

PRIZE STORIES SPREAD FAME OF OREGON COUNTRY

Commercial Club's Capital Prize of \$1,000 Goes to Rev. J. R. Straton of Baltimore — Miss Mateel Howe, Young Woman Writer of Portland Is Second.



Miss Mateel Howe, of Portland, young writer who won \$500 prize.

John Roach Straton, pastor of the First Baptist church of Baltimore, won the first prize of \$1,000 in the Portland Commercial club's competitive contest for the best articles written about Oregon and published in newspapers or periodicals outside of this state. A prize of \$500 was won by Miss Mateel Howe of Portland. There were 73 other prize winners. In amounts from \$75 to \$10, the total amount distributed by the Commercial club being \$45,000.

The judges completed their labors and submitted their report to Manager Tom Richardson last evening, and when the names of winners of the big prizes became known there were many telephone bells ringing over the city, excited contestants exchanging congratulations among the Portland public. An enormous amount of matter, having been written in this city for eastern publication. It is estimated that the value of the advertising received by the state through the press of the country will exceed \$100,000.

Grand total \$55,000. People from every state, including hundreds of tourists, took it up, and the state of Oregon immediately began to be heard from all over the country. Commercial bodies and advertising clubs discussed the scheme on its advertising merits. Committees and passenger agents all over the country were warned to it. The people of the country got interested and read about it. The Union Pacific system pushed it and the Northern Pacific boosted it. The Great Northern helped it along, more than 25 columns being printed in the preliminary campaign in Minnesota and North Dakota papers alone.

Big Advertising Benefit. All the big cities heard of it through their papers, including St. Paul, Minneapolis, Omaha, Chicago, Kansas City, New York, St. Louis, Philadelphia, Baltimore, Duluth and others. Then copies of newspapers and periodicals containing prize-seeking articles about Oregon began to come in at the offices of the Portland Commercial club. A publication was put away in a safety-deposit vault and carefully kept for the day when the judges would begin to grade.

The contest closed the last day of 1907, but long afterward bunches of prize contesting articles continued to arrive, many of them having been held over too late by the publications that had been expected to print them. About six weeks ago the governor of Oregon appointed three judges to pass upon the merits of the 400 or 500 articles that had been submitted within the scheduled time. The judges were Professor James P. Ewing, Portland academy; J. F. Tyler, news editor Oregon Journal; W. J. Cuddy, editor Weekly Oregonian. Enormous packages were delivered to each judge, at his residence, and these men entered upon the task of reading over and over again the great mass of matter and marking each article according to its estimated merits. At no time did any officer of the Portland Commercial club exchange a word with the governor about whom he should appoint, nor with either of the judges concerning their work. They were simply given the printed rules of the contest and left to make their way as best they might.



Rev. John Roach Straton, winner of \$1,000 prize for article on Oregon.

club's offer has been overwhelming. In my opinion it was the greatest prize writing contest ever carried on by a commercial body in the United States. Its value to Oregon is immense. It cannot be estimated in dollars, so vast was the amount of advertising received that cannot be put on record. Thousands of newspapers published club's offer, more than 400,000 leaflets containing the offer were circulated by the Commercial club. Every part of the United States is represented among the prize winners. The report of the judges follows:

Report of Committee. "Thomas Richardson, manager Commercial club, appointed by Governor George E. Chamberlain to decide the prize contest for the best sustained stories of Portland and vicinity, beg leave to report: "That in all about 340 contestants submitted articles and the total number of newspapers, magazines and other periodicals in which stories appeared will reach about 400. The newspapers used as vehicles for the stories are publications issued in every state of the union and in many of the prominent cities of the country. Articles submitted and accepted have been published in several foreign newspapers, notably in Great Britain, Canada and Mexico. The contest was far-reaching in its good results and not only were the articles forming the bulk of the correspondence published in the newspapers but they were submitted by contestants, but the clipping bureau show that they were extensively copied and commented upon in hundreds of publications not entered as 'competitive papers.' "As an advertising medium no better method could have been adopted. When the returns shall have been checked up the results will undoubtedly show that Portland and Oregon have been benefited to the extent of thousands upon thousands of dollars. Roughly estimated, the direct advertising value of the articles entered in the contest would have cost about \$25,000. Just how much more of advertising value could be totaled from indirect results will probably be better calculated later in the season. "Every article entered in the contest was given the most careful consideration. Each member of the committee passed on the stories and in many cases there were two and three readings of one article. "A deal of time has been consumed in arriving at conclusions as to prizes, but this could not be avoided as the reading and rereading of approximately 800,000 words of copy had to be done at odd hours, as all of your committee are busy

