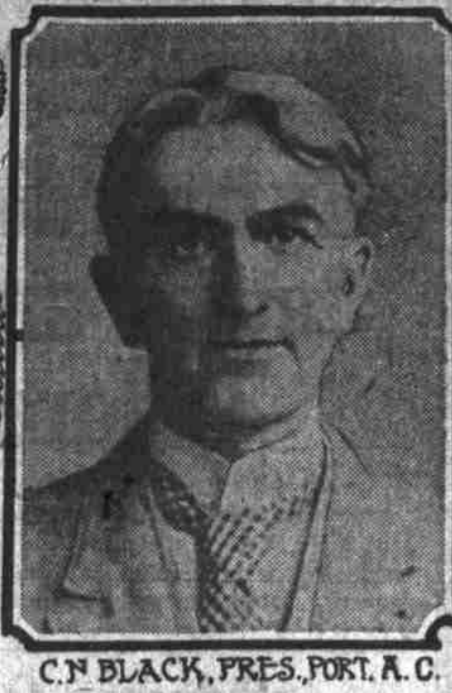


HEARTY WELCOME PREPARED FOR THE AD MEN



SCOTT BOZORTH, SECY. PORTLAND AD CLUB.



C.N. BLACK, PRES. PORT. A.C.



B.I. DASET, SEC. P.C.A.M.A.



F.J. O'BRIEN, PRES. P.C.A.M.A. SACRAMENTO.



L.M. HEAD, CHAIRMAN RECEPTION COM.



W. J. HOFFMAN, CHAIRMAN BANQUET, ARRANGEMENTS.



C. F. BERG, CHAIRMAN LADIES ENTERTAINMENT COM.

All is in readiness for the Pacific Coast Advertising Men's semi-annual convention, which will be called to order tomorrow morning for the three days' meeting by President F. J. O'Brien at the Commercial club. A great time has been planned by the committee in charge for the 100 delegates who will visit the Rose City from Oregon, Washington, California, Nevada, Idaho, Montana and British Columbia, and they will be introduced to Portland's hospitality at the grand banquet which will be held at the club tomorrow night.

President O'Brien and a special car filled with advertising men, will arrive today from Sacramento and as soon as he calls the meeting to order tomorrow the committee in charge of the work of having state laws passed prohibiting fake advertising will report. This is one of the chief subjects to be debated by the convention and the committee has reported covering the laws from every state in the union that has legislated against fake advertising. The committee is composed of a member from each of the six states and one from British Columbia. The committee engaged the services of Attorney Christian Bell to aid them in their investigation and in drafting a model law. It is the intention of having this law passed by the legislatures on the coast. Next in importance is the plan of re-organization that has been prepared by the association. The scheme is to have each of the state associations make a member of the coast association on becoming a member of a state branch. At present two memberships are necessary to entitle a state member to the privileges of the coast association.

Elaborate arrangements have been planned for the entertainment of the visitors and special attention will be paid to the ladies. Many interesting sight seeing trips have been planned for them, and they will be as much the

Head, chairman, Rinaldo M. Hall, Harvey O'Brien, J. E. Lober, Fred J. Bolger, Fred Johnston, R. N. Lunders, C. R. Fargo, F. H. Westfield. Convention Program. Following is the program for the convention: First day—The first day's session will be called to order by President O'Brien at the Commercial club rooms at 10:30 Monday morning. Greetings by Mayor Lane and President Hodson of the Commercial club. Luncheon for the members and their wives served at the Nortonia after the morning session. Afternoon session immediately after luncheon. A rally party for the ladies escorted by a committee of ladies, Monday afternoon. Banquet at 7 o'clock in the evening in the main dining-room of the Commercial club. Informal. Theatre party for the ladies Monday evening followed by a roof garden supper at the Nortonia, after which the ladies can, if they like, come to the banquet rooms of the Commercial club to pick out their husbands. Second day: Tuesday morning, 10 o'clock, last business session. Tuesday morning, ladies escorted through the principal stores and to the top of the snow-capped mountains and the hills surrounding the city. Luncheon for members and ladies at the Nortonia. "Seeing Portland" party Tuesday afternoon. Special features if time permits. Hunted parade Tuesday evening. Third day: Wednesday morning—Monster parade of decorated automobiles.

