

"ROSES FRAGRANT, ROSES RARE, ROSES, ROSES, EVERYWHERE"

SATURDAY NIGHT DREAMS OF THE "JOURNALS" \$15 SLOGAN PRIZE



WANT \$100,000 WITHIN 10 HOURS

Festival Committee Will Begin Whirlwind Collection Campaign on Tuesday.

Everything is now in readiness for Portland's big day of gold Tuesday, when the committee on ways and means of the Rose Festival association will make a canvass of the city of Portland and in 10 hours secure \$100,000 with which to make the next year's rose festival a success.

Yesterday more than 1,000 letters were sent out from the headquarters of the association to various people in the city notifying them that they would be called upon Tuesday by the special committee and would be asked to contribute their share to the \$100,000 fund.

There will be more than 100 committees taking part in the canvassing Tuesday—a committee for every large building in Portland.

Confident of Success.

Every business man will be seen and will be asked to help out in the effort to make next year's festival the greatest success of its kind that has ever been known. It is feeling that touches the honor of Portland very nearly and the committees are confident that the citizens will rise to the occasion for the festival as they did for the Lewis and Clark fair.

The ways and means committee, composed of the following well known representative business men of Portland, has been chosen to raise the \$100,000 fund needed: Julius Meier, E. M. Brannick, H. C. Wortman, H. D. Hamdell, F. Dresser, Sig. Sichel, George McMullan, Emmet Drake, E. W. Rowe, chairman.

These gentlemen will have personal supervision of the fund, both in the collection and together with the executive committee in the disbursement.

At a meeting of the committee held yesterday it was decided that all bills contracted will be passed upon by the entire committee for final consideration, and by the following auditing committee: Fletcher Linn, Robert L. Darrow and George H. Hill (chairman).

Exposition Heard From.

Secretary H. I. Dasset of the association has received a letter from President Briggs of the California state board of trade, made up of all the individual boards of trade in California, saying that the association will have a special excursion from California points to Portland during the rose festival week next June.

The following letter has also been received from the board of the Alaska-Yukon exposition:

"Seattle, Wash., Oct. 12.—E. W. Rowe, Rose Festival Portland, Oregon: Seattle wishes Portland unbounded success in its efforts to raise funds next Tuesday for its wonderful rose festival of 1908.

"Alaska-Yukon-Pacific exposition management will join hands with you in your invitation to President Roosevelt to come to rose festival next year.

"L. A. NADEAU, Director-General.

"HENRY E. REED, Director of Exploitation."

LOOKING TOWARD HARRIMAN.

Since it became known that the Harriman system purchased 4,000 feet of waterfront near Harriman, and 1,000 acres near Warrenton and Astoria, there is a small flurry in real estate at those points. The purchase of the Astoria & Columbia River railroad from Goble to Astoria by James J. Hill completed the last link in a transcontinental road to the mouth of the Columbia River, and the wise ones are investing in Harriman property. The Warrenton Land company has an important announcement in today's Journal which should be perused by those looking for a good investment.

THE JOURNAL'S PRIZE FOR BEST SLOGAN AWARDED TO W. M'MURRAY

"Roses fragrant, roses rare, roses, roses, everywhere." This is the slogan selected last evening out of the several thousand that were submitted in the rose festival contest, by the committee of five advertising experts appointed by The Journal.

William McMurray, of 269 East Third street, North, was the lucky man and the winner of The Journal's \$15 prize. Mr. McMurray's slogan was numbered 20 in the list submitted and was chosen by the committee after a couple of hours' hard work. There were at least 100 slogans left after the others had been winnowed out from which it was necessary for the committee to select one—a task far from easy.

The prize slogan is regarded as being the best adapted, everything considered, to the uses of the festival association. It brings out strongly the point of the rose festival—the roses themselves, and it expresses concisely the three delightful characteristics of Portland roses—their fragrance, their unusual beauty

and growth—and finally and most important of all—the fact that the whole city is covered with them. Just as Mr. McMurray expresses it there are "roses, roses everywhere."

It will be generally agreed that the last line is particularly apt in expressing the Portland situation—that there are literally roses everywhere in the Rose City.

Then in addition to these good points the slogan has a catchy swing and jingle to it that carries it along splendidly and it is also well balanced.

