

PORTLAND PROUDLY AT ADVERTISING

National Convention at Cincinnati Compelled to Acknowledge That the Rose City Delegate Successfully Advertised His State and City.

Charles N. Black, who represented the Portland Ad club—and incidentally the Portland Rose Fiesta association—at the National Admen's convention in Cincinnati, returned yesterday after a long and successful trip to the eastern advertising circles.



C. N. Black.

any similar effort previously put forth and every opportunity seems to have been worked to the utmost by him. The first delegate to arrive was the delegate from Portland, Oregon, and Mr. Black was the only delegate from the Pacific coast. The press representatives immediately sought out the man from the Rose City. He had trunks full of Portland literature all ready.

gaged the services of a boy whom he dressed in a white duck military uniform, wearing always the colors of the Rose Fiesta association and "P. A. C." in large letters. He distributed roses and bouquets and when the convention opened the next morning this boy presented to the president a huge bouquet of Portland roses and bouquets taken from the Portland bushes to follow. These ideas were all exclusive and were not followed by other clubs represented, so Portland was made conspicuous all the time.

Mr. Black says he was tendered compliments everywhere because he had done so far to attend the convention and was given a prominent place in all social functions. All the delegates wore badges, sometimes merely ribbons with the name of their city on them. Mr. Black was asked throughout the convention where his badge was. He told them they were coming. On the last day of the convention, the most important day of all, he sprung his badge. They were real roses accompanied by an artificial rose leaf on which was printed "Portland, the Rose City." They were distributed at the time the most people were present by two little girls.

No other city seems to have had a distinct feature to keep before the convention such as had Portland. On every occasion he used the "Rose City" phrase until whenever anybody saw a rose they immediately thought of it as a Portland rose. At the close of the convention the Minneapolis representative introduced a resolution complimenting the efforts of the Portland delegate, which was unanimously adopted. C. W. Hodson and Tom Richardson of the Commercial club praise the efforts of Mr. Black. Much, however, has been learned from the convention papers, which boasted "Rose City Black" in every issue.

HIGHLAND PUPILS OUTNUMBER THOSE OF LAST YEAR-BY 300

When the figures for the fourth day of school attendance at Highland were sent into the city superintendent's office this morning the list contained 1,003 names, a most remarkable record for a graded school. Some 300 of these pupils rightfully belong to the Vernon school, but owing to its incompleteness must be housed temporarily in the Highland structure.

of 1906 there was a registration of 787 pupils. The first day of the present year showed an increase of 216 pupils. Rooms are being made up in the assembly hall and half-day sessions are in progress. During one half of the day the Vernon pupils receive instruction and the remaining half an equal number of Highland children are taught. This plan will continue until the Vernon building is finished, which will probably be within the next two or three months.

No doubt about it—Columbia tailoring cuts your clothing bill one-third—and gives you better satisfaction

The man who fails to give Columbia Tailoring consideration does himself a most positive injustice. The high character of Columbia workmanship, the splendid quality of the fabrics, and the substantial saving in cost, are all factors that will at once become apparent to any man who investigates. The man who shuts his eyes to the attractive features of Columbia Tailoring is missing the best attire proposition in Portland. We'd like to prove it to you now—TODAY

Advertisement for Columbia Tailoring, featuring suits for \$20 to \$40 and trousers for \$4 to \$10. Includes the Columbia logo and address: Elks' Building, Seventh and Stark.

Building Permits. B. F. Weaver, two-story dwelling, Nineteenth between Tillamook and Thompson, \$3,800; Fred Segler, one and one-half-story dwelling, St. Louis street near Hubbard, \$1,600; W. R. Stokes, two-story dwelling, Benton, between Halsey and McMillan, \$4,250; W. R. Stokes, one and one-half-story dwelling, Schuyler, between East Tenth and East Eleventh, \$1,850; Mary L. Carl, one-story dwelling, Kerby, between Jarrett and Simpson, \$1,100; J. E. Kline, two-story dwelling, East Twenty-fifth and East Twenty-sixth, \$200; Thorvald Thompson, shops, 518 Union, between Russell and Spruce, \$75; J. J. Morgan, two-story flats, East Alder, between East Twelfth and East Thirtieth, \$4,500; C. F. Bellman, barn, Willis boulevard and Van Hagen, \$200; A. H. Buxton, one-story dwelling, Cambridge, between East Eighth and East Ninth, \$1,200; G. G. Foster, barn, Newman, between Dreyer and Willis boulevard, \$100; W. T. Morgan, four-story brick apartments, Park, between Madison and Jefferson, \$57,500; W. L. Brown, two-story dwelling, Boundary, between Corbett and Macadam, \$1,500; O. P. M. Jamison, two-story dwelling, Narilla, between Main and Madison, \$4,000; Robert Loudon, 1 1/2-story dwelling, East Alder, between East Thirtieth and East Thirty-eighth, \$2,000; O. F. Fish, one-story office, Hawthorne, between East Thirty-fourth and East Thirty-fifth, \$200; Herbert Gordon, two-story dwelling, East Yamhill, between East Thirty-ninth and East Fortieth, \$5,000; J. A. Jameson, repairs dwelling, Garfield and Maegly, \$100; J. Hochfeld, repairs saloon, Main, between First and Second, \$250; B. H. Went, one-story dwelling, between Washburn and Washburn, \$2,000; E. L. Crowther, repairs dwelling, Winona and Claremont, \$200; C. Sargent, two-story dwelling, Schuyler, between East Twenty-third and East Twenty-fourth, \$4,000.