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Wednesday at 2 o'clock—Meet at headquarters for a personally conducted tour through the newspaper plants. Wednesday afternoon—Rose exhibition, Oriental building, Lewis and Clark fair grounds. Wednesday evening—Venetian water carnival. After this the guests will be taken to the Oaks, where Manager D. C. Freeman will take the party in charge and the balance of the evening's entertainment will be up to him. The Rose Festival committee has plenty of entertainment during the remainder of the week and the visitors will want to remain. The papers to be read are as follows: Tom Richardson, Portland, "Municipal Publicity"; H. P. Stabler, Yuba City, "Advertising 'Agricultural Products'"; William Bittle Wells, Portland, "Magazine Publicity in the Upbuilding of the Pacific States"; Rollin C. Ayres, San Francisco, "How the P. C. A. M. A. May Best Advance the Business of Advertising"; Frank L. Merrick, Seattle, "Exposition Publicity"; C. C. Chapman, Portland, "Regulating Advertising by Legislation"; Moses Cohn, Sacramento, "Honesty in Advertising"; Fred H. Drake, Oakland, "The Development of Department Store"; John Hartog, Eugene, "Promotion Publicity That Pays"; T. M. E. Keane, Spokane, "The Moral Responsibility of the Advertising Man"; R. M. Hall, Portland, "The Advertising Agency"; A. L. Crane, Sacramento, "The Development of Advertising in Its Relation to Advertising"; George H. Howell, Portland, "The Producing of a Full-Page Advertisement"; B. I. Daset, Albany, "Advertising a Community"; George W. Kleiser, Portland, "Out-Door Publicity."

TOURING THE ROSE CITY BY TROLLEY "SEEING PORTLAND" OBSERVATION CARS Leave Second and Washington Streets Daily at 10 o'clock A. M. and 2 o'clock P. M. A GUIDE ACCOMPANIES EACH TRIP DESCRIBING ALL POINTS OF INTEREST The Cheapest and Quickest Way of Seeing Portland's Principal Business Blocks, River and Harbor, West and East Side Residences, Forestry Building, Wilamette Heights, City Park, Portland Heights, Council Crest, Churches, Hospitals, Theatres and Public Buildings. TIME 2 1/2 HOURS FARE 50c

Visitors Attending the Rose Festival Should not fail to take a trip to PORTLAND'S SUBURBAN SUMMER RESORT HOTEL ESTACADA On the Upper Clackamas River, 35 miles from the city. Cost of trip, including three meals and one night's lodging and round trip railway fare, \$3.00 Cost of trip, including dinner and round trip railway fare \$1.50 GOOD FISHING Electric Trains Leave First and Alder Streets at 7:15, 9:15, 11:15 a. m.; 1:15, 3:45, 6:15, 7:25 p. m. Daily. HOTEL TICKETS ON SALE AT RAILWAY TICKET OFFICE—ASK FOR THEM

DIFFICULTIES STILL IN WAY Helen Maloney's Divorce May Not Permit Her to Wed Osborne. (United Press Leased Wire.) Rome, May 30.—The decree annulling the marriage of Helen Maloney and Arthur H. Osborne, handed down by Justice McCall in New York, while it has interested the ecclesiastical authorities here, may not be regarded as final by them. There may still be difficulties in the way of obtaining permission for her to wed the Englishman Samuel Clarkson with whom she left America. The case will have to go before the propoganda here and be decided on its merits. The attitude of the Roman ecclesiastical courts regarding church marriages after divorce has always been hostile. The interest in the case here is due to the relations between Count Maloney with the church officials. The ineffectual effort made by Prince Rospoinski in 1905 to obtain consent to his marriage to Mrs. Parkhurst is still remembered. It is expected that the American lawyers of Count Maloney will have the case presented to the propoganda by the department of drama and publicity of ecclesiastical court practice.