Mr. McMurray is one of the prime movers in the rose festival, and is general passenger agent for the O. R. & C. and he is at present he is spending a short vacation in New Hampshire so that he has not yet learned of his good fortune in being the winner of The Journal's prize.

As every contribution to the slogan contest was received in The Journal office it was given a number and the name of the writer was given a corresponding number and was sealed up. Thus when the judges came to look over the slogans there was no way of telling who the writer was until the decision had been made. Then when the prize had been decided, the envelopes were opened and on No. 20 was found Mr. McMurray's name.

The committee selected by The Journal to act in the matter was composed entirely of advertising experts. It included A. Holtz, advertising manager for Meier & Franks, H. A. Little, advertising manager for Olds, Newman & King, Miss Anna Shannon Monroe of the Monroe Advertising company, C. C. Chapman of the Chapman Advertising Bureau and Leo Berillon of the Chicago Clothing company. These persons make a study of catchy advertising phrases and should know a good thing when they see it.

But in spite of the good points in Mr. McMurray's slogan there were others that caught the eyes and the minds of members of the committee—for nearly half an hour it was a serious question whether the prize should not go to Dr. H. J. Harris of 306 1/2 Grand street whose "Where Blows the Rose" possessed the very strong merits of being dignified, short and snappy, and yet versatile. Neither motto mentioned Portland or Oregon but the committee suggests that in printing Mr. McMurray's slogan it is finally accepted by the Rose Festival association, that it would be advisable to print "Portland, Oregon," underneath the words of the slogan.

Two other slogans were selected for honorable mention by the committee—"What's the matter with Portland? She's all roses," which was one of the cleverest and best things sent in during the contest and Charles N. Black's slogan, "The Call of the Roses."

A straw vote of The Journal staff on the slogans showed the majority to be in favor of "Where Blows the Rose," although the members of the telegraph department of the paper were unanimous in their choice of slogan 543 sent in by a young lady of Possil, Oregon, which reads: "Let roses bloom and everybody boast."

Upon Mr. McMurray's return from his New Hampshire trip he will find The Journal's check for \$15 waiting him as payment for the best Rose Festival slogan.

EASY FOOD
Ready For Instant Use Without Cooking.

Almost everyone likes a cereal food of some kind at breakfast and supper, but the ordinary way of cooking cereals results in a nasty mass that is hard to digest, and if not properly digested, the raw mass goes down into the intestinal tract where gas is generated and trouble follows.

Everyone knows that good food properly digested keeps the body well, while poor food, or even food of good quality that is poorly prepared and not digested, is sure to bring on some kind of disease.

The easiest food to digest in this line is Grape-Nuts, made from wheat and barley, and cooked thoroughly at the factory, some 12 to 16 hours being consumed in the different processes of preparation. The food, therefore, is ready for instant service and the starch has been changed to a form of sugar, so that it is pre-digested and ready for almost immediate absorption.

A Chicago young lady writes that she suffered for years from indigestion and dyspepsia from the use of food that was not suitable to her powers of digestion. She says:

"I began using Grape-Nuts, and I confess to having had a prejudice at first, and was repeatedly urged before I finally decided to try the food, but I have not known what indigestion is stronger or in better health. I have increased in weight from 105 to 124 pounds.

"People can be well, practically without cost, if they will adopt scientific food and leave off the indigestible sort. There's a reason."

Grape-Nuts Food is crisp and delicious to the taste. It should be served exactly as it comes from the package, without cooking, except in cases where it is made up into puddings and other desserts.—Book of delicious recipes, and "The Road to Wellville," in pkgs.

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WOMEN TELEGRAPH OPERATORS IN COPENHAGEN, WHO ARE EMPLOYED BY THE GOVERNMENT, STRUCK RECENTLY TO ENFORCE A DEMAND FOR HIGHER WAGES AND TREATMENT EQUAL TO THE MEN. THE DEMANDS WERE GRANTED BY THE GOVERNMENT, PROVIDED THE WOMEN'S WORK SHOULD BE EQUAL TO THE MALE OPERATORS, WHO IN CASE OF EMERGENCY ARE CALLED ON TO WORK ON THE LINE.

