

THE OREGON DAILY JOURNAL

by **Dpusilla DREW.**

The opening night of the horse show last night was a blaze of light and color. The matinee performance in the afternoon was the first session, but last night's session was the real opening as far as fashion is concerned. The building was well filled and the assemblage was one of the most brilliant ever seen in Portland. An air of informality entirely lacking in last year's opening show made the evening seem less rigid. The promenade arranged behind the tier of boxes encircling the ring was filled with visitors all the evening through, and the scene was a pleasantly shifting panorama. The gowns worn surpassed in beauty those worn last year. The over-large hats with the long sweeping plumes and the immense birds of paradise in the gorgeous shades used this season are particularly suited to such a display and the effect was rich in color. Handsome furs and jewels were worn with beautiful evening wraps. After the show carriage and automobile parties were taken to the various grills, where the table space had all been reserved beforehand. The hotels were beautifully decorated to add to the sense of festivity. There was a good crowd attending the matinee opening. Many of the people entered in boxes. The entire show lasting through three days promises to be one of most marked success. The grand building itself at the fair grounds is transformed into a lovely scene of life and light. Electric lights sparkle everywhere. The emblems of the Flunk club under whose auspices the show is again given is blazed out through incandescents over the judge's stand—the red and white of the crossed crops. The red and white of the club was draped about the boxes and was shown in garlands of pom-poms. A number of the smart set rode and drove last night and their performance was received always with enthusiastic applause. When they had finished their work in the ring they joined their friends in the boxes. The box occupants last night were as follows: 1—William Knight, Mr. and Mrs. Robert Davis, Mr. and Mrs. Don Zan Miss Nancy Zan. 2—Mr. and Mrs. Tom Sharp, Miss Dorothy Morrison. 3—Multnomah club. 4—Mr. and Mrs. Edward Cookingham, Major and Mrs. James Canby, Miss Winifred Miller of Yokohama, Miss Beatrice Haas of Berlin, Dr. Gustav Baar. 5—Portland Hunt club. 6—W. J. Burns, A. L. Gile, Dr. and Mrs. Herbert Nichols, Miss Kathleen Burns, Miss Eleanor Gile, Miss Alice Strong, Henry Teal. 7—Mr. and Mrs. W. B. Fechtelner, Mr. and Mrs. W. J. Van Schuyler, Mr. and Mrs. C. D. Brunst. 8—Mr. and Mrs. James Muckle, Mr. and Mrs. Frank Vanduyt, the Misses Anna and Amy George and Miss Agnes Muckle. 9—Dr. and Mrs. A. H. Fehr, Mr. and Mrs. Edward Holman, Seattle, Mr. and Mrs. David Honeyman, Mr. and Mrs. David C. Lewis, Mrs. William MacMaster. 10—Mr. and Mrs. W. E. McCord, Mr. and Mrs. Sherman O'Gorman, Mr. and Mrs. Jesse R. Sharp, Dr. and Mrs. A. H. Rockey, and Mr. and Mrs. Hayward of Seattle. 11—Mr. and Mrs. William Otto Breyman, Mr. and Mrs. Oskar Huber, Miss Dorothy Huber, Miss Lottie Sherlock, Miss Louise Mesick, Mrs. S. Walter. 12—Mr. and Mrs. George Lawrence, Mr. and Mrs. George Lawrence Jr., Miss Lawrence, Miss Mabel Lawrence, Miss Jessie Millard and John Lawrence. 13—Mr. and Mrs. A. B. Steinbach, Miss Steinbach. 14—Mr. and Mrs. B. S. Josselyn, Mr. and Mrs. Fuller, Miss Josselyn. 15—Dr. and Mrs. W. J. Jones, Dr. and Mrs. Henry Jones, Mrs. S. G. Hamilton, Dr. and Mrs. George B. Story, H. O. Story. 16—Mrs. Solomon Hirsch, Miss Ella Hirsch, Miss Mae Hirsch, Miss Clementine Hirsch, Mrs. Oscar Meyer of New York, Miss Lazarus, Mr. and Mrs. Sanford Hirsch. 17—Mr. and Mrs. Graham Glass, Miss Clara Houghton and Eugene Ross, Dr. and Mrs. Thomas Scott Brooke, Miss Fran-

As to Piano Buying and Reliability

If there is any advantage in being able to select your piano from the lines of the 40 best manufacturers in America instead of one or two you will surely come directly to Eilers Piano House for your requirements.

