

NEW TANGLE IN GORDON MYSTERY

Comely Young Woman Does Not Claim to Be Wife of Timberman.

SAYS SHE CAN SAVE HIM FROM MISS LERCH

Gordon Refuses to Listen to the San Francisco Girl's Tale Because He Fears an Attempt to Blackmail Him Will Be Made.

(Special Dispatch to The Journal.) Oregon City, June 27.—Another fold in the veil of mystery has been twisted about the Gordon-Lerch case by the appearance of a comely young woman from San Francisco. She has so far succeeded in concealing her identity from the public and her mission is as yet unsolved.

Last Monday the mysterious stranger appeared in Oregon City and claimed that she could solve the riddle in the Gordon case, tell who the unknown "dumpty" was who married Bertha Lerch in Vancouver two years ago under the name of C. Sam Gordon, the young man who was believed to be the same as the man who had been seen with her when Gordon, denying his marriage with Miss Lerch, became confused on the witness stand and admitted it, after which the separation was arranged.

Is Not Gordon's Wife. Newspaper correspondents erroneously labeled the mysterious stranger as "Mrs. No. 1" of Mr. Gordon. This, however, was an error as the woman did not at any time claim to be Gordon's wife. She merely stated that she could furnish information which would clear up the mystery of the Gordon case.

Mr. Gordon, himself, thinks that the unknown is working in collusion with Miss Lerch in an attempt to blackmail him, and has refused to have anything to do with her, or to discuss the matter.

The young lady claims to be a resident of Portland, and states that she expects to buy a large house.

Money Has Not Been Paid. Miss Lerch is much in evidence in Oregon City and has attracted no little attention during the past few weeks. She is now staying at one of the Portland hotels, registered under an assumed name, seeking to avoid the attention of the police.

GREAT LECTURERS' LUDICROUS MISHAP

(Special Dispatch to The Journal.) Oregon City, June 27.—One of the most interesting and attractive speakers on the Gladstone park Chautauque assembly program is Dr. Stanley L. Krebs, who will deliver three lectures on July 8 and 10. Some very funny things are told of the doctor, and none more laughable than what happened at Bellfontaine Chautauque, Ohio. A local paper describes it thus: "Dr. Krebs, the psychologist, furnished Ross Crane a model for his cartoon Friday night. When just ready to demonstrate a thought in his lecture yesterday afternoon at the Chautauque, the chair upon which he had seated himself to illustrate a point, collapsed and unconsciously set him flat upon the platform. The accident was such a ludicrous one that it amused the speaker as much as it did the audience, who both laughed together. It was some minutes before the crowd, some 1,500 of them, and the doctor could collect themselves sufficiently for the speaker to proceed.

CAN BE PROSECUTED UNDER A DEAD LAW

(Special Dispatch to The Journal.) Olympia, Wash., June 27.—The attorney general's office holds that a prosecution pending under the close-season fishing law of 1905 can properly be prosecuted, although the close season was repealed by the 1907 legislature. The inquiry came from Skagit county, where the prosecution of a fish trap operator was begun in August, 1906. A conviction was obtained, and a new trial granted. The attorney general holds that the general saving clause of the 1907 special session of the legislature will protect the further prosecution of the case.