WOMEN WHO BELIEVE IN PERUNA

Honest Women Who Are Not Afraid to Tell the Truth About Pe-ru-na.



MRS. F. E. HENDERSON

Since I have used Peruna I have a splendid appetite, enjoy life and perfect health.

Caught Cold Easily. Mrs. F. E. Henderson, 321 Ninth St., Milwaukee, Wis., writes: "I never had any faith in patent medicines until I tried Peruna, but my experience with this reliable medicine has taught me that there is one which can be trusted, and which will not fail in time of need. "For the past few years I have found that I caught cold easily, which would settle in a most unpleasant catarrh of the head. I had to be especially careful about being out of evenings, and not to get chilled when dressed thin for parties, but since I have used Peruna my general health is improved, and my system is in such good condition that even though I am exposed to inclement weather it no longer affects me. "I have a splendid appetite and enjoy life, being in perfect health."

Per-na Tablets. For two years Dr. Hartman and his assistants have labored incessantly to create Peruna in tablet form, and their strenuous efforts have just been crowned with success. People who object to liquid medicines can now secure Peruna tablets. These tablets represent the medicinal ingredients of Peruna, and each tablet is equivalent to one average dose.

Winners of the Prizes. The complete list of prize-winners follows: John Roach Straton, D. D. Stevener Baptist church, Baltimore, Maryland, (Baltimore American, November 24, 1907) \$1,000. Miss Mateel Howe, 289 1/2 Sixteenth street, Portland, Oregon (Atchison Weekly Globe, December 5, 1907) 500. C. C. Chapman, Chapman Advertising Company, Commonwealth building, Portland, Oregon (Sunset, August, 1907) 250. Albert Phinias (Manufacturers Record, August 29, 1907) 200. Miss Anna Shannon Monroe, Hamilton building, Portland, Oregon (Spare Moments, December 5, 1907) 175. George A. Lyman, Amboy, Illinois (Amboy Journal, November 21, 1907) 150. Byron E. Cooney, Butte, Montana, (Butte Evening News, December 21, 1907) 125. R. M. Hall, Portland, Oregon (Fruit Grower, St. Joseph, Missouri, October 15, 1907) 110. Mary Kouncelet, Brookline, Massachusetts (Fort Worth Record, December 16, 22, 29, 1907) 100. Frank Davey, Burns, Oregon (Blue Earth, Minnesota Post, October 29, 1907) 90. Eleanor A. Morrow, 227 California avenue, Allegheny, Pennsylvania (Pittsburgh Gazette-Times, December 1, 1907) 85. C. N. Millard, supervisor of grammar grades, Buffalo, New York (Buffalo Times, Pittsburgh Gazette, Washington Post) 80. D. Lee, 20 East Fifteenth street north, Portland, Oregon (Omaha Examiner, December 21, 1907) 75. Frank Davey, Burns, Oregon (Blue Earth, Minnesota Post, October 29, 1907) 70. E. W. Wright of Oregonian, Portland, Oregon (Sunset, August, 1907) 65. Thomas C. Merry, Los Angeles, California (Los Angeles Herald, November 25, 1907) 60. Maud Hoffman, 4 Clifford street, West London, England (Baltimore American, December 27, 1907; Weekly Earth, Minnesota Post, November 29, 1907) 55. Catherine Hartman, Bostonia, California (Buffalo Sunday News, December 1, 1907) 50. James Myers, Chehalis, Washington (Weekly Wymorean, Wymore, Nebraska, December 5, 25, 1907) 45. C. M. Hyskell, care Journal, Portland, Oregon (Sunset, August, 1907) 40. Ten Prizes of \$50 Each. Mary L. Harkness, Fairfield, Iowa.