The Truth Concerning **WOODARD CLARKE AND CO.** Sunday Hours

A Great Business Enterprise

It is entirely unnecessary for the Woodard, Clarke & Co. store to imitate its alleged or attempted rivals by quoting a lot of meaningless prices. Almost every one in Portland KNOWS our prices are ALWAYS and at ALL TIMES the very LOWEST. We indulge in no slaughter sales, basement bargain assassinations or rubbishy eliminations. But every day in the year is a bargain day at this, the largest retail drug store in the United States. When others mark down the price for a day it is permanent at this store. You don't hear our customers say, "Have you got this, or that?" or "What is the price today?" They KNOW we KEEP EVERYTHING belonging in a legitimate drug store and the price is right.

here are not like other drug stores. Prescription and Drug Departments are open from 10 a. m. to 2 p. m. only. We have two new trunk lines on the Home phone to all departments, also a free phone on the Fourth Floor for your use when down town. All phone orders are carefully attended to at any time. Exchange 11. Home phones: A6171—A6172.

Hot Water Bottle \$1.69

Do not expect this supply of Hot Water Bottles to last over a day at these prices. Guaranteed for one year—if they don't last you get a new one free. We will sell also a good cloth inserted Water Bottle, very strong, 3-quart size, \$2.25 values, at.....\$1.73

Nebulizer's Double Nasal Tip, special.....97¢

Fountain Syringe, 2-quart, regular \$1.35; special for Monday.....\$1.09

RAZORS

Gillette Safety Razors

A complete showing. 30 DAYS FREE TRIAL

Ask about it. Prices.....\$5.00, \$6.50, \$7.50, \$9.00

Ever Ready and Gem Jr., each.....\$1.00

We also have a very large showing of the following at reasonable prices:

Star and Christy Hoe.....\$1.50

Gem—a very good razor.....\$2.00

Ward—has every advantage of the new and old styles....\$4.00

Arnold's Fountain and Auto Strop.....\$5.00

We carry extra blades for any of these as well as others.

Special price on the Brandt, Wade, Butcher, Wostenholm, Ern and Rogers.....97¢

Brandt Self-Honing Razor Stropps, reg. \$2.00; special,.....97¢

Get booklet called "Razorology" and learn how to shave yourself and take the proper care of a razor. Razors mailed anywhere on trial. If not right your money back or razor exchanged.

Our Wednesday Night Class

IN PHOTOGRAPHY will take for practical instruction this week DEVELOPING, both films and plates. Every step in the process is shown you by an expert. FREE—You are cordially invited.

Genuine Pastels \$3.75

REGULAR \$7.50

See the Washington Street Windows for Different Styles

Both in Marine and Landscape. Each one an original and a strictly art piece, framed in handsome 3 1/2-inch Gold Ovals with four special hand-mounted designed ornaments to match, laid in genuine gold leaf burnishes; glass measurement 16x20 inches. Frames alone worth double.

Most Up-to-Date Eyeglasses

The beauty and charm of the face is in the eyes and the selection of eye glasses intimately suited to the nose should be made before any other feature of the personal adornment can be considered. Our eye glasses are the embodiment of style and beauty. They are made in a large variety of measurements to conform with the contour of the nose, resulting in a perfect-fit in each individual case.

Let us examine your eyes and fit you with glasses. First Floor.

WOODARD CLARKE AND CO. THE LARGEST RETAIL DRUG STORE IN THE UNITED STATES

TEETH EXTRACTED FREE

When PLATES or BRIDGES are ORDERED

All work at Half Price for a short time to introduce the "Electro Painless System"

Specialist for each department

Full set, that fit \$5.00

Gold crowns, 22k \$3.50

Bridge teeth, 22k \$3.50

Gold fillings . . . \$1.00

Silver fillings . . . 50c

Guaranteed for Ten Years

BANK REFERENCE

"IT DIDN'T HURT A BIT"

OPEN EVENINGS AND SUNDAYS

The Electro Dental Parlors

Entrance Opposite Olds & King's at No. 303 1/2 Washington Street

Northwest Corner of Washington and Fifth

Women telegraph operators in Copenhagen, who are employed by the government, struck recently to enforce a demand for higher wages and treatment equal to the men. The demands were granted by the government, provided the women's work should be equal to the male operators, who in case of emergency are called on to work on the line. The women agreed, and several have since repaired broken telegraph wires without complaint.