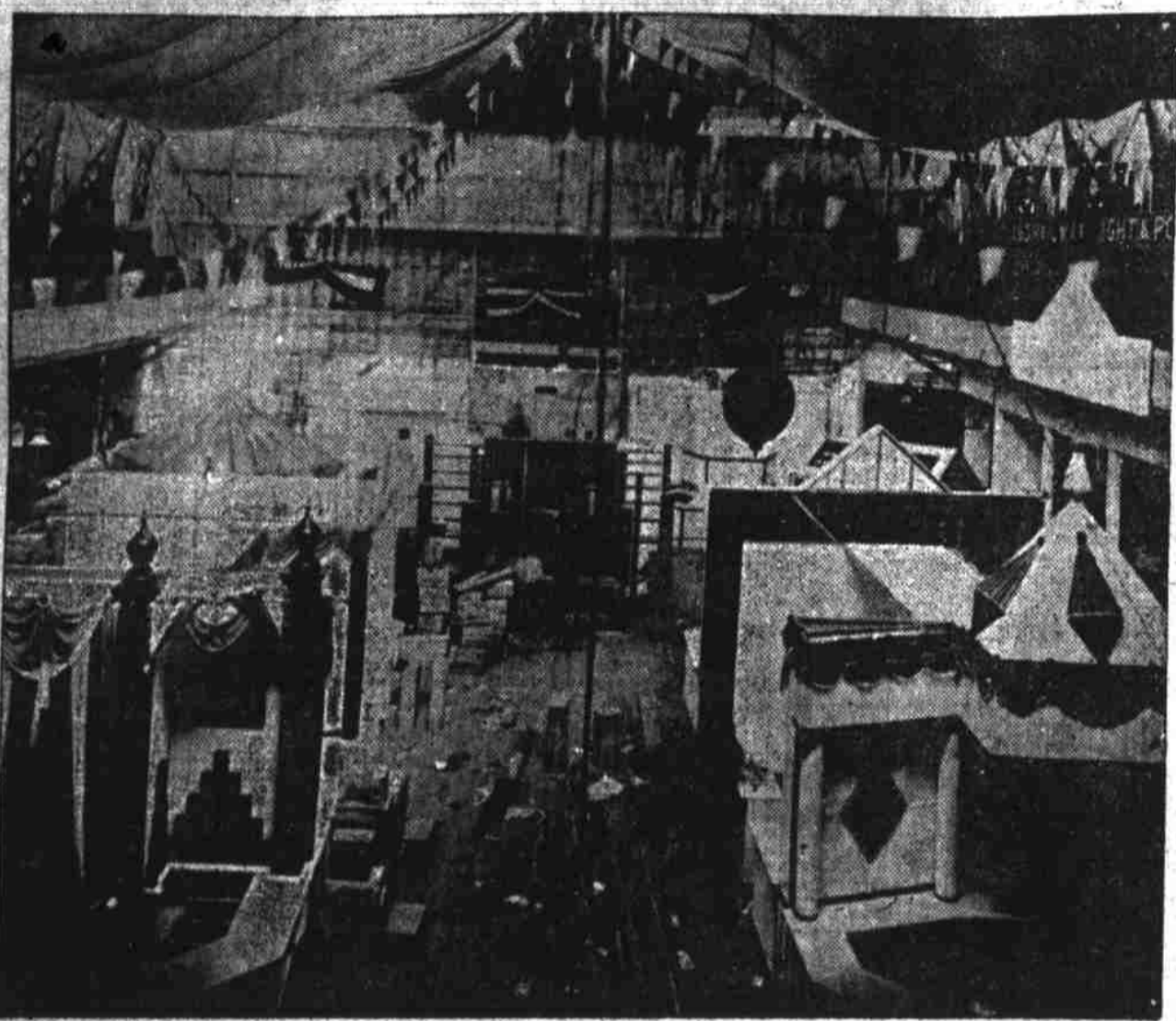


EVERYTHING READY FOR OPENING OF PORTLAND'S PURE FOOD SHOW



Scene at Exposition Rink Yesterday When Final Touches Were Put on Booths.

Portland is to have a pure food show this week.

Portland never had a pure food show before, in a strict sense of the term, that species of entertainment, devised for the instruction and edification of the public, having originated in the east and having up to this time been confined for the most part to that section. A pure food show, however, is on the boards and is one of the acquisitions secured with the retention of a man who has made pure food shows highly successful in other cities.

The pure food show which opens tomorrow evening and continues for two weeks at Exposition rink, on Washington street, might, perhaps, be better characterized if it were called a pure food exposition, because the plan is to make it a miniature exposition, with the exhibits limited, however, to the one department of manufactured edibles of all kinds. People who lived in Portland through the Lewis and Clark exposition, will recall the beautiful displays made by exhibitors in the manufacturers' and liberal arts buildings, and when they come to take in the pure food show this week they will be largely reminded of the artistic booths and effective arrangement of products that were so attractive in that exposition.