Des Moines Register and Leader, May 12, 1907. Charles I. Rice, box 81, Station "A," Worcester, Massachusetts. (Worcester Sunday Telegram, December 29, 1907.) H. S. Prescott, Grants Pass, Oregon. (Waterloo, Iowa, Daily Courier, December 28, 1907.) George W. Croley, 120 South Seventh street, Terre Haute, Indiana. (Terre Haute Star, December 28, 1907. Terre Haute, Indiana.) C. B. Watson, Ashland, Oregon. (Chicago Inter Ocean, December 29, 1907.) Mrs. S. McFadden, St. Louis, Missouri. (American Woman's Review, December, 1907.) T. J. Fording, 573 Hawthorne Terrace, Portland, Oregon. (Alliance Daily Review, December 31, 1907. Alliance, Ohio.) J. N. Davis, 561 Hawthorne avenue, Portland, Oregon. (Lawrence Journal, December 28, 1907. Lawrence, Kansas.) M. I. Gellatly, Philomath, Oregon. (Breder's Gazette, August 21, 1907. Chicago, Illinois.) Miss Josephine Richardson, 335 Sixteenth street south, Portland, Oregon. (Fort Worth, Texas.)

Ten Prizes of \$25 Each. Mary K. Bullitt, Lexington, Kentucky. (Lexington Leader, December 29, 1907.) Helen M. Packard, Belfast, Maine. (Belfast, Maine, Republican Journal, December 5, 1907.) General Thomas M. Anderson, Vancouver, Washington. (Columbus, Ohio, Press-Post, December 22, 1907.) Louise A. Nash, 648 Belmont street, Portland, Oregon. (Woman's Work, July, 1907. South Dakota.) Captain O. C. Applegate, Klamath Falls, Oregon. (San Jose Mercury, December 30, 1907.) T. N. Pendleton, Oregon. (Indianapolis, Indiana, Sunday Star, December 22, 1907.) H. E. Crain, 229 Mill street, Portland, Oregon. (Logansport, Indiana, Daily Tribune, December 15, 1906.) Juliet McClure-Marohn, 201 Summit avenue, Lead, South Dakota. (Lead Daily Tribune, June 15, 1906.) "Empire." (Dawson County Review, December 27, 1907. Glendive, Montana.) Rev. J. P. McDow, 811 Clackamas street, Portland, Oregon. (Fort Wayne, Indiana, Sentinel, December 28, 1907.)

20 Prizes of \$15 Each. W. H. Judson, Harrison, Michigan. (Harrison Banner, November 14, 21, 1907.) E. B. Parks, box 17, Sharon, Wisconsin. (Sharon Recorder, August 29, 1907; September 5, 1907.) P. C. Brennan, Fort Gervia, New York. (Evening Gazette, November 29, 1907.) Mrs. Elsie Reed Schemp, Fair Grounds, Oregon. (Chattanooga News, December 25, 1907.) Miss Susie Clark, 255 South Marengo avenue, Pasadena, California. (Pasadena Daily News, December 23, 1907.) W. M. Barber, Lewis, Oregon. (Jefferson City, Missouri, Tribune, December 20, 1907.) W. J. Smith, Medford, Oregon. (Springfield, Ohio, Daily News, December 30, 1907.) J. P. Nowlin, 209 Alisky building, Portland, Oregon. (Appleton, Wisconsin, Press, December 26, 1907.) Bernice Almgren, McPherson, Kansas. (Portland, Oregon, Freeman, December 27, 1907.) F. B. DeForest, 556 Eighth street, San Francisco, California. (Boonville, Indiana, Standard, December 29, 1907.) E. W. Huse, Beatrice, Nebraska. (Beatrice Daily Express, December 30, 1907.) H. W. Young, Independence, Kansas. (Independence Times, November 29, December 6, 13, 1907.) W. H. Judson, Bessemer, Alabama. (Bessemer Weekly, September 22, 1906.) Archibald A. Schenck, 2203 Farmington street, Omaha, Nebraska. (Omaha Bee, October 30, 1907.) S. L. Straube, 305 Santa Fe street, Atchison, Kansas. (Kansas City Post, December 29, 1907.) Rev. D. A. Thompson, Sellwood, Oregon. (Bayfield County Press, December 27, 1907. Bayfield, Wisconsin.)