Another Excursion. Another excursion will be given by the Southern Pacific to the Oregon State fair at Salem tomorrow (Friday) at the same rate as today, \$1.00 for round trip. Same schedule as the Union depot at 9 a. m. Fine program at the fair.

OREGON COMPANY TESTS HARD LAW (Special Dispatch to The Journal.) Olympia, Wash., Sept. 19.—The University of Oregon company, Portland, Oregon, has brought proceedings in the supreme court against Secretary of State Sam H. Nichols to compel that official to file its articles of incorporation. The secretary refuses to file the articles on the ground that one clause in them gives the corporation authority to deal in real estate, which, it is claimed, is not permitted by foreign corporations under the laws of this state. The application for the writ will be heard in the supreme court September 27. Today and tomorrow positively the last days for discount on east side gas bills. Washington Judge Resigns. (Special Dispatch to The Journal.) Olympia, Wash., Sept. 19.—Judge H. B. Rigg has forwarded his resignation as judge of the superior court for Yakima, Kittitas, Franklin and Benton counties to Governor Mead and requests that his successor be appointed before October 1, on which date his resignation becomes effective. Metzger's spectacles, \$1. 843 Wash.

Trefousse Gloves, La Vida, Nemo, Smart Set, C. B. a la Spirite, W. B. Corsets—Exclusive Agents

Lipman-Wolfe's Friday Bargain Day

Advertisement for 1000 Ostrich Plumes, 15 Inches Long Full Head Tips, \$4.00 Values \$1.95. Includes an image of an ostrich plume and text: 'To those who are here early we will have every new shade to offer, also black and white. To be in style this season your fall or winter hat should contain a beautiful ostrich plume. The plumes we offer for Friday's sale are without exception the greatest values ever presented to the shopping public of Portland. At this time, when everyone is asking exorbitant prices on all ostrich feathers, we offer these superb plumes of selected male stock, representing the choicest line of feathers, perfect throughout and all having the heavy tips that mark a plume of lasting qualities. The colors shown are all new, such as leather, champagne, brown, olive, myrtle, garnet, Alice blue, navy, light blue, pink, also black and white; regular values to \$4.00, \$1.95 on sale Friday at... BE EARLY—SEE WINDOW DISPLAY'

Advertisement for 2000 Pairs 1-CLASP KID GLOVES, Reg. \$1.75 Values \$1.33. Includes an image of a kid glove and text: 'These Gloves are of a quality not usually offered at special sale—the demand is too great at the regular price. There are two thousand pairs of finest pique kid, with Paris point stitching—tanned by the famous L'Venier process that makes them soft, pliable and elastic to an unusual degree. Every pair is superb value at the regular price of \$1.75. No glove of equal quality has ever been offered at the low sale price of \$1.33 only. Colors—Black, White, Tan, Gray, Brown, Mode, Red, Slate. All sizes.'

Big Friday Paint Sale. Now come the winter rains. Prepare your steps and porches and any place the weather will injure with a few cents' worth of paint. Best Mixed Paint, pint size, for... 23¢ Best Mixed Paint, quart size, for... 43¢ Best Mixed Paint, 1/2-gal. size, for... 68¢ 25c Stove Pipe Enamel, sale price... 18¢ 50c Bath Tub Enamel, sale price... 35¢ 25c finest fancy Enamel Paint, sale... 18¢ 65c Box Stationery 33c. A fine box of the best Stationery, linen fabric finish, with the latest style envelopes to match; the box cover has the striking art study by C. Allen Gilbert, "All is Vanity"; box can be used after as handkerchief box, sale price... 33c 12 1/2c Kerchiefs for 7c. 100 dozen women's Linen Handkerchiefs, selling regularly at 12 1/2c and special good value at that low price; best value ever given, Friday at, only... 7c 15c E.m. Turnovers 7c. A limited quantity of women's Turnover Collars, embroidered in various pretty effects; regular 15c values, special for Friday Bargain Day... 7c

