

MOST BEAUTIFUL WOMAN LIVES IN OUR OWN LAND

Journal Inaugurates Contest to Prove That Oregon Has the Fairest of Women.

TWENTY-THREE PAPERS ENGAGED IN CONTEST

High Time That Fame of Oregon Beauty Was Heralded the Length and Breadth of the Land—Chance to Win Fame.

The Oregon Journal has inaugurated a contest to prove that Oregon women are the most beautiful in America. This contest is now on and will extend over an indefinite period, or rather, until the most beautiful Oregon woman has been found and decided upon by a competent jury of awards, the members of which will be announced later.

It was through a contest inaugurated several months ago by the Chicago Tribune that the present contest was started. Oregonians, and for that matter, people everywhere, know that Oregon has the most beautiful women in America, and that is tantamount to saying the most beautiful in the world.

Oregon women are famous the length and breadth of the coast for their beauty. It is high time that their fame was heralded to the world. This Journal will do it. It is one of twenty-three papers in different sections of the country seeking the most beautiful woman in America and it wants photographs of all the pretty women in the state.

Chicago's Beautiful Woman.
The statement of the Chicago Tribune that it had found the most beautiful woman in America and that she is a resident of the Windy City, has aroused pride and resentment in our midst. This statement was made with the characteristic arrogance of Chicago, and came really in the nature of a challenge to other sections. But the people of the Windy City reckoned without their host. Other states and other cities and sections may accept this statement as being a fact. No so with Oregon. It is a surprising claim, for there are millions of women in our own country, and the majority of them are beautiful. But the most beautiful of them all are in Oregon. The Oregon Journal has undertaken to prove it, too.

It took the Chicago Tribune several months to find the woman who it is now declared is the most beautiful in America. It is confidently believed that no more than a day or so will be necessary to find an Oregon woman who is the peer of this Chicago paragon of personal charms. But this contest is to be made thorough. It is to be conducted on a fair but sweeping basis, and the pictures of beautiful women from every part of this state are to be submitted in this contest before a final verdict is rendered.

Thousands to Be Considered.
It is expected that thousands of photographs will be considered in the search for the most beautiful woman in Oregon; it is probable that scores of them will appear in the Illustrated Magazine of the Sunday Oregon Journal. The winners may appear in the earlier stages of the contest or not until the final judgment has been rendered. In any event, it will be an honor well worth the winning to be known as the most beautiful woman in Oregon—which will mean the most beautiful woman in the world.

But the Oregon Journal is going still further in this contest. The purpose will be to find the three most beautiful Oregon women. And, as a compliment

In exchange for the privilege of publishing these pictures, three substantial prizes are to be awarded the trio of beautiful women who, in the judgment of the jury of awards, are deserving of first, second and third recognition. To the most beautiful woman a check for \$75 will be sent, to the second a check for \$50 and to the third a check for \$25.

No Financial Gain.
This is a contest that stands above the plane of advertising. It is inspired by no motives of financial gain. It is a time when the reputation for beauty of Oregon women is at stake, when it is the duty of every true-born, loyal Oregonian to personally take up the gauntlet so impudently thrown down by Chicago, and to aid in every possible way in proving the fallacy of the Windy City's statement, as well as to establish a fact that Oregon, and no other section of this broad country, has the right to claim America's most beautiful woman as its own.

Every Oregonian is interested in this contest, every Oregonian has a personal place in it. The pride of Oregonians should be awakened everywhere, and they should respond willingly and promptly. If you know a woman of surpassing beauty—and if you live in Oregon you know several—at least, you must help us by securing her photograph and sending it to us. It is also the duty of the women of Oregon to give not only their consent but their aid to furthering the contest. Send us photographs of the most beautiful women you know in the Beaver state. Send every one you know, for who can tell the three that may be chosen for the enviable position?

Two Classes Excluded.
Actresses and professional models are excluded from the beauty contest now being conducted to find the most beautiful woman in the world by The Oregon Journal. It is the beauties of the home and the friends that are wanted. This means the women of the 400,000 as well as the women of the 400. It was a shop girl working for \$12 a week that the Chicago Tribune, after its long search, believed was worthy of the proud title of being the most beautiful in America. It is up to Oregonians everywhere to give their aid in the making of this contest a success. You must do this yourself, as modesty will restrain many women from sending in their own photographs, although at such a time, and in such a contest Oregonians everywhere should unite in not only finding pictures of beautiful women, but in entering them in this contest, thereby to help so far as is in their power. Every photograph submitted will be received in the strictest confidence, nor will the name of the sender under any circumstances be divulged if it should be desired that it be kept a secret. All photographs sent, however, are with the understanding that they may or may not be published at the pleasure of The Oregon Journal.

