

FIESTA PARADE STIRS BUSINESS

East Siders Entirely Pleased With Results of Big Demonstration Thursday.

In no section of Portland are the business men and property owners more pleased with the results of the second annual rose carnival than are those of the east side. On every hand from St. Johns to Sellwood nothing but satisfaction is expressed at the way in which the east side handled its part of the carnival festivities.

Especially is the work of the East Side Business Men's club commended and the officers of the club and the committees who labored for weeks are being deluged with congratulations. Of Invaluable Service.

Secretary Jackson when asked yesterday what he thought of the Rose Carnival as an advertisement for the east side, said:

"It is the unanimous opinion of every business man or property owner of the east side with whom I have talked since the carnival began that it has been of invaluable service in exploiting this side of the city. Thousands of people who didn't know we were on the map Thursday morning were made acquainted with the fact before the big parade was over that night. While it is yet early to forecast the direct monetary returns from the investment I am certain that the advertisement secured and the benefits that will be derived could not have resulted by any other means with an expenditure of ten times the money and trouble.

"The people most closely benefited by the carnival are the property owners and real estate men who will begin to reap the rewards of our enterprises at once, but in time this is bound to be found to the increase of business and far-sighted merchants can not but be well satisfied with the great success of the carnival.

Plan for Bigger Event.

"Next year we intend to go into the work with redoubled zeal and we will expend twice as much money in advertising our resources and with each succeeding year we will enlarge on the scale of the preceding one. We have all become confirmed boosters of the annual Rose Carnival for Portland and believe that in the future it will become an indisputable feature of the city's growth.

This sentiment is echoed by every business man on the east side. President Bigelow of the East Side Business Men's club, Dan Kellaker, O. E. Heintz, Whitney L. Boies, H. H. Newhall and a number of other leading citizens are loud in their praise of the big annual event that has just become history, and express hopes that it will be held every year in the future.

TONS OF GOLD.

Chance to Get a Portion of This Most Precious Earth Production.

At the foot of the mountains away up in the half treeless Idaho region, lie buried other tons of the shining metal. Large quantities of this is hidden in the Florence district, beneath the surface of ground owned by Hon. John B. Cleland, one of the judges of the state circuit court, who is president of the Florence Flue Smelting company, and his associates, George J. Peaslee, of the Peaslee Bros. Printing company; Richard C. Hart, superintendent of United States lighthouses for this district, secretary and treasurer of the company; W. A. Cleland, the judge's brother; Captain J. F. Boone, one of the oldest steamboat men on the river, and W. W. Peaslee, also of the Peaslee Bros. company. These gentlemen have associated with them E. B. Ferks, one of the best known mining engineers of the country, who, at their instance, spent two months with a crew of four men making a rigid examination of the Florence Placer meadows, in Idaho county, Idaho, in order to determine the amount of gold that has been stowed away beneath their surface. These meadows lie at the base of a lofty range of mountains, cragged upon their sides with gulches, beginning at their crown and ending at their feet. Along in the early the placer miners wandering over the Rockies in search of gold, made the discovery that these gulches contained in quantities almost beyond computation. But the country was then so isolated that it was next to impossible to reach it. The Dalles was the nearest supply point, and of course, only the actual necessities could be packed in to the mines from there. Yet notwithstanding this disadvantage over \$100,000,000 were panned out of these gulches and crevasses and carried away to the outside world. But when the miners reached the soft, wet ground at the feet of the gulches they were powerless to go further, because they could not mine beneath it on account of water. Many a longing eye was cast upon this treasure-bed, because every miner knew that it contained the washings of the mountains for centuries upon centuries, and must be fairly reeking, so to speak, with that for which they had endured so many hardships. But cast metal panning in large quantities, would be necessary to work these bottoms, and such could not be had. But now that Mr. Ferks has discovered and demonstrated the richness of this fertile valley, Judge Cleland's company is at this

DIAMOND MATCH OFFICIALS ON WAY HOME AFTER COAST VISIT



O. C. Barber.



F. M. Clough.



Granger Farwell.



