## **WILL ADVERTISE ROSE** FIESTA AROUND WORLD

Enormous Campaign of Advertising Involving Nearly \$1,500,000 Is Planned to Attract Attention of the Entire Country to Portland's Flower Carnival.

val is to be the one aim in life of everybody in Portland from now until next

The business man, the professional man, the housewives and even the school children are planning how to talk about Portland's roses and her big festival in the most convincing way

Last night the Retail Grocers' association after listening to a talk by George L. Hutchins of the Rose Festiwal association evolved a plan whereby every groceryman in the city will have tickets telling about the featival and the gorgeous Portland roses which it is to show to the admiring would. These tickets will be distributed to the cus-tomers of the retail grocers and then will find their way into every house— for who can do without groceries?

Publicity in Tea and Soap. Every pound of tea or sack of flour or box of soap is to be a reminder that Portland will have the finest festival in

her history next June.

The labor organizations have been asked to participate in the festival and asked to participate in the festival and have in many instances already replied that they will do everything in their power to push along the cause. Out of the \$100,000 which is to be spent by the Rose society and the Rose Carnival association a large amount will go to the working men of Portland, so that it means that most of the money will be spent in the city.

How to get the Portland Rose festival of 1903 featured in the \$3,000,000 worth

How to get the Portland Rose festival of 1908 featured in the \$1.000,000 worth of advertising which the railroads of America will spend in monthly magazines, weekly journals and daily newspapers between now and next June is the problem William McMurray, chairman of the committee on publicity and exploitation has set for himself to solve. He is on his way east to tackle the question this week and expects to bring back to Portland news of his success upon his return.

cess upon his return.

Before leaving for the east last Saturday Mr. McMurray, who is general passenger agent of the Harriman lines in Oregon, exacted assurance of the festival management that it would raise \$100,000. He then promptly informed the members that he would tackle the exploitation scheme which he has been working on ever since he was selected to head this important committee. head this important committee.

Advertise in Magazines. What he figures on is something like

this:
There are about 20 monthly magagines of almost universal circulation
throughout the United States in which
the various railroads carry advertise-

Advertising the Portland rose festial is to be the one aim in life of everyody in Portland from now until next
une.

The business man, the professional
tan, the housewives and even the
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bout Portland's roses and her big festiing.

ments each month. The average rate
per full page is \$400 per issue, some of
course having a higher rate and some a
lower. This would mean an average of
\$2.400 a month per magazine in railroad
advertising. Estimating that they
would carry advertisements of the festive, the monthly publications alone
would carry \$482,000 worth of advertising.

Add to this about 20 weekly journals in which the railroads would, all told buy at least \$10,000 worth of space in next nine months, or a total o the next nine months, or a total of \$200.000. Besides this, there are, conservatively 500 daily newspapers throughout the east in which the rait-roads will carry advertising on the average of \$1,000 each between now and next June, or a total of \$500,000. So that briefly the amount of advertising in which the Portland Rose festival of June 2-7, 1908, will find mention will be as follows: as follows:
Monthly magazines ...... \$ 432,000 Weekly papers
Dally papers

Will Attract Summer Tourists.

Will Attract Summer Tourists.

With an attraction of the magnitude and magnificence of the festival as it is now being planned, it will not be difficult, said Mr. McMurray, before leaving, to persuade the general passenger agents to feature it as one of the big attractions of the summer tourist season, for as a purely business proposition they are always on the alert to locate inviting attractions to hold out to tourists who want to take a trip away from home, who have money to spend and who would enjoy something so entirely foreign to their past experiences as the forthcoming Portland rose festival will be.

No attempt is to be made in all the publicity work of Mr. McMurray's committee to minimize the floral festivities which are held each summer in southern California and which attract thousands of eastern tourists, but one fact is to be emphasized, and that is that Portland has the finest summer climate in the world, has the natural roses and other flowers to display, and has scenery unequaled anywhere on the American continuous campaign to draw tourist traffic through the Rose City, either on the way to California from northwestern points or through the city on the way to the south, will be conducted.

Tonight's meeting, at which time the committees who are to go forth even in the money for the fiesta will be selected, will be the most important one settled.

Boston Man Whose Wealthy Pioneer Ancestor Indians Slew.