WOODBURN VETERANS DECORATE GRAVES (Special Dispatch to The Journal.) Woodburn, Or., May 30.—Memorial day was observed at Belle Passie cemetery today with appropriate exercises. J. Stevens post, G. A. R., the Woman's Relief Corps, the company I. O. O. F., took prominent parts. The program consisted of a short address, singing, music by the Queen City band, regular services by the post and the relief corps and the decoration of graves. The Ladies of the G. A. R., having decorated at Belle Passie to the other exercises, had a basket dinner at Odd Fellows' hall and a program in the afternoon.

PACIFIC'S PLAYERS AT HELIG AGAIN (Special Dispatch to The Journal.) Pacific University, Forest Grove, Or., May 30.—The students of the dramatic department of the college are preparing for their part in the commencement program. The trial scene from Shakespeare's "Merchant of Venice" and a three-act English play, "Our Boys," Professor F. Wesley Orr, head of the department of drama and public speaking, has charge of the program and will carry the role of Shylock in the Shakespearean play. The students in the cast have had special training and should make a very creditable showing. The students of this department dramatized and presented "The Bridge of the Gods" at the Helig

theatre in Portland last year with success. Mr. Orr had charge of that play also. While the present plays will be entirely different from the one given last year, they will be no less interesting and well presented. Miss Heidi and W. E. Gwynn, the students who carried the snow-capped mountains and at Marsh hall, Forest Grove, June 15. The proceeds of the performances will be applied on the fund that is being raised for a new gymnasium. It is expected will be built next year.

ALL WEEK SPECIALS OF ROSE FESTIVAL Dainties MONDAY, JUNE 1ST TUESDAY, JUNE 2D WEDNESDAY, JUNE 3D THURSDAY, JUNE 4TH FRIDAY, JUNE 5TH SATURDAY, JUNE 6TH LUNCH GOODS Smith's imported Kipperd Herring, per can... 20c Smith's imported Finnan Haddie, per can... 25c Smith's imported Bloaters, per can... 20c C. & B. imported Kipperd Herring, 6 cans for... \$1.25 Dupont imported Boneless Sardines, 1/4s, per can... 35c Dupont imported Boneless Sardines, high 1/4s, per can... 25c Dupont imported Boneless Sardines, 3/4s, 3 cans for... 50c Smoked imported Sardines, 1/4s, per can... 10c Preferred Stock Salmon, 1/2-lb. flat... 15c Preferred Stock Salmon, 1-lb. tall... 20c Preferred Stock Salmon, 1-lb. oval... 30c L. D. Shrimp, 1s, 2 for... 25c L. D. Shrimp, 2s, each... 25c Crescent Mackerel, soused tomato or mustard, 1s oval, each... 20c French Mackerel in oil, 1/4s... 20c Caviar, imported Schmidt, 1/4s, each... 25c Anchovy Paste, C & B, stone pots, each... 25c Underwood Deviled Ham, 1/4s, per can... 15c Self-Heating Foods, assorted, per can... 25c Puree de Foie Gras, 1/4 tins, per can... 25c Frankfurters, imported Sausage, per can... 35c C. & B. Oxford imported Sausage, per can... 50c Heinz Baked Beans with Tomato Sauce, small, per can... 15c Heinz Baked Beans with Tomato Sauce, medium, per can... 15c Heinz Baked Beans with Tomato Sauce, large, per can... 20c McLaren Imperial Nut Butter, small, per bottle... 15c McLaren Imperial Nut Butter, medium, per bottle... 25c McLaren Imperial Nut Butter, large, per bottle... 40c Crosse & Blackwell Malt Vinegar, quart bottle... 25c Crosse & Blackwell Taragon Vinegar, pint bottle... 40c Pimentoes, 1/2s, tins... 15c Pimentoes, 1s, tins... 25c Test our fancy Hams and Bacon and see if they are not superior in quality and flavor. Fancy ranch Eggs. Full cream Cheese. Dainty Crackers. Heinz's 57 Varieties, the kind that contain no preservatives. Preferred Stock Canned Goods, packed wherever the best is grown. 3 lbs. Juno Mocha and Java Coffee \$1. Buy your groceries where quality is considered. Pure, clean made and good. You run no risk. D. C. BURNS COMPANY 200-210 THIRD ST., BETWEEN TAYLOR AND SALMON. They comply with all food laws and are guaranteed to please the most particular people.

