

WILL ADVERTISE ROSE FESTA AROUND ENTIRE COUNTRY

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

Advertising the Portland rose festival is to be the one aim in life of everybody in Portland from now until next June.

The business man, the professional man, the housewife 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 Festival association evolved a plan whereby every groceryman in the city will have tickets telling about the festival and the gorgeous Portland roses which it is to show to the admiring world. These tickets will be distributed to the customers of the retail grocers and they 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 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 Festival 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 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 the latest news of his success 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.

Advertise in Magazines.
What he figures on is something like this: There are about 80 monthly magazines of almost all kinds published throughout the United States in which the various railroads carry advertise-

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 month per magazine in railroad advertising. Estimating that they would carry advertisements of the festival for six months, and that the monthly publications alone would carry \$432,000 worth of advertising.

And to this about 20 weekly journals in which the railroads would, all told, buy at least \$100,000 worth of space in 12 months, amounting to a total of \$200,000. Besides this, there are, conservatively 500 daily newspapers throughout the east in which the railroads would carry between now and next June, or a total of \$600,000. So that a total of \$1,232,000 worth of advertising in which the Portland Rose festival of June 2-7, 1908, will find mention will be as follows:

Monthly magazines \$432,000
Weekly papers 200,000
Daily papers 600,000
Total \$1,232,000

Will Attract Summer Tourists.
With an attraction of the magnitude and magnificence of the festival as it is now being planned, it is not 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 meeting for the summer tourists 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.

It 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 unequalled anywhere on the American continent. And a persistent and continuous campaign to draw tourist traffic through the Rose festival, on the way to California from northern western points or through the city on the way to the south, will be conducted. Tonight's meeting of the publicity committee who are to go forth even into the byways and hedges to gather the money for the festival, will be selected, will be the most important one yet held, for the reason that there are some details of the plans of carrying on the campaign that have not been settled.

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 MERCHANDISE 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

By Order of J. P. KENNEDY, Assignee of the

East Side Cars All Stop in Front of the Doors



All Cars Transfer Direct to the Doors

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

Slaughter of the Shoe Stocks

Women'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.

Ladies' Underwear Half Price

A large lot of Women's simple Under garments direct from a large eastern mill embracing all of the traveling salesmen's lines and those carried in the sample rooms of the factory and consisting of Vests, Pants and Combination Suits, in cotton and wool materials; regular values from \$0.25 to \$2.50, all in the sale at half price.

Unusual Prices in Women's Furnishings

Hat Pins, 50c—A large lot of fancy Hat Pins, in a fine assortment of plated and cut glass effects; values included from 10c to 19c; special, at 5c.

Bargains That Benefit Men

Men's 50c Underwear, 30c—Men's heavy weight Jersey ribbed Shirts and Ties, in pretty tan and ecru colorings, all sizes up to 46; standard 50c values; sale price, 30c.

Wonderful Bargains in Good Crockery and Kitchenware Some Half Price

Pearl Agate Ware One-Half Price. Here are bargains to interest the thrifty 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 prices marked upon these goods by order of the assignee.

Drastic Reductions in Autumn Dress Goods and Fall Silks

36-inch all new fall fabrics, values up to 60c, special at 45c. One lot of novelty dress goods in remnants, but full dress lengths, regular 50c and 60c values, go in the sale at 25c.

A Flurry in Ribbons

40c and 50c Ribbons at 20c Per Yd.—Beautiful Ribbons in pure silk, plain and fancy effects, all generously wide, in the finest quality, no value under 40c, and most of them regular 50c Ribbons; sale price, per yard 20c.

Women's Belts 5c

A big lot of Women's Silk and Wash Belts, in both white and colors, all sizes included; 25c and 40c values; choice, while they last 5c.

Men's and Boys' Cravettes 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.

Dinnerware at Half Price

A large number of lines of beautifully decorated dinnerware, with handsome gold trimmings, embracing all sizes, vegetable dishes, celery and open platters, fancy plates, butter dishes, sugar bowls, soup plates, cake pans and scores of other cooking utensils regularly priced from 25c to \$3.00, in this sale just at par, or 13c to \$1.50.

Great News for Glove Buyers

1500 Pairs of \$2.50 Kid Gloves 59c

Men's Umbrellas in the Sale

Fine \$1.25 Umbrellas, 75c—Men's 28-inch Umbrellas, with rust-proof paragon frames and Corolla covers; a splendid line of natural wood and horn handles; regular \$1.25 values; special 75c.