HIGH FINANCE IN COEUR D'ALENES

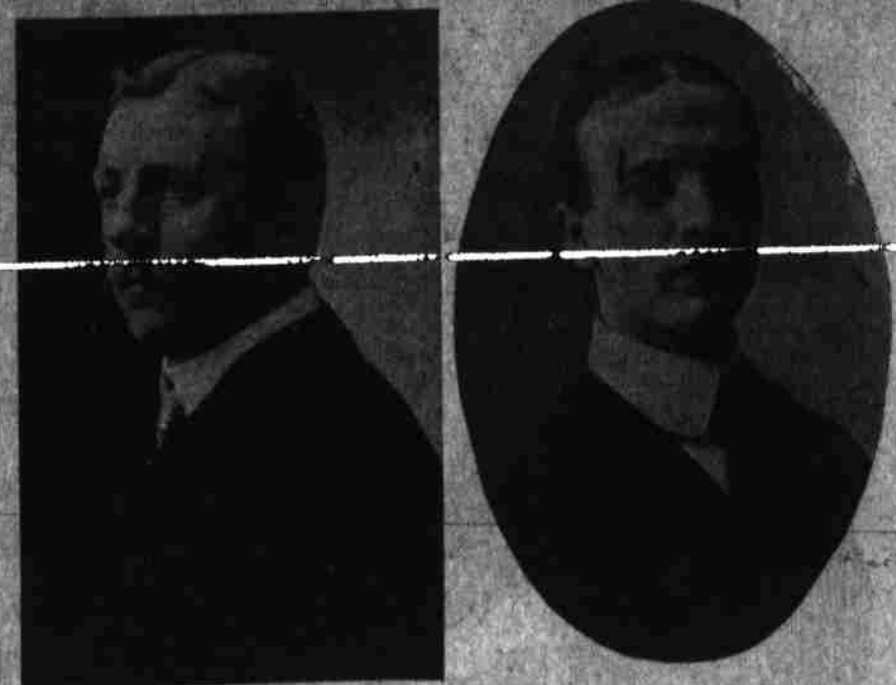
(Special Dispatch to The Journal.) Spokane, Wash., June 27.—A telegram, presumed to be from the foreman of the Gerlie mine at Wallace, was received here yesterday by President L. W. Hutton of the company, saying a rich strike had been made in the mine. Mr. Hutton immediately began buying stock, and in a single day the price advanced 9 cents per share. He phoned the foreman to find out more about the strike and found out that he had not sent the message. They now offer \$1,000 for the capture of the person who sent it.

THERE'S ONE COOL SPOT

Rose City Park Attracts Many People In the Cool of the Evening. A great many people have discovered that one of the coolest parts of Portland is Rose City Park. Every evening, the new Rose City Park cars carry a large number of people who seek the quiet rest and relief from the extreme heat of the center of the city. Just before the sun goes down, there comes over the big addition a cool breeze from the mountains and the Columbia river valley which seems to put new life into everything that comes within its influence. This change in the atmosphere makes the evenings and nights in Rose City Park ideal for sleeping. "I believe that the air at Rose City Park is more healthy and refreshing than it is anywhere in the northwest," said a physician yesterday. "It is full of ozone and appears to originate from a far different source than the breeze that cool the city in the evening. Its elevation, of course, may explain the phenomenon."

Great Sample Sale Men's Underwear, Half Price. Sale of Ferguson-McKinney samples, all one piece of a kind, half price to-morrow at the Golden Eagle.

OREGON UNIVERSITY SCIENTISTS



Professor A. R. Sweetser. Professor Orin F. Stafford. Two learned professors prominent in the meetings of the Academy of Science at Eugene this week. Professor Sweetser is at the head of the department of biology and Professor Stafford of the department of chemistry.

OREGON VISITORS CAN BENEFIT BY THESE "HOT WEATHER DON'T'S"

Occasionally during the summer months Oregon sweaters for a limited period under the tropical rays of the sun. On rare occasions sunstroke is reported, but the latter are in the classification of prostrating summer weather. Oregon residents find an abundance of cool water to bathe in whenever the heat drives them to cold baths. A thousand pools in the neighboring mountains and the wide expanse of ocean a stone's throw to the westward provide additional avenues of escape from a near approach of prostrating summer weather. It is only to the stranger, the one unaccustomed to Oregon's climate and its resourceful surroundings which hold a position par excellence in the matter of scattering perspiration beads, that a word of caution is necessary. To the rest they fear not. Here are a few "hot weather don'ts" for the man or woman visiting in Oregon, and some of them may even be assimilated to advantage by the Oregonian who revels in over-indulgence. Don't indulge a taste for alcoholic stimulants. They are responsible for three-fourths of the cases of heat prostration. Don't lose an hour's sleep of your accustomed allotment. Don't neglect the daily bath to keep the skin pores open. Don't neglect your meals during the day, but avoid heavy eating at night. Don't drink ice water, unless you can spare half-hour afterwards in which to keep still. Don't wear clothing which constricts the vital organs, or weighs on the blood centers. Don't expose the bare skin to the direct rays of the sun. Don't let your system get run down and above all. Don't let yourself think about heat prostration, or you may induce it by means of self-hypnosis.

