.

Members of the Webfoot drill team, No. 65, Woomen of the World, have completed arrangements for a moonlight dance aboard the boat Swan Tuesday evening. The boat will leave the foot of Jefferson stret at 8:39 o'clocek.

According to the appraisal filed in the circuit court yesterday an estate valued at \$48,281.66 was left by the late Roy E. Nicolai of the Nicolai Door Manufacturing company. Personal property, chiefly stocks and bonds, total \$4031.66. Appraisors were J. S. O'Gorman, R. A. Weinich and R. K. Booth.

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From 200 to 300 Horsepower For Trolling Boats, Work Boats or Pleasure We Are Distributors for Five of the Largest Gas Engine Manufacturers in the United States.



HEAVY-DUTY FISHERMEN'S ENGINES HONEST CLAY, STERLING, DOMAN, STANDARD KID, GRAY

EVINRUDE ROWBOAT AND CANOE MOTORS Everything in Fishermen's Supplies, Fishing Tackle, Netting, Twine, Cordage, McMahon's Troiling Spoons, Hyde and Columbian Propeller, Wheels, Marine and Electrical Supplies, K. W. Colls and Magnetos.

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WHAT KIND OF AN ENGINE DO YOU WANT! FREE CATALOGUE
ON REQUEST.

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WHOLESALE AND RETAIL NORTHWEST DISTRIBUTING BRANCH.
211 Morrison St., Portland, Or.



Rapid Growth Development

Characterize this era-no live man or woman can afford to be out of the current. Especially is this true of those who make their living in the business world.

At the convention of the Pacific Coast Advertising Men's Association, June 8 to 11 inclusive, some of the biggest men and women on the Pacific Coast, and indeed from all over the country, will be in attendance. And some of the biggest subjects, subjects vital to our country, will be discussed.

Merchants of Portland and the Pacific Northwest, professional people, all the wide-awake residents of the community, for your own sakes and the progress of the Pacific Coast, get out to the sessions of the convention as far as possible. Rub shoulders with these big, brainy delegates, absorb their successful ideas, learn from their experience.

For Full Particulars, Address: Secretary

Pacific Coast Adv. Men's Convention — Portland





SUMMER

University Classes to Open June 23;

Dr. Spaeth to Lecture. Festival housing committee, and, as their rooms are practically all taken.

Whole Week is Filled.

The present week will be one continuous reel of big events. Beginning with the song reveille this morning, and continuing until the close of the northwest. It is in charge of annual ball of the Royal Rosarians in Cotillion hall Friday evening, there were the worked of the northwest. It is in charge of the worked of all numbers. Committee of all supposed of the various needs of the supposed of the suppose of the worked of all numbers of the rooms are the purpose of making an investigation. The purpose of making an investigation. The purpose of making an investigation of the purpose of making an investigation. The continuous read the before the burdeness association of the burdeness association and contains exhibits from all sections of the church providing ordinary care school will open June 23 and close August 1. It is in charge of the church providing ordinary care school will open June 23 and close August 1. It is in charge of the church providing overlation is used to t The University of Oregon summer

COURSES GIVEN

Mr. Wilder. Two lecture courses will land, secretary; and Dr. Ruth Eaton of be given by Dr. J. Duncan Spaeth of Princeton. Dr. Spaeth's two lectures shall, W. W. Howard and Mary Giles were chose mrepresentatives to attend the Nineteenth Century Literature and Life," and "American and Buropean the University of Oregon summer open June 23 and close Au
Mr. Wilder. Two lecture courses will land, secretary; and Dr. Ruth Eaton of Oregon City, treasurer. Drs. Mary Mar. \$1.25; head fallers, \$5.25; second fallers, \$5.26; second fallers,

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GUIDES you to the electric pull chain, the key switch or the gas fixture. No waving your arms or stumbling over furniture.

Real radium makes the luminous substance of the Locator glow for years. You will find dozens of other uses for these little household necessities. They locate an ob-scure key hole or door bell. Also they can be used to mark obstructions, poison bottles, the bottom stair.

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ROBT. H. INGERSOLL & BRO., 315 Fourth Ave., New York

Makers of Infersoll Radiolite Watches

You go direct and turn on the light.

In the Dark

In the Light

Culture." Information is available at the university office, 451 Courthouse, Main 2575.

OSTEOPATHS PICK CHIEFS

OSTEOPATHS PICK CHIEFS

10 16.

During yesterday's sessions, papers were presented by Dr. Ralph Waiton of Salem. Dr. Ruth Eaton of Oregon City, and Dr. John Talbot, Portland, General discussions followed. Luncheon was served at the Chamber of Commerce at 1 o'clock, after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o'clock after which the Property of Commerce at 1 o

ica's greatest viewpoint-

Admission to the Park is always free. If you crave excitement, try a ride on the fastest scenic railway on the coast, or other amusement devices provided at the "Mountain Top."

Free Concert

the old orchard - Council Crest Orchestra and Monte Austin.

Jancing

day in the big pavilion. Plenty of room, polished

hardwood floor, ten-piece orchestra of real musicians,

Monte Austin singing "Alabama Lullaby,"

"Little French Mother of Mine," "Friends" and other new song hits, with the dancing. It's simply great at

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is now early overcome by using an antiseptic oil spray, which absorbs and dislodges the hard web-like mucous membrane of throat and nose. Quick relief is always obtained by using the McKenzle Catarrh Spray. The price complete, with special atomizer, is only \$2.00. We pay the postage on this and all other drug orders.

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