Merciless Cuts in Fine Embroideries and Pretty Laces

15c and 30c Embroideries at 10c Yd.—Very handsome Cambric Embroideries of fine quality in openwork, Noret and shadow effects, 4 to 7-inch widths; 15c and 20c values; special at 10c.

Startling Values of Interest to Housewives

DEEP CUTS IN DRAPERIES PRICES. \$4.00 Portiers for \$2.00 English Tapestry Portiers, each yard long and 60 inches wide, in pretty combination colors, and also plain reds and greens, finished with knotted fringe; values up to \$4; special at \$2.50.

Flannels and Wash Goods

27-inch all-wool Flannels, in pretty striped effects, especially adapted for trousers, each yard long and 45 inches wide; regular 50c values; special, 29c.

Glove Bargains

Ladies' 16-button Kid Gloves, principally black and white; sizes 5 1/2 to 7 1/2; regular \$4.00 values; special at \$2.69.

Selling Out the Hosiery Stocks

The Golden Eagle store has always been famous for its matchless values given in the Hosiery line. Now, however, were ever offered to equal these Ladies' simple Hosiery, a special lot bought from the sample rooms of a leading eastern hosiery house; embracing fleeced-lined and heavy cotton and merino Hosiery, every pair a splendid 25c value, in all sizes, must be closed at, per pair, 15c.

Toilet Sundries and Stationery

Men's Talcum Powder, per can 9c
25c Tooth Brushes, half price 12c
Writing Tablets, 10c values 5c
6c pkg. Envelopes, per pkg. 2c

New Silks

Rich, heavy plain Silks, in a fine assortment of colorings; best regular 50c values; special at, per yard 39c.

Shoe Polish

Glit Edge Polish, 20c; Shinola or Blackola, 5c. White Polish, regular 15c value, special at 7c.

SEEKS FOR LOST OREGON ESTATE

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 located in the Willamette valley by his 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 Clothing Co

Gus Kuhn Prop.
166 and 168 Third St., Mohawk Building.

Mustang Liniment

Cures quickly to the very core of the disease and stops the most deep-set, excruciating pains almost instantly.

Mustang Liniment

Cures every ailment of Man or Beast that a good, honest Liniment can cure. None better, None so good.

Secretary of State Benson some time ago 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 from the secretary of state's office enclosing an extract from the Davenport genealogical history from which the fact that the lands were owned by the Davenport family. This extract reads as follows:

Starving Men Massacred.

"He then entered the service of the government and joined an exploration party, July 1842, to find the lands of the headwaters of the Willamette. They were detained longer than they anticipated, and the party became exhausted and they decided to make the trip to the river. They took canoes and started to cover a stretch of 1,000 miles on one quarter of 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 commander they went straight to the Indians. They all left the boat except Captain Macey and one man. As the boat with the white men touched shore, instead of food they received the watch of a club, and the captain sat and watched the Indians. Here the white men, made weak by hunger, Thomas was reported killed with the remainder.

Thomas Grows Wealthy.

"Three weeks after the fatal news, his father in Massachusetts received a letter from Captain Macey that he had come to Astoria with no clothing but a few dollars. He had been on except his own account after his fighting with the Indians. "Thomas recovered and took a large tract of government land besides that which he offered him for his services, which he accepted. The land lay in the valley of the Willamette river, was both bottom and timber land. He placed a large portion of it under cultivation for the California market and he reaped a large profit. In both ways he realized large profits for five years. He established a transportation line to Marysville and Sacramento by which he acquired a large fortune and let others make money in the same manner.

One More Trip Was Fatal.

"He told one of his employees that he would make one more trip. When the team returning from the trip arrived the teamsters reported that they had been killed by Indians. Citizens, search, and found the body protected by a pile of stones. They returned with the news and found all the teamsters had died. Communication at that time was slow, and friends could obtain no satisfactory information as to the property.

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.

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, unless the tank frame be made considerably longer than the tank so as to allow more room between the tank and the cars. The placing of coupling against the end sills is also declared to be dangerous, as it does not afford sufficient room for employees stepping on or off the foot board. No switching engine should be used without grab irons in addition to the uncoupling lever.

WIFE OF SENATOR PIPER DIVORCED

(Entered Press Leased Wire.)
Seattle, Sept. 25.—Late yesterday afternoon, Mrs. George P. 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.