(Special Dispatch to The Journal.) Salem, Or., Sept. 25 .- C. E. Davenport of 60 State street, Boston, is making an attempt to locate valuable lands lo-cated in the Willamette valley by an ancestor of his 50 years ago. He wrote



The foot is a poor cramped article on account of modern civilization, but our new Fall Shoes are designed to give all the freedom possible and more comfort than you'd think from the size.

LION > ClothingCo Gus Kuhn Prop' 166 and 168 Third St., Mohawk Building.

Mexican

### Mustang Liniment

Boos quickly to the ry core of the disease and stops the most deep-set, exeruciating pains almost instantly.

Mexican

Mustang Liniment

**Gures every allmed** of Man or Beast that a good, honest Liniment can cure. None better,

Secretary of State Benson some time ago and received the reply that it would be very difficult to trace the lands without knowing the county in which they were situated. Yesterday another letter was received at the secretary of state's office enclosing an extract from the Davenport genealogical history from which the fact that the lands were owned had nome to light. This extract reads as follows:

"He then entered the service of the government and joined an exploration party. July, 1843, finds them at the headwaters of the Willamette. They were detained longer than they anticipated, their food exhausted and they decided to make the trip down the river! They took canoes and started to cover a stretch of 1,000 miles on one quarter rations, in a country infested by hostile Indians. On the eighth day of their march they found on the grassy plain of the river bank an Indian village, and against the warning of their Starving Men Massacred. plain of the river bank an Indian vil-lage, and against the warning of their commander they went straight to the Indians. They all left the boat except Captain Marcy and one man. As the boat with the white men touched the shore, instead of food they received the war club, and the captain sat and watched the slaughter of his brave men, made weak by hunger. Thomas was reported killed with the remainder. Thomas Grows Wealthy

Thomas Grows Wealthy. "Three weeks after the fatal news, his father in Massachusetts received a letter from Captain Marcy saying that Thomas was not dead and that he had come to Astoria with no clothing on except his hat and shoes. (Here the copy omits the account after his fighting with the Indians.)
"Thomas recovered and began looking for employment. He took a large tract of government land besides that which they offered him for his services, which he accepted. The land lay in the valley of the Willamette and was both bottom and timber land. He placed a large portion of it under cultivation for the California market and he rafted lumber to Portland. In both branches he realized large profits for five years. He established "Three weeks after the fatal news vation for the California market and he rafted lumber to Portland. In both branches he realized large profits for five years. He established a transportation line to Marysville and Sacramento by which he acquired a large fortune and he intended to give up business and let others make money in the same manner.

One More Trip Was Fatal.

One More Trip Was Patal.

"He told one of his employers that he would make one more trip. When the teams returning from the trip arrived the teamsters reported that Thomas had been killed by Indians. Citizens, not believing the tale, instituted a search, and found the body protected by a pile of stones. They returned with the news and found all the teamsters had fled. Communication at that time was slow, and friends could obtain no satisfactory information as to the property."

Mr. Davenport says the transportation Mr. Pavenport says the transportation line started in the Willamette valley from a place of the same name and he thinks there should be little difficulty in tracing the property. He has asked the secretary of state to give him information as to the parties to apply to for a search of the records.

#### MAN-KILLING ENGINES MUST BE MADE SAFE

(Special Dispatch to The Journal.) Olympia, Wash., Sept. 25 .- The railroad commission has filed a report on the investigation recently made of the death of Switchman Cowan in the Tacoma yards. He was run over by a yard engine.

yard engine.

The commission finds the accident was caused by the improper equipment of engine No. 1054. The commission concludes that the use of the standard road tanks for switching engines is dangerous upless the tank frame be made considerably longer than the tank so as to allow more room between the so as to allow more room between the tank and the cars. The placing of couplers against the end sills is also declared to be dangerous, as it does not couplers against the end shis is also declared to be dangerous, as it does not afford sufficient room for employes stepping on or off the foot board. No switching engine should be used without grab irons in addition to the uncoupling

lever.
The commission has been assured by General Manager N. C. Nutt, that he will at once recommend the suggestions of the commission regarding the equip-ment of switch engines. Pending ac-tion a final order will not be made.

### WIFE OF SENATOR PIPER DIVORCED

Epited Press Leased Wire.)