E. R. Stettinius.

A group of prominent eastern business men will reach Portland in the morning for a short visit while on the way to their homes in the east after an extended visit on the coast inspecting their interests and holdings here. In the group are Granger Farwell, president of the Farwell Investment company; O. C. Barber, president of the

Diamond Match company; E. R. Stettinius, vice-president of the same company; F. M. Clough, Pacific coast manager of the corporation. The men have been on an inspection trip to California, where they have been looking over extensive pine timber holdings which are to be used in the manufacture of the matches put out by the Diamond Match company.

time taking into the meadows large quantities of metal water pipe and giants, and has a sawmill of his own on the way, very likely at Siletz at this time. The mill will be used to cut lumber for the flumes necessary to construct, and for the placer elevator it will build within the next two months. The company expects to be washing gravel toward the latter end of August, and to return to its stockholders before the end of the season, every dollar invested in its shares. Conservative miners say that this company's claim that it expects to pay 200 per cent on all stock investment each year is an estimate probably below what it really will do, because the sampling of the ground has so unquestionably demonstrated its value, that such dividends will most likely be exceeded many per cent.

It is, in fact, a rare chance for investment and those so fortunate as to own its shares are likely to find themselves possessed of a property that will yield them magnificent profits for 25 years to come.

The company's handsome descriptive booklet is mailed free to all applicants from its office, 320 Commercial Club building, Fifth and Oak streets. Its shares are sold on easy terms.

HIT BY CAR WHILE ON AN ICE WAGON

M. M. Donohoe's suit for \$5,324 damages against the Portland Railway company was called for trial before Judge Cleland in the circuit court yesterday afternoon. A jury was secured during the afternoon, but the taking of testimony will not begin until tomorrow morning.

Donohoe's suit is based on a tumble he took from an ice wagon February 7 when he was riding down Seventh street. He was the guest of the driver, W. Harrigan, and the wagon collided with a car at Burnside street. Donohoe was thrown to the pavement and sustained painful injuries. He claims that the car was being run at an excessive rate of speed and that the accident was entirely the fault of the railway company's employes.

CURSES COPS, MUST TELL WHY

Edgar Martin Butts in When Officer Performs Kindly Service.

Edgar Martin wore a meek air when he departed from police headquarters yesterday afternoon. He had been given a lightning lesson in respect due police officers. He will appear before Judge Cameron Monday morning and tell why he vituperated the police department for taking in an aged, moneyless man named A. Swan. Officer Riley found Swan about noon yesterday wandering about the streets. The old gentleman appeared dazed and when questioned by the officer said he was hungry and without funds. Officer Riley took him to a near-by restaurant and bought him dinner, after which he was taken to police headquarters. Then Martin arrived. He demanded that Swan be released, giving no other reason for his voluntary intercession except that he wanted the old man to have a square deal. On being refused he broke into a torrent of invective which lasted about 10 minutes. He flung some remarks at the police force which will not bear repetition. He was in the midst of his oral castigation when Captain Moore arrived. Three minutes later he was booked on a disorderly conduct charge.

Investigation reveals that Swan is a man of property in Toledo, Oregon, also that he has a brother-in-law, Charles Beyer, who is a prominent business man in Chicago. Swan's clouded mind prevents him from giving a lucid account of his adventures in Portland, but it is believed probable that he has been victimized. It is thought that investigation will show he left Toledo with several hundred dollars in his person. Unless other evidence develops the police, working on this theory, will connect up Swan's movements from the time which he left Toledo to his detention yesterday noon. Questioning yesterday elicited the fact that he was the owner of three houses in Toledo and had property in some other Oregon city. Swans on his person bespeak a past acquaintance with prominent persons in Toledo.

Swan was let out after he had furnished a cash bond. He will be closely questioned in Judge Cameron's court Monday morning.

Charleston Jackies Enjoy Concert.