\$15 Taffeta Walking Skirts \$8.95 \$22.50 Plush Pony Jackets \$15.00 Women's Black Taffeta Silk Walking Skirts, made in the correct "Fluffy Ruffles" styles. You'll be taken with them instantly, for they are the "hit" of New York—and deserve to be—graceful and stylish, cut very full, indeed, and smartly rippled and ruffled with bands all around and side plaiting; sold regularly at \$15.00. Sale price... \$8.95 Women's Novelty Crushed Plush Pony Jackets, in black or brown, made in the newest collarless effect, trimmed with velvet and fancy braid, new sleeves with braid trimming, and all lined with fine quality satin; style is very novel, smart and effective; sold regularly at \$22.50. Special for this sale only at... \$15.00

Chiffon Auto Veils—Reg. \$3 Vals. for \$1.65. A great special purchase of 1000 chiffon embroidered Automobile Veils of very fine quality; give verve to the costume; very useful to wear driving, automobiling, etc.; colors, navy, black, white, rose, lavender, pink, light blue, brown, green, tan and gray; regular \$3 values, on sale for only... \$1.65 20c Stockings 12 1/2c Pr. 2000 pairs children's heavy ribbed cotton School Stockings, double heels, toes and knees, guaranteed fast black; regular 20c quality, Friday sale price... 12 1/2c 25c School Stockings Three Pairs for 50c. 1000 pairs children's fine grade ribbed cotton school stockings, with double heels, toes and knees, warranted fast black, 25c quality, THREE PAIRS FOR... 50c "Wearwell" Hosiery Warning. The genuine "Wearwell" hosiery is sold only by Lipman, Wolfe. Look for the trade mark—it is your protection. It is the best hosiery at the price and is made in Germany especially for Lipman, Wolfe & Co. Price... 25c

Great Curtain Sale. 300 pairs of hemstitched ruffle Swiss Curtains, in plain, plaited figured and dotted patterns of good quality Swiss, three yards long, 40 to 50 inches wide. 2000 pairs of Lace Curtains, all made of good quality of bobbinet, in white and Arabian color, all new patterns, in Cluny, Battenburg, Renaissance, Marie Antoinette, etc. Regular \$1.50 Curtains... \$1.09 Regular \$1.75 Curtains... \$1.35 Regular \$2.00 Curtains... \$1.49 Regular \$2.50 Curtains... \$1.98 Regular \$4.00 Curtains... \$2.98 Regular \$5.50 Curtains... \$3.95 Regular \$6.50 Curtains... \$4.85 Regular \$7.50 Curtains... \$5.89

\$8.75 Black Silk Petticoats at, Each, \$4.98 New Net Waists, Values to \$6.00 at \$3.97 100 Guaranteed fine Black Taffeta Silk Petticoats of finest quality black taffeta, made extra full, with deep knife plaited flounces and two tucked ruffles; in every respect these Petticoats are superior to the cheaply-made Petticoats that some stores buy especially for special sales; the kind that sell regularly for \$8.75. Sale price only... \$4.98 100 New Net Waists, made over silk, in ecru and white, with wide bands of cluny lace insertion, elaborately shirred, tucked and plaited; new elbow sleeves with fancy lace cuffs; very dressy effects; regularly sold to \$6.00. For Friday, Bargain Day... \$3.97

Men's 25c Blk. Cotton Hosiery on Sale 19c. 2,000 Pairs of men's medium weight black Cotton Socks, full regular guaranteed fast black and always sold at 25c. A uniformly good quality and a genuine bargain at the low 19c Friday sale price... 19c \$1.00 Men's Underwear 73c. Men's natural merino shirts and drawers, 50 per cent wool; shirts are made with self fronts and ribbed skirts; drawers with self bands, suspender tapes and extra staying. Our regular \$1.00 quality. 73c Sale price...