Seattle, Sept. 25.—Late yesterday afternoon, Mrs. George U. Piper, wife of State Senator Piper, obtained a divorce on the grounds of desertion and non-support since last June. The case took 10 minutes. Piper is well-known as a politician of this state.

## LIKE THE FLASH OF LIGHTNING ACROSS AN AZURE SKY

Came the News-Just Two Short Weeks Ago

# THE GOLDEN EAGLE HAS FAILED!

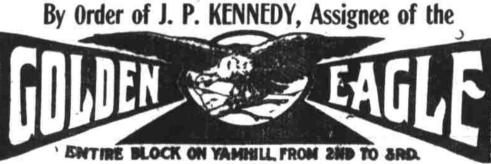
Succeeding sensational events in connection with the suspension of this well-known and popular Department Store have followed fast on each other's heels, most of them with which the public is familiar. The closing of the store was a town topic. Then came the appointment of the assignee by the court. Next came the reopening on Friday last for the disposal of all goods for the benefit of the creditors. The rest is history. The bargains set the town agog! Nothing in Portland's whole mercantile history has ever attracted the widespread and unrivaled public attention as has this sale! The crowds have been phenomenal-selling furious-and values given are unprecedented. Thousands of dollars' worth has been sold but thousands more remain-and prices have again been reduced—some to almost nothingness. Only a short time now remains in which to turn OVER \$100,000 WORTH OF SPLENDID MERCHAN-DISE INTO CASH FOR THE CREDITORS! And the values included among

## The Marvelous Mid-Week Offerings to Portland Shoppers Are Without Parallel in Local **Merchandising!**

Space precludes mention of more than a mere handful which must serve as examples of thousands more equal or even better bargains-Read:

Over \$100,000.00 Worth of Seasonable, Stylish Merchandise in a Mighty, Merciless Massacre-Doors Open at 9 a.m. Daily

East Side Cars All Stop in Front of the Doors



All Cars Transfer Direct to the Doors

Important Announcement to Depositors

in the Oregon Trust and Savings Bank!

EVERY DOLLAR SPENT AT THE GOLDEN

EAGLE THIS WEEK MEANS 50c TO

THE DEPOSITORS OF THE OREGON

TRUST AND SAVINGS BANK

About one half of the liabilities of the Golden Eagle De-

partment Store, a sum amounting to a trifle over one hun-

dred thousand dollars (\$100,000), is owed to the Oregon

Trust and Savings Bank. The entire stock of the store is now being sold by the assignee in charge, Major J. P.

Kennedy, for the benefit of the creditors. It can readily

be seen that out of every dollar expended at the Golden Eagle Store one half of the amount goes to help swell the

funds out of which the depositors of the defunct bank will

be paid. The more money you spend at the Golden Eagle

this week the nearer the Oregon Trust and Savings Bank

will come to paying its depositors one hundred cents on a dollar. Trade at the Golden Eagle this week and urge

your friends to do the same, thus helping out the thousands of depositors whose names are enrolled as creditors of the Oregon Trust and Savings Bank. Get your money back.

The Golden Eagle's Assignee Sale will help you do it.

### The Store That Made the Corner Famous at Third and Yamhill Sts.

Slaughter of the Shoe Stocks



Wonien's fine Dress Shoes, in all the leading styles, popular leathers and every size; best regular \$4.00 values In town; special in this sale. \$2.89 A big special lot of Women's Dress Shoes, embracing many varieties in all leading styles and most warranted leathers; values in the lot up to \$4.00; special in this sale at ...\$1.87 Women's Shoes, Vals, to \$3, at \$1.29
Men's Shoes, over 500 pairs in this
lot, among which are included the
celebrated Packard, Whitehouse and
John Mitchell makes, embracing values up to \$5.00; all leading styles,
new lasts and popular leathers, products of expert shoe makers; special
in this sale at \$2.37

Men's stylish winter Shoes, values to \$3.00, special in this sale at. \$1,39 White Canvas Shoes.—We have remaining in our stock about 200 pairs of misses, women's and children's white Canvas Shoes and Oxfords; 

Great News for Glove Buyers



All Perfect-All New Shades-All

All Perfect—All New Shades—All Sizes.