Idea Is Educational.
The idea of the pure food show is educational. Every one has been reading about food adulteration and the legislation demanded, proposed and accomplished to prevent imposition and fraud upon purchasers of food products and the injurious substitution upon the unsuspecting purchaser of an entirely different substance for that which is asked for and which it is thought is obtained.

To insure confidence in the purity of their products the manufacturers of standard food articles have been building up their business along lines of special trademarks and original packages which are intended to guarantee to the public not only freedom from adulteration, but also the quality of the goods. So well satisfied are the manufacturers that they are on the right track to secure popular favor that all they want is to bring their wares to the attention of the consumer and to get him to give them a trial.

The pure food show, therefore, is designed to fulfill this mission, to present an object lesson in the preparation and use of different food products and to persuade the visitor to take home a sample and try it on the home table.

Preparations for Exposition.
Workmen have been busily engaged at the big Exposition rink for two weeks. The interior of the building has been completely transformed into an exposition hall in every sense of the word. Booths are arranged on the floor with commodious aisle space for promenade during the musical numbers.

With the opening of the show tomorrow night Portland people may expect to get the paper bag habit. At least that has been the experience of other cities where pure food shows have been given. Demonstrations will be given in every booth and pretty girls will dish out samples of every kind of food on exhibition, not only for consumption on the spot, but to take home as well.

At one of the first booths the visitor approached, he or she will be furnished with a paper sack convertible into a walking advertisement for the show.

The sack is supplied as a handy means of transportation for various packages that are handed out and before the trip home is begun the bag is sure to be filled with a variety of assortments of soap and candy, flour and butter, cheese and pickles, baking powder and coffee.

Attractive Musical Program.
The show is to open afternoons and evenings every day after tomorrow, on which occasion the opening event will not be until evening. During the first week Round's ladies' orchestra will furnish music, carrying out special programs, interspersed with solo numbers for each session.

While the pure food show is not a benevolent nor a charitable institution, neither is it a money making venture that proposes to hold up the public at the door either going in or coming out. Distribution of samples on the inside is to be entirely without charge or cost, and in facilitating admission the management is going half way by providing for the allotment of tickets through the agency of all the grocers in Portland.

The regular door fee is to be kept at the price of the usual 25-cent popular entertainment, but invitations indorsed by grocers entitle holders to an afternoon admission for 10 cents, or an evening admission for 15. If the show consists only of the musical numbers and nothing else it would be the cheapest concert entertainment ever given, and with the additional inducements of a beautiful exhibition and free food samples worth several times the price of admission it is expected to bring out a big crowd every day without respect to weather conditions.

Shows All Successful.
The pure food organization is called the Merchants' Interstate Pure Food Show and Industrial exposition and Portland is now included on the annual circuit. In every city the show has been a success from the very first night and usually by the third night the crowds are turned away because of a lack of room. In fact, a bargain counter sale is tame compared to it. The secret of the crowds is the fact that the people are really getting something for nothing. In some cities on the circuit the show is made a great society event and evening dresses and dress suits are the order every night.

The first successful pure food show was given at Detroit about nine years ago under the management of J. W. Dean, who is managing the show here. Mr. Dean is secretary and treasurer of the organization and all the affairs of the association are managed by him for the local retailers' associations. At his first show Mr. Dean had to close the doors seven nights out of the twelve because of the immense crowds which thronged into the building. The total admissions during the 12 days were 139,000.

Mr. Dean was formerly a traveling man and is well known in various parts of the country as a hustler. This is his first large undertaking on the Pacific coast, but from all indications he will have just as successful a show here as he has had elsewhere. He is assisted here by the Portland retail grocers and a strong local committee. The local committee has done splendid work in getting the exhibitors to take hold and they expect the people of Portland to come out and visit the show. To say nothing of the samples given away, the music and the good

times pulling and hauling the show will be an education to the housewives.

Pure Food Show Committee.
The pure food show committee of Portlanders aiding Mr. Dean includes J. C. Mann, chairman; Charles B. Merrick, acting secretary; Dan Kellaher, treasurer; J. A. Eastes, F. Dresser, E. C. Gunther, C. W. Stubbs, George Lewis, D. C. Burns, E. J. Dresser, J. E. Malley.

A 30-page souvenir including programs of the different entertainments throughout the life of the exposition will be distributed free to visitors and besides the events to be featured in an entertainment line the booklet contains much valuable information regarding those who are exhibitors. The railroads have done their part in granting favorable rates. Round trip rates of a fare and one third are announced. All towns in the state have been billed and today and tomorrow all trains arriving in Portland will bring large crowds to be on hand opening night.

One of the unique features of the show will be the two country stores which are to be operated by the State Federation of Women's clubs. No less than seven different clubs will be represented in the operation of these old fashioned stores and they will also conduct voting booths in which those who wish may vote for the most popular stenographer, policeman, fireman and others.

Another feature of this part of the show will be the village postoffice in which those in the building may exchange mail with each other.