On Thursday evening Sherman, Clay & Co. gave an informal concert to the jackies on board the United States ship Charleston. During the afternoon a Kingsbury inner-player piano and a Victrola were delivered on board ship and placed in the sailors' quarters. About 7:30 o'clock, by prearrangement, one of the ship's launches met the party from Sherman, Clay & Co. at the Stark street dock and carried them to the ship where they proceeded to make the jackies select the music and dancing with music of all kinds. It was truly an interesting sight to the writer to see at least three hundred jackies grouped around the piano. They enjoyed it keenly; in fact, so much so, that they sent up a request to the captain to grant an extension of lights for one hour. This the captain very kindly granted, thus placing the light limit to ten o'clock. Instead of nine, as is the navy rule, the sailors sang with the songs and danced to the dances. Not only were the old-time sailors' humpies and waltzes given, but also the genuine coast rag. Perhaps the most enjoyable of the dances were the two-step and waltz. The ladies selecting partners and dancing with careless grace and freedom that would put envy in the heart of the society lady. The concert continued until "Bunkie" was called when the party from Sherman, Clay & Co. was taken ashore on the ship's steamer with a shower of thanks for a most pleasant evening, which was sincerely appreciated by the officers as well as the sailors. This spirit on the part of Sherman, Clay & Co. is commendable, especially from the fact that this concert was given without any display or desire for advertising, nor for any desire to sell any instruments on board the Charleston, but merely from the standpoint of doing their share of entertaining the jackies in Portland.



Final Score Final Score Final Score

SEE PAGES 8 AND 9, THIS SECTION OF TODAY'S SUNDAY JOURNAL

Ever White Article Greatly Reduced

Young's

"The QUALITY SHOP"

341 WASH Cor 7th.

Ladies' Neckwear
Kid and Silk Gloves
Belts, Bags, Hosiery, Etc.
Laces, Embroideries

Buy your accessories at a specialty store; we are constantly in touch with the new ideas. All our stock is new and fresh and something new every day.

Tan or Black Hosiery, extra quality	50¢ to \$1
16-Button Kayser's Silk Gloves	\$1.50 and \$2
Young's 2-Clasp Nonpariel, extra quality	\$2
P. Centemeri, 2-Button Chamois, washable	\$1.25
Washable Belts, each	25¢, 35¢ to \$1.50
Elastic Belts	\$1 to \$4.50
Leather Belts	35¢, 50¢ and 75¢
White Parasols	\$1 to \$4.50
Fancy Parasols, all new	\$3 to \$10
New Collars, correct styles	35¢ to \$1
New Bows	35¢ to \$2.50

MISS HARRIS TO ADDRESS Y. W. C. A.

Miss Elizabeth Harris, traveling secretary of the student volunteer movement, will address the Young Women's Christian association this afternoon at 4:30 o'clock. Miss Harris is a widely traveled woman and has been a most popular speaker in this wonderful soul inspiring movement of students all over the country. She will be at the northwest conference at Seaside, but will give only one address in Portland. All women are cordially invited to hear her this afternoon.

DRESS GOODS SALE.

Greatest Values Ever Offered by Any Portland Store. See today's ad for great closing out sale bargains in dress goods and suits. No mail phone, or C. O. D. orders filled and none charged at the prices quoted. McAllen & McDonnell, Third and Morrison.

SPECIAL NOTICE

SUITS

TO ORDER

\$25 and UP

Large Stock of Patterns

Union Label on Every Garment

WERNER PETERSON CO.

FAMOUS TAILORS

140 Second St., Near Morrison

BIG PROFITS IN STREETCAR FARES

Rose Carnival Proves Nickel-Getter for Portland Railway Company.

A prediction made by General Passenger Agent William McMurray, that the largest day's attendance at the Portland Rose show festivities would equal or exceed the attendance on the biggest day of the Lewis and Clark exposition has been verified by the Portland Railway, Light & Power company's records. It is shown that on June 4 the street car lines received \$46,000 cash fares, which is more than \$6,000 in excess of the passengers handled on Portland Day of the exposition, 1906, approach it.



Your shoes will fit if they're Selz Royal Blue

FIT is really the most important thing about shoes; the comfort of your feet has more to do with your efficiency than anything else you wear. And good fit has more to do with service, also, than any other thing. A perfect-fitting shoe will outwear two that don't fit. We guarantee a fit here in Selz Royal Blue shoes; they're made to certain scientific measurements based on Selz famous Footform last; best shoe-shape ever made.

Selz Royal Blue, \$3.50, \$4, \$5.

All Sizes and Widths Marked in Plain English

Rosenthal's

PORTLAND'S BEST SHOE STORE

Cor. 7th and Washington Sts.

W. Berkley of Boise; E. R. Hunt, general manager of the Denver & Rio Grande railroad at Butte, vice-president; of Salt Lake is to be sales manager.