MILWAUKEE PUSHING WORK IN NORTH IDAHO

Cheshollet, Ida., June 27.—Construction work in this district is being rapidly pushed by the Milwaukee. There are nine camps in this locality working on sub-contracts let by the original contractors, Grant Smith & Co. of Rosalia, Washington. A 900-foot tunnel is being built near Watts station. Nearly 400 men are at work on a 23-mile contract, which it is said will take 12 months to complete. Further up the Joe river a big gang of surveyors is at work making final surveys through the white pine district.

Preferred Stock Canned Goods. Allen & Lewis' Best Brand.

CONFER DEGREES AT UNIVERSITY

Oregon Students Received Titles for which they Have Been Striving.

(Special Dispatch to The Journal.) University of Oregon, Eugene, June 27.—Fifty-seven degrees were conferred yesterday morning at the thirty-first commencement of the University of Oregon by its president, P. L. Campbell. Fifty-four were bestowed upon undergraduates, two on music, and one on a master of arts upon Vanda Ruth Coffey, and the degree of bachelor of arts upon Joseph Lamson Barber, Elbert George Beebe, Omar Newton Bitter, Clara Marie Blais, Sarah Aurelia Burck, Louisa Antoinette Burdick, Mabel Cooper, Margaret Anna Cundiff, Edwin Ray Fountain, Lorene Maude Galsworth, Francis Vernon Galloway, Margoly, Francis Harrison Galloway, Mary Lela Goddard, Roy Wallace Hammeck, Max Sylvius Handmah, Dante Ernest Hardin, Louise Alfred Hargerson, George Washington Hug, Andrew Warren Jackson, Wistar Wayman Johnson, Faith Johnson, Roy Westworth Kelly, John Randolph LaTourrette, Stuart Eakin McQueen, Maude Ethelwyn Miller, Felix Epoch Moore, Guy Mounch, Pauline Edwina Newell, Harry Oliver Paddock, Grace Parker, Mabel Elizabeth Peill, Harry Logan Rafferty, Kirkman Kenyon Robinson, Clarence Wesley Ross, Mary Rothrock, Jean Catherine Slauson, John Curran Veatch, Harvey Arnold Wheeler, Angelina Williams, Clara Peters Wold, John Paul Woodley, the degree of bachelor of science upon Oscar Peter Beck, William Garnet Chandler, Theodore Pickell Holt, Oney Gustav Jackson, Lucilla Lauridsen.

A HAPPY MOTHER will see that her baby is properly cared for—to do this a good purgative is necessary. Many babies suffer from worms and their mothers don't know it—if your baby is feverish and doesn't sleep at night, it is troubled with worms. White's Cream Vermifuge will clean out these worms in a mild, pleasant way. Once tried always used. Give it a trial. Price 25 cents. Sold by all druggists.

COOL SHIRTS

A genuine Russian Corded Madras is just the shirt for the hot days. A cool shirt that feels comfortable on the hottest day is the shirt you want for summer comfort. You can get any style and a perfect fit if you will trust it to the

Jacobs Shirt Co.

Phone Main 590. Elks Building, Portland, Or.

"From Maker to Player"

BUY A PIANO OF Reed-French Piano & SAVE MONEY

Pianos Sent on Approval Sixth and Burnside

The Best Evidence That the People Want Bargains Is That the Big Business of This Big Store Is Growing Bigger Daily

Men's and Young Men's Suits \$8.75, \$11.75, \$14.75, \$18.75

Out of the High-Rent District THE CHICAGO CLOTHING CO. 69-71 Third Street



Not in the High-Price Clique

Charles Thomas Warner, Harry Arthur Hampton, and teacher's diploma in music upon Mrs. May Huff Smith and Grace Mount.

When in San Francisco Stay at Hotel Hamlin, 337 Eddy. Fire-proof; 100 rooms, 40 baths; rates \$1.50 and up. Eddy-street cars at ferry.