CANARY'S EXCELLENT DIGESTION LEADS TO FISTIC ENCOUNTER. It was only an innocent canary bird, but it brought pain and sorrow to John P. Owens and S. A. Stuhr, to say nothing of police court fines, a night in jail and a broken-off engagement. When John P. Owens of Beaverton came to town some time ago to buy a gift for a young lady friend he hit upon a canary bird as the one thing that would make him a sure thing in Beaverton's upper thirty. He heard a merry chorus of chirps issuing from the bird store of S. A. Stuhr of the Portland Bird company at 304 Third street and going in found as happy a lot of birds as he had ever seen. He made a bargain right there for the prima donna of the lot and carried it home to Beaverton with him. Stuhr heard nothing further from his bird until a month ago, when Owens strode into the store carrying a round yellow downy object and demanded to know of the bird man what it was. Stuhr examined it carefully and ventured the opinion that it was a canary bird badly in need of a month at Baden. Owens held that whatever it was it couldn't sing and left it with Stuhr for an anti-fat treatment. It was subjected to a rigid diet by Stuhr and was returned by him to the owner, once more able to warble its accustomed song. Yesterday, however, Owens again brought the bird to Stuhr for treatment, saying that it couldn't sing a note and wasn't any good anyway. Stuhr replied that no bird could sing when it was stuffed with birdseed all day long. No gentleman could take that, and then followed a flow of language in which liar and cheat were freely commingled. Owens replied with a Stuyvesant Fish pole in the eye, and when an inventory of bruises was taken some ten minutes later Stuhr found that he had a black eye, a broken nose and a broken nose and a broken rib, while Owens was himself somewhat the worse for wear. Both of them dropped the canary bird and rushed down to police headquarters, where they charged one another with assault and battery and assault to kill. Owens was released on \$25 bail, while the unfortunate trainer of canary birds had to put up \$100. The cases will be tried on September 30, when interesting evidence on fatty degeneration of canary birds and its effect on the laryngeal cords will be given. sweet and clear voice, which she controls admirably, while her beauty is of a fascinating type. Miss Rhoda is singing the role of O Mimosa San in "The Geisha" at the Marquam and scoring a personal triumph each night. "Salomy Jane" Tonight. Tonight - 8:15 o'clock, at the Hellie theatre, Fourteenth and Washington

stretts, Liebler & Co. will present Miss Jessie Izett and an excellent company in "Salomy Jane." This drama will continue Friday and Saturday nights, with a special-price matinee Saturday. "The Love Route" a Hit. What is meant by a hit in theatrical lore is something that fills the house at every performance and that is just what the great play "The Love Route" is doing this week. It is full of unusual dramatic interest. Matinee Saturday. Last time Saturday night. "The Little Prospector" at Empire. The life of a prospector in the hills is fraught with all kinds of adventures and hardships, as many in Portland can no doubt testify from personal experience. But there is a fascination to the life, and its possibilities, and "Chic" Perkins, the girl prospector in the play at the Empire this week, is worth going a long ways to see. "Queen of the Highway." Only a few more performances remain of "The Queen of the Highway" at the Star theatre. The R. E. French stock company has given no better play than this, for it is mounted in an extravagant fashion, with a world of scenery and mechanical effects. There will be a Saturday matinee. Dancers Supreme. Dancers are in the majority on the present bill at the Grand. Good dancers are scarce, but the program is well supplied with a number of clever people in this line. Frainor and Mohler have an eccentric dancing specialty which is the funniest of hits. "All for Gold" Makes Good. One of the most interesting melodramas ever seen in Portland is offered by the Lyric stock company this week in "All for Gold," the big semi-military play that has been pleasing local theatre-goers since the opening last Monday night. PROMINENT EDUCATORS WILL ATTEND FAIR (Special Dispatch to The Journal.) Pendleton, Or., Sept. 19.—Educational day at the district fair, September 27, promises to be a success. A number of the prominent educators and educational leaders of the state will be here for this occasion. Congressman Willis H. Hawley of the first congressional district, who was formerly president of Willamette university, and who is an active and progressive educator; B. F. Mulkey, president of Ashland Normal school, one of the leading teachers and educational workers of southern Oregon; Mrs. Millie E. Trumbull of Portland, Judge William Smith of Baker City, Mrs. Eva Emery Dye and others are among those who will be here and will be called upon for addresses on this occasion. All are prominent and able educators, and the day's program promises to be the best of the kind ever held in eastern Oregon. NEW RAILROAD WILL CONNECT IDAHO TOWNS (Special Dispatch to The Journal.) Post Falls, Idaho, Sept. 19.—A railway project is now under way to connect Wallace, Idaho, and Coeur d'Alene, Idaho. Right of way is being quietly purchased along the lake between Coeur d'Alene and Rose lake by F. L. Wells, the right-of-way man, said to be in the employ of the Wallace, Spokane & Interstate Railway company. The proposed road will traverse some of the best agricultural and timber lands in the northwest and will be about 40 miles long.

MAKES THE SKIN LIKE YOU WANT IT DOES IT IN A MOMENT. A liquid preparation for Face, Neck, Arms and Hands. It is neither sticky nor greasy. It's harmless, clean and refreshing. Cannot be detected. Two colors, Pink and White. Use it morning, noon and night, Summer, Winter, Spring, Fall. SAMPLE FREE. Lyon Manufacturing Co., 44 S. Fifth St. Brooklyn, N. Y. TEA. Anti-nervous prostration. A little more tea; take a little more time with your tea. Your grocer returns your money if you don't like Schilling's Best; we pay him.