Send Photos In.
Of one thing there is no doubt—Oregon's women are the most beautiful. The Oregon Journal has taken upon itself the pleasant duty of proving this. The people are as much interested in this contest as the paper itself; in fact, it is a contest of and for the people. But, above all things, it is the duty of loyal Oregonians to support their claim to having in their midst the world's most beautiful women. Here is a chance to prove it for all time to come, and to wipe out everlasting the claim of arrogant Chicago.
Send in photographs beginning today. Do not feel that it is either too early or too late to send them in. The contest will be made thorough before it is finally decided, and the beautiful woman you have in mind may be the one the jury of awards will think the most beautiful. Then if you know another, send her photograph also. Send in these photographs to the Beauty Editor, The Journal, Portland, Oregon.

UPTON IS ELECTED ELKS' EXALTED RULER

Young Lawyer Placed in Position of Trust by the Local Lodge.

Officers for the year were elected at the meeting of the Portland lodge of Elks last night and Jay H. Upton was chosen to succeed Harry F. McKay as exalted ruler.

During the installation services W. W. Robinson, past exalted ruler, served



Jay H. Upton.

as grand exalted ruler and inducted the newly elected officers to office. All of the elections were close, the meeting beginning at 8 o'clock and ending after 11. The list of new officers elected is as follows: John B. Coffey, esteemed leading knight; Gus C. Moser, esteemed loyal knight; W. B. Apperson, esteemed lecturing knight; C. M. Bill, secretary; E. W. Rows, treasurer; Thomas Dowling, tyler. W. W. Brotherton was elected a trustee of the lodge for a term of three years. The other trustees are M. B. Rankin and J. P. Finley.
Jay H. Upton, who was last night elected exalted ruler by Portland Lodge No. 142, B. P. O. E., is only 26 years old and, like his immediate predecessor, a bachelor, but he is one of the best-known young men in the city. He has for a number of years filled positions of trust in that lodge and is well fitted for the important office, representing over 1,000 members and \$250,000.
Mr. Upton was graduated from the law department of the University of Oregon in 1902 and has since that time practiced law in this city. He belongs to one of Oregon's best known pioneer families. His father, James B. Upton, was one of Portland's foremost lawyers and business men in her early days, and his grandfather, the Hon. W. W. Upton, was one of the first chief justices of the supreme court of the state of Oregon, and later was controller of the United States treasury under Presidents Grant, Hayes and Cleveland.

COMPANY B GIVES DUNBAR LOVING CUP

Major T. M. Dunbar, Third regiment, O. N. G., was presented with a magnificent silver loving cup by the members of company B, from which he was recently elected to his present field office, at the quarterly inspection of the regiment last night. General Owen Summers, assisted by Colonel C. E. McDonnell, conducted the inspection. Colonel McDonnell afterward presented the loving cup to Major Dunbar on behalf of company B.



Nobbiest Easter Suits

Our stock of Men's Apparel, especially ordered for the Easter trade, is one of the choicest displays made in Portland today. Possessing one of our suits you may feel assured that no one will appear on Easter morning more becomingly attired than yourself. New, up-to-date styles—no hold-over stock here. All new goods direct from New York's best cutters, made of the finest imported and domestic fabrics, they fit the form and retain their shape. Yes, they're "Jim Dandy" suits and you'll appreciate their value when you inspect them.

Your Credit Is Good at Gevurtz!

You are perfectly free to purchase one of our elegant Easter Suits and make such regular payments as you wish under our easy-payment plan. Choose your suit, make a small cash payment down, then pay in weekly or monthly installments. You will discover this to be a very convenient method of purchasing your clothing, once you make a trial. We trust everybody. There's no red tape or unpleasant conditions to meet. Call tomorrow and investigate.



GEVURTZ

THE HOME FURNISHER
173-175 First Street 219-227 Yamhill St.

Has Used Duffy's for Fifty Years



Mrs. Anna B. Depew, of Wharton, Ohio, who has just celebrated her 101st birthday, is still hale and hearty, says that she would have been under the sod if it had not been for DUFFY'S PURE MALT WHISKEY.

Mrs. Depew has a good appetite, sleeps well and enjoys perfect health, notwithstanding that the doctors gave her up to die 14 years ago, and she says she believes that she would have died if it were not for the prompt use of the great family medicine—Duffy Pure Malt Whiskey.

The following are Mrs. Depew's own words, written August 17, 1906, after she had celebrated her 101st birthday:

"I wish to tell you what DUFFY'S MALT WHISKEY has done for me. Fourteen years ago the doctors gave me up to die. We had some DUFFY MALT WHISKEY in the house which I commenced to use right off, as a last resort, and I grew better, and finally became well, taking it according to directions. I have used it for fifty years, and have had it in my family for general use for that length of time. I eat heartily and sleep well. I was born in Vermont, east of the Green Mountains, in 1805, and I would now be under the sod if it were not for DUFFY'S MALT WHISKEY."
—Mrs. Anna B. Depew, Wharton, Ohio, Aug. 17th, 1906.