A. B. Steinbach & Co. Extra Special for One Week BOYS' STRAIGHT KNEE PANTS SUITS 1/2 OFF — 50 PER CENT OFF — 1/2 OFF Boys' suits, double breasted, knee pants, finest all-wool fabrics, attractive patterns, ages from 6 to 16 years. \$15.00 SUITS . . \$7.50 \$12.50 SUITS . . \$6.25 \$12.00 SUITS . . \$6.00 \$10.00 SUITS . . \$5.00 \$ 9.00 SUITS . . \$4.50 \$8.00 SUITS . . . \$4.00 \$7.50 SUITS . . . \$3.75 \$7.00 SUITS . . . \$3.50 \$6.00 SUITS . . . \$3.00 \$5.00 SUITS . . . \$2.50 \$4.00 SUITS . . . \$2.00

BRYAN CHEERED BY THOUSANDS Besides Delivering Memorial Day Address He Closes Nebraska Tour. (United Press Leased Wire.) Long Pine, Neb., May 30.—Applauded by thousands, William J. Bryan tonight closed the second day of his tour of northern and western Nebraska. This morning he delivered a Memorial Day address at Spencer. At noon an automobile dash was made for O'Neill. Here Mr. Bryan found a crowd awaiting him. He paid an eloquent tribute to the soldiers and sailors. At Long Pine there was a large crowd. He delivered an extemporaneous address. Mr. Bryan will return to Lincoln June 4. He will make no more extensive trips, but will remain in Nebraska for a month or more.

JAPAN FORCES SCORE VICTORY Army of Mikado Surrounds 60 Square Miles of Savage Formosa Territory. (Herald News by Longest Leased Wire.) Tokio, Japan, May 30.—Japan's forces in Formosa scored an important victory yesterday in the struggle against the wild tribes of that island. The two divisions of the expedition which were marching southward toward the interior effected a junction, thereby surrounding a district 15 square miles in area, out of more than 60 square miles of savage territory. This success is regarded as important, as it prevents the Aborigines of the unsubjugated parts from obtaining arms. The greater part of the Aborigines in the surrounding district have offered to surrender.

GOOD PROGRESS ON LINE UP CALIPOOIA (Special Dispatch to The Journal.) Brownsville, Or., May 30.—The new railroad up the Calipoopia river from Brownsville is being surveyed. Work on the line will commence soon. The line will run out from South Brownsville and thence east for about 20 miles to Crawfordville and Holley. This will be of great advantage to the town. It will open up a vast timber belt said to be the finest in the state. The big dam across the river is about completed. Brownsville will soon have electric lights again. It Reached the Spot. Mr. E. Humphrey, who owns a large general store at Omega, Ohio, and is president of the Adams County Telephone company, as well as the Home Telephone company of Pike county, Ohio, says of Dr. King's New Discovery: "It saved my life once. At least I think it did. It seemed to reach the spot—the very seat of my cough—when everything else failed. Dr. King's New Discovery not only reaches the cough spot; it heals the sore spots and the weak spots in throat, lungs and chest. Sold under guarantee at Siskimere Drug company's store, 50c and \$1.00. Trial bottle free."

Schools of Barlow Close. (Special Dispatch to The Journal.) Barlow, Or., May 30.—The public school closed yesterday with a picnic given on the school grounds for the children and their parents. Lunch was served at 1 o'clock and the teachers, Miss Sophie Nordhausen and Miss Dina Ekern, furnished ice cream for all. Races were run, and the teachers rewarded each winner with a prize. Those who are on the roll of honor are Harold Sage, Florence Widdows and Carl Brudvig.

NO MORE DELAYS SAYS SECRETARY METCALF Washington, May 30.—Supplementing his order that the records of the navy be made available to the public, Secretary of the Navy, Mr. Metcalf has also ordered that his instructions to bureau chiefs shall not be held up subject to their consideration. The reason for the latter order is said to be that the records of the navy are of such importance that they should be made available to the public as soon as possible.

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