If you appreciate what it really means to share in the benefits of the most colossal purchasing power possessed by any piano selling concern in existence, Eilers Piano House will undoubtedly receive your patronage.

Just to illustrate Eilers Piano House bigness, we mention the fact that at the present moment there are over 900 high-grade pianos and organs and pipe organs displayed in our retail store and Thirteenth and Northrup street wholesale establishments.

Prices for new pianos begin at \$137 and range upward by easy stages to \$1,000, \$1,100, yes, \$1,625. Organ prices range from \$46 up. Pianolas, Pianola Pianos, Orchestrelles, Orchestrions, electric Pianos and every kind of talking machines and talking machine record are here.

There is not a family in the west who cannot find here the musical instrument of its choice at precisely just what is right to pay.

As to reliability and trustworthiness. We know that you and every other western man and woman knows at least 100 people well enough to influence them. If then there were no other reason, this alone is enough to make us extremely cautious of our treatment of every buyer, large or small.

We will not sell anything that we know is not right, for in doing so we might make one profit, but would forever lose the opportunity of getting you back and of getting your friends to buy here.

Ours is actually the only "home" piano house. We live here—we are permanently located here. Pay no middlemen's profits nor agents' or agency commissions, and we expect to do business here in years to come.

You can have confidence in our judgment. The heads of our concern, and the managers of each department, are trained from boyhood in this particular line of work. You can have every confidence in our store and our methods. You need never be suspicious of any of our claims. You can believe every representation we make because whenever anything from our concern does not do credit to our name we will refund every penny you have paid us, no matter when you demand it, or upon what grounds you base your claim.

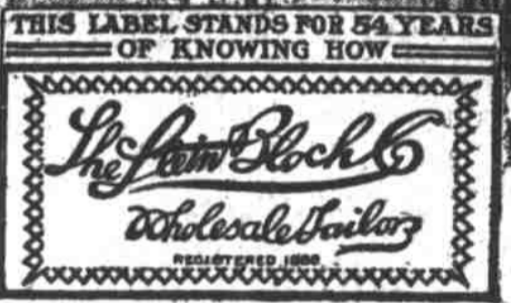
These, in short, are some of the reasons why you should trade at headquarters, at Eilers Piano House, not an "agency," not a "branch"—Portland's "home" piano institution, the biggest, busiest and best.

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You pay for Cloth and Style and Fit. You get the Cloth, but how about the Fit and Style? You pay for them, but do you get them? Without them your Suit or Overcoat becomes only cloth. You might as well have made it yourself.

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We recommend Selz Royal Blue Shoes because it's one of the moderate-priced shoes that's made with oak soles; and made honestly all through of the best materials. Fall styles are here.

We'll fit your feet perfectly with Selz Royal Blue. \$3.50, \$4.00, \$5.00

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You may not believe it, but we mean just what we say here. We offer these unparalleled inducements in order to advertise our new department, MEN'S COMPLETE OUTFITTING STOCK. We know that when you have tried us once you would become one of our permanent friends and customers, and that means us a great gain. It will offset what we lose tomorrow on this sale. Bear in mind that these Hats and Clothing are from our regular stock, and that means that they are new, clean, up-to-date goods. We have added this new department only a month ago. No job lots, bankrupt stocks or similar goods are found in this sale. Remember, too, we back every sale by our broad guarantee that we will cheerfully refund money if you were not entirely satisfied with your purchase. More than 1,500 Suits, Cravenettes and Overcoats are involved in this sale. Every new style and every new color is represented here, and we can suit the most fastidious.

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We will give with each suit at \$14.95, ABSOLUTELY FREE, A \$3.00 HAT, including our famous "KENNETH" BRAND HATS, the highest perfection in Men's Hats. Choose what you want from our \$5,000 stock of hats, representing all the new shapes and shades. IT GOES FREE with the suit.



DENOUNCES LONG WAIT IN AISLES

"I don't see how in the world the people could get out of the Grand theatre in case of fire if it is allowed to crowd people into the aisles and in the rear of the seats as it did when I visited the place the other night."