The Value of Health. Who can get a money value on health? It is absolutely priceless. No one in good health can fully appreciate what it means to have poor health. The days are long and tedious, the nights horrible and painful. Nothing goes right. Even the mind becomes deranged and injured by continued poor health. Once liberated from the thrall of sickness words fail to express the joy and relief. Peruna has been the means of relieving more women from ill health in the United States than, perhaps, any other medicine. A multitude of women stand ready to give testimony in favor of Peruna whenever occasion offers.

Dyspepsia Entirely Relieved. Miss Lillie C. Martin, Shelbyville, Tenn., writes: "Everybody says I look better than I have for two or three years, and I sincerely thank you for your kind advice. "I believe your treatment has entirely cured me. I can eat anything I want. I believe your remedies will cure any case of indigestion or dyspepsia."

Head and Throat. Miss Helen Sauerbier, 315 Main St., St. Joseph, Mich., writes: "Last winter I caught a sudden cold which developed into an unpleasant catarrh of the head and throat, depriving me of my appetite and usual good spirits. "A friend who had been cured by Peruna advised me to try it and I sent for a bottle at once, and I am glad to say that in three days the phlegm had loosened, and I felt better, my appetite returned and within nine days I was in my usual good health."

Wet and Slippery. pavement makes accidents to horses frequent. For cuts, Bruises, Galls & Strains try Mexican Mustang Liniment. It soaks down to the bone, relieves all soreness in a jiffy then heals the wound or torn ligaments. Its great antiseptic qualities make it safe and sure. Equally good for Man or Beast. Our FREE booklet, "Points from a Horse Doctor's Diary" will help you in curing your livestock. Send for LYON MANUFACTURING CO., 44 South Fifth St., BROOKLYN, N.Y.

Easter Suits

One of the Finest Stocks in Portland



Ladies You Are Welcome to Credit

No trouble to show the goods. \$1 a Week will soon pay for one of these fine suits. GEVURTZ & SONS Yamhill Street First and Second

September 28, 1907. Ottawa, Iowa.) Harriet Warner Chapin, 195 Union Street, Flushing, New York. (Flushing Daily Times, November, 1907; Honeycoy Daily Times, November, 1907; North Shore Leader, November, 1907.) M. A. J. Hathaway, box 106, McMinnville, Oregon. (Ottawa Weekly Democrat, 1907. Bradford, Pennsylvania.) (Continued on Page Three.)

We Sell Vinol

on the positive guarantee that if it does not give satisfaction we will return the entire amount of money paid us for it. We mean this—and ask all those who are sick and need strength to try it with this understanding.

Woodard, Clarke & Co., Portland, Or.

Grand Circle Women of Woodcraft

Office of GRAND CLERK

PORTLAND, ORE., April 7, 1908.

Mr. H. E. Stemer, Mgr., L. & M. Alexander & Co., Portland, Oregon.

Dear Sir:

Replying to your request for a testimonial letter, we are people of few words. We are using thirteen typewriters in our offices, twelve of which are L. C. SMITHS. If we can do you any good, try us.

Respectfully yours,
J. L. WRIGHT,
Grand Clerk.

Hood's Sarsaparilla

Purifies and enriches the blood and builds up the whole system. It radically cures all blood diseases, from pimples to scrofula. It is the best remedy for catarrh, rheumatism and dyspepsia. At all times of the year it is the most widely useful medicine. These statements are confirmed daily by cured men and women. Over 40,000 testimonials received in two years—an unequalled record. In tablets, as well as in usual liquid form. 100 Doses One Dollar.