MISS JESSIE JOHNSON DIES AT ASTORIA

(Special Dispatch to The Journal.) Astoria, Or., June 27.—Miss Jessie, daughter of L. I. Johnson, the Commercial street fruit merchant, died at the residence yesterday after an illness

of over a year. The young lady was 15 years old, having been born in Astoria March 24, 1892. She was a prima favorite with all who knew her and her death is deeply felt. The funeral will take place Friday.

We Have You Money needs. We manufacture travelers' needs. Express, Truck company, 549 Third street.

BEATS ALL!

How Portland, Just Drawing a Good Breath From the Fiesta-Week Run, Got Fresh Wind and Came Full Tilt After the Business Phrase and Firm-Name Contest, With the

\$100 Cash Prize

Attachment. We hoped this was a big enough reward to set a number of people who needed the money thinking hard for us, but, by George, it begins to look as if we didn't need to have offered any reward at all!

LOADS of PEOPLE with SCADS of MONEY are working on it just because it is the most exciting business game that's been played in an age.

Every business man in town recalls his own or ANOTHER FIRM'S SUCCESS through adopting a clever phrase.

They're all talking about it—on the cars—the streets—in groups before WOODARD, CLARKE'S WINDOW, where the MONEY IS EXHIBITED. It's the last thing heard at night and the first thing heard in the morning.

One Portland firm that does a LOT OF ADVERTISING has made a BID ON THE REJECTED PHRASES—they want to take their pick, and also get in touch with people who write clever phrases.

Another firm wants to START JUST SUCH A CONTEST to supply their house with a clever phrase; a number of Pacific coast firms are to FOLLOW OUR LEADERSHIP in this matter.

Everybody's awake—THINKING and OBSERVING.

"YOUR BOSOM FRIEND" was a dandy? It made Gibson, the California shirt man, not only rich but popular; his letters to his trade were all signed "YOUR BOSOM FRIEND," and it carried the individual touch needed to make a success of his business.

"BULL DURHAM" hit that brand of tobacco off just right to the farmers; it was a winner!

"57 VARIETIES" carried Heinz straight from a little home-made pickling business clear over the heads of all competitors into the rose-hued environment of absolute supremacy. He's RICH.

"PIN MONEY"—another pickle hit—was the lucky phrase of a girl who made her pin money making pickles; and the "PIN MONEY" pickles made her fortune.

As interesting a story is back of each of these phrases: "The Clover Line," "The Rose City," "The Gold Dust Twins," "The Top and Bottom Shop," "The House of Staples," "Dignified Credit to All," "Hasn't Scratched Yet," "Purity and Health," "An American Paper for the American People," "She Flies With Her Own Wings," "All the News From Home," "All the News That's Fit to Print," etc.

It will be great to hear how the winner of this prize happened onto his phrase; and the future generation will hear the tale of how THIS GREAT PORTLAND FIRM got its BUSINESS SLOGAN with as much zest as you now read of these other experiences.

And that brings up the question, WHO ARE WE?

For two days when the letters "I," "N," "a" and "n" had been given, many people were sure it was "Meier & Frank"; but the third day the appearance of "H," "E," "M" cut out this firm; also the other two big department stores; the fourth day the appearance of "C," "O," "P" set them wondering still further; and the fifth day "R," "Y," "E" threw them clear off the scent! Today we add "R," "O," "D." Does that help some? There are two more days in which to clear up the mystery.

THE CONDITIONS OF THE CONTEST: If this is the first time you've read the paper since our announcements began, then you'd better buy the back numbers—beginning June 21—and get well posted. Briefly, here are the requirements: You must make up our firm name from the letters printed in each of the announcements ending June 29. Then you must create, overhear, read, beg, borrow or steal a good BUSINESS PHRASE suitable to a large Portland firm selling a commodity that goes into every home. Send OUR NAME and YOUR PHRASE so as to reach us not later than JULY 1.

Three Additional Letters in Our Firm Name Are:

Address Us Plainly: Room 614 Buchanan Bldg. Portland, Oregon

R-O-D