In Monday's Store News we told of a lot of kid gloves, describing them as mended or repaired, which our New York buyer had been fortunate enough to secure from a leading eastern glove manufacturer. Upon opening and examining the gloves, we were greatly surprised that not over two or three pairs out of every hundred were in any wise damaged or ever had been. The first lot went like wild fire and tomorrow we open the last shipment of these gloves, guaranteeing every pair perfect in every last shipment of these gloves, guaranteeing every pair perfect in every way, shape and manner. All new styles made for this season's trade, fresh, plump new skins, perfect fitting, and the product of one of New York state's leading glove makers, two-clasp styles, pique stitched and Paris point backs. Not a glove in the lot worth less than \$1.50, and hundreds of pairs worth up to \$2.50, will be offered tomorrow and while they last, at pair.

### **Glove Bargains**

Ladies' Underwear Half Price



**Drastic Reductions in Autumn** Dress Goods and Fall Silks

36-inch all new fall fabrics, values up to 65c, special at 48¢. One lot of novelty dress goods in remnants, but full dress lengths, regular 50c and 60c values, go in the sale at 25¢. Two large lots of all-wool remnants in short lengths, embracing some of the most wanted dress materials, worth 50c per yard; special at .. 196 27-inch Plaid Dress Goods and wool-for school dresses and pretty frocks for little maids; values up to 20c, at Regular \$1.25 values in the very lat-est of the new fall Dress Goods, in 

A Flurry in Ribbons

40c and 50c Ribbons at 20c Per Yd.-

Men's Umbrellas in the Sale Pine \$1.25 Umbrellas, 750—Men's 28-inch Umbrellas, with rust-proof para-gon frames and Corolla covers; a splendid line of natural wood and handles; regular \$1.25 values;

Merciless Cuts in Fine Embroideries and Pretty Laces

Very handsome Cambric Embroideries of fine quality, in openwork, eyelet and shadow effects, 4 to 7-inch widths; 15c and 20c values; special at, the yard

Valenciennes Laces—Beautiful French and German Valenciennes Laces and 

Selling Out the Hosiery Stocks The Golden Eagle store has always been famous for its matchless values given in the Hosiery lines. None, given in the Hosiery lines. None, however, were ever offered to equal these. Ladies' sample Hosiery, a special lot, bought from the sample rooms of a leading eastern howlery house; lines embracing fleece-lined and heavy cotton and merino Hosiery, every pair a splendid 25c value, in all sizes, must be closed at, per pr. 156

### Children's Hosiery

A big lot of Cashmere Hoslery, in sizes to fit boys and misses, fine ribbed and with double beels and toes; sizes 5 to 9½; best regular 25c and 35c values, in the sale at, pair... 176

Unusual Prices in Women's **Furnishings** 



Chemisettes-Ladies' dainty lawn and Swiss Chemisettes, prettily trimmed in laces and embroideries; regular 25c and 35c values; sale price. 1236 Corset Covers-Ladies' Jersey ribbed Corset Covers, in cotton and wool mixed fabrics, cut with high neck, both sleeveless and long sleeve styles; 25c and 48c values, in the sale. 19¢ Cambric Corset Covers, full sizes, in dainty lace and embroidery finish; best 75c values, in the sale at...45¢ Might Gowns — Ladies' flannelette Night Gowns, cut extra full and long, in handsome and attractive patterns and most desirable styles, all sizes; standard \$1.25 values, in the sale

Women's Belts 5c

big lot of Women's Silk and Wash 

**Domestics** 

Full size Bedspreads in handsome Linen finish Sheets, 72x90-inch size, and a bargain at 60c, our regular price; special in this sale at...536

Toilet Sundries and Stationery 5c pkg. Envelopes, per pkg.....2¢

New Silks

Rich, heavy plain Silks, in a fine assortment of colorings; best regular 75c values; special at, per yard 59¢ 36-inch widths in black and colored Silks; best regular \$1.25 and \$1.50 values; special at 98¢ 27-inch fancy Waisting Silks, in beautiful effects; regular \$1.25 values; special at 67¢



Bargains That Benefit Men

Men's 80c Underwear, 39c —Men's heavy weight Jer-sey ribbed Shirts and sey ribbed Shirts and Drawers, in protty tan and ecru colorings, all sizes up to 46; standard 500 values; sale price, ea. 390 Men's Cashmere Haif Hose, in black and natural shades sizes 24 to 114. al shades, sizes 91/4 to 111/4, best regular 25c value, in 15c-A splendid choosing of beautiful patterns in the