Baby shows will be one of the greatest attractions. Everybody can vote, and there will be prizes for white, colored and Chinese babies. Tomorrow evening all the grocers will shut up shop earlier than usual and attend the big opening with their families because it will be Grocers' and Mayor's night. Mayor Lane will open the exposition formally at 8:30 o'clock, but the doors will be open to the public one hour earlier.

Among attractions booked are Miss Gessie Leshaw, woman baritone, who will sing during the second week; Round's ladies' orchestra and specialty company of New York and Parsons' male orchestra. Special programs will be given every afternoon at 8:30, and every evening at 9:15 o'clock.

Opening Night Program.
The special program for tomorrow evening follows:
Webb and Fair, Portland's most popular entertainers, for 30 minutes; march, "The Four Aces"; Abe Loebe, vocal hits from "The Serenade," Victor Herbert; valse (Spanish), "Toreador," T. P. Royle; "Song for Cornet," Fred English; intermezzo, "Nippon," Harry Lincoln; George H. Parsons, director. Tuesday afternoon will be newspaper matinee, and another special attractive program is announced for Tuesday evening, which will be devoted to newspaper publishers and writers as well.

Food Show Exhibitors.
The list of exhibitors follows:
Dwight-Edwards company, Adams & Kerr Bros., Allen & Lewis, Towle Log Cabin Syrup company, Yale Erie Preserving company, Union Ice company, C. W. Dean, White River Flour, J. M. Arthur, Spanish American Food company, Natural Food company, Sanitary Milk company, Closest & Devers, Creston Porton Milling company, German American Coffee company, Quaker Oats company, Long Syrup company, Alberts Bro. Milling company, Shaker Salt company, E. G. Williams (Saratoga chips), Golden Grain Granules, Mason-Birman company, Portland Railway & Light company, Wahl & Roberts, Hobart Electric company, Armour & company, Crescent Manufacturing company, State Confederation of Women's Clubs, Russell & Gilbert, Portland Flour Mills, Genesee Pure Food company (fello), Egg-O-See Cereal company, Retail Grocers' Booth, Pacific Coast Biscuit company, Oregon Novelty company, Hovenden-Souls Piano company, Home Telephone company, Acme Mills company, Sanitarium Food company, H. Weinhart brewery, P. Steinreitz (cutlery), Mrs. B. Metzger.

Protector of The Queen's Pantry.
(From the Scrap Book.)

When one sees upon a jar of English jam or pickles, after the name of the manufacturer, the words, "Purveyors to Her Majesty the Queen," this is not a mere bit of irresponsible advertising. It really means that the pickle-makers or jam-makers have received a formal license, given under the royal seal, to describe themselves as chosen caterers to the queenly table. The official who is entitled to grant them such a license is a functionary known as the treasurer to the household. He checks off, audits, corrects, and settles the bills contracted by her majesty, pays the household salaries, deals with the caterers, wine-merchants, and shopkeepers of all kinds, and is therefore a personage of considerable importance behind the scenes.

At the present time, this functionary is Earl de Grey, a son of the Marquis of Broom, and his cast of countenance shows him to possess the attributes of a shrewd business man. It is he who grants the licenses to purveyors, and for any tradesman to describe himself as purveyor to the royal household without such permission is a very serious thing, involving heavy fines, and possibly imprisonment.

The use of the royal arms upon any advertisement is also strictly forbidden by law. Since the accession of King Edward VII, in 1902, many venturesome persons have been caught violating this strict rule, and they have been summarily haled to court and punished.



Benjamin's 1908 Tuxedo



Knox Fall Hats Now on Display

1907 - 1908

Fall and Winter Display

Alfred Benjamin's

High Class Clothing

Designed for the Man Who Has a High Regard for the Very Newest Ideas



Benjamin's 1908 Overcoat

Dignified Distinctive Exclusive

Suits \$20 to \$40 O'coats \$25 to \$40

Buffum Pendleton
The Gentility Shop
311 Morrison, Opp. P. O.

STORE CLOSED ALL DAY TOMORROW—LABOR DAY

We are showing identically the same Fall Colorings and Styles in Men's Suits, at

\$10

that the Stores in the High-Rent District are asking \$15.00 and \$18.00 for

Men of Limited Means Appreciate the Savings offered by the Moyer

WHEN YOU SEE IT IN OUR AD, IT'S SO

MOYER

Two Stores Third & Oak

A Suggestion

You may have found out that coffee has been the cause of your aches and ails and have decided to stop it. But you feel the need of a hot beverage, with your breakfast, especially.

HAVE YOU EVER TRIED POSTUM FOOD COFFEE?

"Oh, yes," you say, "it was pale and insipid."

You have been the victim of a careless cook.

Try again. Use four or five heaping teaspoonfuls to each pint of water, let it come to a boil, then boil it fully 15 minutes longer, then try your Postum with cream and see "what a difference there is" in the making.

Then, after a few days' use, if you observe the aches and ails have begun to back off you'll know why

'There's a Reason' for

POSTUM