Duffy's Pure Malt Whiskey

is an absolutely pure, gentle and invigorating stimulant and tonic. It builds up the nerve tissues, tones up the heart, gives power to the brain, strength and elasticity to the muscles and richness to the blood. It brings into action all the vital forces, it makes digestion perfect and enables you to get from the food you eat all the nourishment it contains. It is invaluable for overworked men, delicate women and sickly children, as it is a food already digested. It strengthens and sustains the system, is a promoter of good health and longevity, makes the old young and keeps the young strong. Duffy's is recognized as a family medicine everywhere. Duffy's Pure Malt Whiskey has been analyzed and tested many times during the past fifty years by skilled chemists, and has always been found absolutely pure and to contain great medicinal properties.



BEWARE of dangerous imitations and substitutes. They are positively harmful and are sold for profit only by unscrupulous dealers. Look for the trade-mark, the "Old Chemist," on the label, and be certain the seal over the cork is unbroken. All druggists, grocers or dealers direct \$1.00 a bottle. Doctor's advice and illustrated medical booklet free. Duffy Malt Whiskey Co., Rochester, New York.

FIRE ENGINES LATE BECAUSE OF THE MUD

Two Residences on Hamilton Avenue, South Portland, Are Burned in Consequence.

The residences of H. A. Miller and C. H. Edwards on Hamilton avenue, between Front and First streets, were destroyed by fire which broke out in the kitchen of the Miller residence at 6:30 o'clock last evening. The residence of H. Yoakum, adjoining the Miller house, was scorched and was only saved from total destruction by playing on it with a garden hose.
A box of excelsior placed close to the kitchen stove in the Miller house caused the fire. An effort was made to extinguish the blaze with a bucket of water, but it had gained too much headway. The alarm was given, but by the time the neighbors got there the heat was so fierce that but a small portion of the household effects were saved.
A fire alarm was turned in, calling the department to the scene, but owing to the deep mud on Hamilton avenue, it was almost impossible to get the heavy apparatus up the hill from Corbett street, so that both houses were practically destroyed when the firemen succeeded in getting water on the flames. The fire hydrant at Front street and Hamilton avenue was badly clogged with mud, causing a delay of five minutes after the hose was connected up.
The total damage was estimated at about \$2,500, partially insured.

CONTRACTS LET FOR STREET IMPROVEMENTS

Street improvement contracts were awarded yesterday as follows by the executive board:
East Stark street between East Ninth and East Twelfth, N. M. Moody, \$12,269.
Clackamas street between Union avenue and Crosby streets, Star Sand company, \$5,924.
Clinton street between Milwaukee street and East Twelfth street, Stevens Bros., \$595.
East Lincoln street between Marguerite avenue and Prettyman avenue, Stevens Bros., \$4,271.15.
Flanders street between East Twenty-seventh and East Twenty-eighth streets, O'Neil & Co., \$1,564.65.
East Twenty-seventh street between Logan's addition and Wynkoop Yilla, O'Neil & Co., \$2,650.47.

Would Leave Europe Unscourged.
From the Kansas City Journal.
Looking up from his magazine a farmer said vehemently to his wife one night:
"Do you know what I'd have done if I had been Napoleon?"
"Yes," she answered. "You'd have settled down in Corcora and spent your life grumbling about bad luck and hard times."

IF YOU WANT TO SEE THE NEWEST IN WEARING APPAREL VISIT THE STYLE STORE

EASTER APPAREL

Our men's clothing section shows Men's and Boys' Easter Topcoats, Suits, Trousers and Fancy Vests recommended by clever dressers and universally conceded to be the finest ready-for-service apparel. All the prominent makers are liberally represented, and all the newest styles, fabrics and colors the spring season authorizes and indorses are shown in immense varieties. The garments are cleverly designed, beautifully finished and skillfully tailored. They are built to look right, to fit right and to hold their shape, yet in consistency with quality and craftsmanship they are modest in price. They range from \$18.00 to \$35.00 in men's garments, and from \$10.00 to \$20.00 in boys'. By availing yourself of our part-payment plan, you can supply your Easter wants without an outlay of ready cash. You can select and wear your Easter outfit and pay for same in small weekly or monthly payments—say \$1.00 a week.



EASTER TOGGERY

From head to foot is displayed by us in almost endless varieties. The newest blocks and shapes in Hats, the swellest lasts in Shoe, the prettiest patterns in Shirts and the daintiest shades in Neckwear are placed for your inspection to complete your Easter wardrobe.

RUGBY SACK

Eastern Outfitting Co. Cor. Washington and 10th
The Store Where Your Credit Is Good