Bemarkable Sale of

Men's and Boys' Cravenettes and Suits

Our Men's Clothing Department offers a host of wonderful values for men in the garments most wanted at this season of the year when conditions demand heavier clothing. Ten days before the suspension of the Golden Eagle store most of the men's clothing stocks had arrived and lines were complete in every department. Our garments were carefully selected by experts, from the leading makers in eastern fashion centers, and bear the hall mark of style to the highest degree. Expert workmanship and fine degree. Expert workmanship and fine tailoring mark every garment. No local clothing store shows today more exclusive or authoritative styles than are displayed on the counters of our clothing department. These facts make these values even greater than they seem.

Men's \$15.00 Suits, \$8.75. 

Men's \$15.00 Cravenettes, \$7.89. Choose this week from our line of the famous duck brand of Cravenettes. Splendid garments, thoroughly water-proof and tallored in matchless style; the best \$15.00 value ever offered in the best \$15.00 value ever offered in America, in tans and neat, stylish grays; special in this sale at. \$7.89 Boys' and Youths' Suits, \$3.00 values, \$1.98; \$7.00 values, \$2.98. In between values at proportionately low prices. Our line of boys' and youths' clothing is unexcelled anywhere in Portland for style and workmanship. Careful parents will do well to select the lads' clothing for school wear at this store during the assignee's sale of stock.

Startling Values of Interest to Housewives

DEEP CUTS IN DRAPERY PRICES. \$4.00 Portieres for \$2.98 — English Tapestry Portieres, each 3 yards long and 50 inches wide, in pretty combination colors, and also plain reds and greens, finished with knotted fringe; values up to \$4; special at...\$2.98 Handsome Roman Striped Couch Covers, each 3 yards long and full width; regular \$1.25 values; special at.796 36-inch square Art Loom Tapestry Stand Covers, in all colors and fringed all around; worth 45c; special ...256 Ruffled Swiss Curtains, 2½ yards long and full widths; best regular 69c values; special at .......486

Flannels and Wash Goods

27-inch ail-wool Flannels, in pretty striped effects, especially adapted for making into kimonos, night robes, etc.; regular 50c value; special ... 296 8c Outing Flannels, in dark and light colorings; special at, per yard ... 546 27-inch Figured Batiste, Lawn, etc.; regular 25c and 35c values; special in this sale at, per yard ... 56 Regular 8c Cotton Challies, in all the wanted colorings, dark and light shades; special at, per yard ... 56

Wonderful Bargains in Good Crockery and Kitchenware Some Half Price



Pearl Agate Ware One-Half Price. Here are bargains to interest the fru-gal housewife. Every economical gal housewife. Every economical housekeeper should seize upon this opportunity to obtain everything needed in table or kitchen ware during this sale at the unparalleled low pricings marked upon these goods by order of the assignee.

Among hundreds of other bargains offered this week among the house-hold wares we print these few. The department teems with thousands of other values equally unusual.

Blue and white enamel Pearl Agate ware, including coffee pots, tea pots in all sizes and shapes, sauce pans, milk pans, pudding pans, pie pans, cake pans and scores of other cooking utensils regularly priced from 25c to \$3.00, in this sale just at par, or 13¢ to \$1.50.

Dinnerware at Half Price

A large number of lines of beautifully decorated dinnerware, with handsome gold trimmings, embracing plates in all sizes, vegetable dishes, celery and open platters, fancy plates, butter dishes, sugar how is soun butter dishes, sugar bowls, soup plates, oatmeal bowls, oyster bowls, and in short everything in dinner-ware needed for the table, we shall close at just half regular marked

3c Ironing Wax ......16

Prettily decorated china cracker jars, cake plates, sugars and creams, dessert plates, hand-painted plates, cups and saucers, pudding dishes, chocolate pots, salad sets, comb and brush trays, pin trays, and dozens of other pieces too numerous to mention will be closed out during this sale at exactly half price.



80c And 69c Corsets 39c Per Pair—We have condensed a number of lines of our most popular numbers of Corsets at the above prices of 50c and 69c, an assortment including all sizes and popular models, all new styles and shall offer them in sale this week while they last at per pair.

**Shoe Polish** 

Gilt Edge Polish, 20¢; Shinola or Blackola, 5¢. White Polish, regular 15c value ......7¢