This declaration by Isaac Swett, one of the members of the acting fire committee of the executive board, which was in session yesterday afternoon, will result in an official investigation of the Grand by the mayor, who ordered Mr. Swett to make out his charges in writing and communicate them officially. Mr. Swett asked if the Grand theatre had been inspected and found to conform to the fire regulations lately. He was informed by Chief Campbell that it had. "Well, then, whose duty is it to enforce the law regarding the number of persons that shall be permitted to attend one performance?" "The police are supposed to look after that," replied Mr. Campbell.

Mr. Swett then said that it was an outrage on the people, anyway, to be forced to stand in such a place after buying tickets which they supposed would give them seats. "This condition is intolerable and should be investigated at once."

The committee received the report of the fire chief, who recently visited and inspected the Bungalow and Baker theatres. The report says that these buildings conform to the provisions of the law, but it decries frame buildings for such purposes as extremely undesirable.

END OF A NOBLE LIFE IS CLOUDED

Mrs. Mary Reed, Pioneer, 94 Years Old, Sent to State Insane Asylum at Salem.

(Special Dispatch to The Journal.) Oregon City, Oct. 15.—Mrs. Mary Jane Reed, an aged pioneer of this county, 94 years old, was committed to the insane asylum at Salem yesterday. Mrs. Reed, with her husband, Dr. Zachariah Reed, crossed the plains by ox team from their native state, Tennessee, in 1852 and settled on a donation land claim at Marquam, where she had ever since remained, and where Dr. Reed died 33 years ago. Mrs. Reed is the mother of James Reed of Marquam, Mrs. William Covey of The Dalles, Mrs. Marcus Burr of Seaside, Wash., and Robert Abbott of Walla Walla.

About six months ago Mrs. Reed began to show symptoms of insanity, which later developed into a homicidal mania, making it dangerous for her to be at large. In early days her hospitality to the weary immigrants to this region was proverbial.

WOULD-BE SUICIDE'S KICKS BRING HELP

(United Press Leased Wire.) Fresno, Cal., Oct. 16.—George S. Duttile, owner of an upholstery establishment in this city, attempted suicide today by hanging, using a piece of halting rope. In his struggles, he beat a tattoo with his heels on the floor, attracting the attention of several of the guests in the "Joss hotel next door. The police were notified and the timely arrival of an officer from headquarters saved Duttile's life. He was taken to the emergency hospital for treatment and from there to the courthouse, where he was given a cell in the insane ward. Despondency is said to be the cause of the attempt. He is 45 years of age and unmarried.

BREAKS A COLD PROMPTLY

The following formula is a never failing remedy for colds: One ounce of Compound Syrup of Sarsaparilla, one ounce Tonic Compound and one half pint of good whiskey, mix and shake thoroughly each time and use in doses of a tablespoonful every four hours. This if followed up will cure an acute cold in 24 hours. The ingredients can be gotten at any drug store.

SATURDAY SPECIALS

FRAMED PICTURES
A new lot of Plaque Pictures in artistic gold frames—fourteen inches square. In these are offered the choice of several popular subjects in rich colorings at this special price, each85¢

BASEMENT SPECIAL
Eight-quart Tea Kettles in gray granite steel ware. This popular size offered for tomorrow in the Basement Department at this very low price.....79¢

CROCKERY SALE ENDS Tomorrow
42-piece, 50-piece, 66-piece and 100-piece plain and decorated Dinner Sets in Haviland, Basset, China and semi-porcelain are offered at unusually attractive sale prices.

The following are specially priced for tomorrow only and are subject to delivery at our earliest convenience. Telephone, mail or C. O. D. orders not accepted. Store closes on Saturday at 6 o'clock.

CARPET SAMPLES
1½-yard lengths of Brussels, Velvet, Axminster and Wilton Carpets—all neatly bound and serged—suitable as small rugs for all purposes. Three lots to choose from tomorrow in the Carpet Department at this special price, each...50¢, 75¢ and \$1.00

IN THE BEDDING DEPT.
Sixth Floor—Full-Size Comforters, filled with white cotton and covered in figured silkoline. Your choice of several colors in these comforters at this special, each \$1.20

TULL & GIBBS COMPLETE HOUSEFURNISHERS

Only One - THREE CENTS - That is LAXATIVE BROWN SWEET. Look for the signature of E. W. Green. Used the World over to Cure a Cold in One Day. See...