

RAPID GROWTH OF OREGON LIFE IS SIGN OF FUTURE

Field Agents of Company, in Convention, Expect to Do \$3,000,000 New Business This Year—Are Praised.

Three million dollars in new business in 1910 was adopted as a working plan by "business getters" of Oregon Life.

Most marked among features brought out in connection with the convention were facts showing the amazing growth of Oregon Life and its success in business, not paralleled in the history of life insurance.

Founded less than four years ago by L. Samuel, general manager, Oregon Life has grown in size and reputation with wonderful rapidity.

Conventions Are Unique. Unique in life insurance circles are the annual conventions of field agents of Oregon Life.

There are many peculiarities about Oregon Life," declared Mr. Mills. "To us members of the company Oregon Life is not considered an ordinary business concern.

"Oregon Life was organized, and is operated along broad lines. One noteworthy fact is that although interest paid to members of the company is limited to 7 per cent, results for the year just past have been so unusually good that dividends of policyholders for the year will be increased to 17 per cent.

Mr. Mills highly complimented Manager L. Samuel. Dr. E. A. Pierce, acting medical director of the company, was the next speaker. He pointed out particularly

BROWN'S BRONCHIAL TROCHES A convenient and effective remedy for Coughs and Hoarseness.



When taking advantage of bargain sales do not overlook these three important details—Quality, Fit and Style. Compared with these cut price is a minor consideration.

Clearance Days \$30.00 Suits and Overcoats at \$21.85 \$25.00 Suits and Overcoats at \$18.65 \$20.00 Suits and Overcoats at \$14.85 \$15.00 Suits and Overcoats at \$11.85

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Lion Clothiers 166 - 170 THIRD STREET

the excellent character of the risks taken by agents, as proved by the fact that although the company had been in existence for four years, and that more than \$3,000,000 of insurance was on the books, losses for 1909 amounted to only \$3000.

Unable to be present at the luncheon, where he was slated to deliver an address, W. P. Olds of Olds, Wortman & King, and a member of the executive board of the company, made a classical talk on "Character" at the afternoon session of members of the agency force, held in the offices in the Corbett building.

"Character is necessary in the up-building of every organization," he said, "and I find it a most important part of this organization. I am proud to speak of an acquaintance of 30 years with L. Samuel, founder of Oregon Life, and can say that under his leadership such a body of men of high character cannot help but make the company a great success."

General Manager Samuel reviewed the history of the most prominent life insurance companies of the world, showing in comparison to Oregon Life the enormous losses paid out.

"No company carrying such an amount of insurance as does Oregon Life," he said, "has escaped with so little loss."

Mr. Samuel thanked and complimented the agency force for the work done in 1909. Insurance amounting to \$1,387,000 was taken in when the high mark was not expected to be more than \$1,000,000.

After a light collation General Manager Samuel entertained members of the agency force at the Orpheum theatre, and later with a supper at the Hotel Portland.

CITY ATTORNEY SAYS COUNCIL IS ESTOPPED City Attorney Kavanaugh has decided that the city cannot claim Morrison street between Ninth and Washington streets because of condemnation proceedings taken by the council some 40 years ago.

Death Roll of the Northwest William Caleton. Pendleton, Or., Jan. 5.—William Caleton, 33 years old, a resident of California, died yesterday morning at the home of Mr. and Mrs. Kenneth McRae in North Pendleton after a brief illness of pneumonia.

Blanche Roumagoux. Pendleton, Or., Jan. 5.—Blanche Roumagoux, the 12-year-old daughter of Mr. and Mrs. Frank R. Roumagoux of this city, died at her home this morning of typhoid fever. She had lived in this city all her life.

Robert Porter Allen. Forest Grove, Or., Jan. 5.—Robert Porter Allen, the 3-year-old son of Mr. and Mrs. Edwin Allen, of this city, died Sunday and was buried Monday afternoon in Forest View cemetery.

CITY BEAUTIFUL PLANS FOR 1910

Dr. Wetherbee Suggests Stereopticon Views as Means to Stimulate Interest.

The work for 1910 of the Portland Civic League will be inaugurated at a meeting of the executive committee of 15 to be held in the Commercial club January 10. More than details related to the employment of E. H. Bennett of Chicago as supervising architect of city beautiful plans will be considered.

Mr. Bennett comes in Portland next month direct from Egypt and other countries of the old world, where he has been studying ancient and modern architecture. That the architect's work may be facilitated in every way possible the executive committee will attempt to have every preliminary arrangement satisfactorily adjusted.

While the architect's plans for practical greater growth will be invaluable, yet they would be useless unless public understanding of the benefit their use has been brought about. As the years go by and the city is builded greater, conforming to the unit plan of development, the people will be called upon from time to time to vote upon improvements.

C. E. Merrick, secretary of the league, was instructed yesterday to issue a call for the meeting of the executive committee. This will probably be at a luncheon in the Commercial club January 10. This meeting will be followed by a general session of all the league's members.

SOCIAL and PERSONAL Miss Alice Forbes, who returned last summer from the Ossining-on-Hudson school, is giving a tea Friday afternoon of this week.

Interesting visitors in Portland are Mrs. Channing and two children, who are the guests of Mr. and Mrs. William Burke in Irvington. Mrs. Burke is the mother of Mrs. Channing, and has recently come here with her husband from Salt Lake City, Utah.

A number of Portlanders spent New Year's at Seaside this year. The J. G. Maccks had a house party at their cottage; Mr. and Mrs. J. Wesley Leedy and Miss Ella Hirsch were at the Hotel Moore, and Chester G. Murphy, R. A. Leiter and C. Grizmacher were a merry party returning from the beach Sunday night.

The Mount Tabor Home training circle will give a musical and social tomorrow afternoon at 2:30, at the home of Mrs. W. A. Laidlaw, president, at 1515 Belmont street. The general subject of the day will be "Music in Home Life," with Mrs. E. N. Wheeler in charge.

Mrs. S. Oliver, formerly Maybelle Maxwell, daughter of Mrs. J. F. Myers of Montavilla, who has been in the St. Vincent's hospital, has returned to her home. Mrs. Oliver is well known as "Billie," and has sung at Central and Seattle in vaudeville for about a year.

Dr. A. J. Glesy, who is spending a month at Paso Robles, Cal., in hope of gaining his usual good health, is reported as much better. According to a letter received recently from him, he expects to return home about the first of February in excellent physical condition.

The annual meeting of the Waverly Golf club will be held Saturday evening of this week in the parlors of the Hotel Portland. The nominating committee has proposed the following nominees for the board of directors to be elected at that meeting: W. J. Burns, Elliott R. Corbett, Andrew H. Kerr, Kurt H. Koehler, C. H. Lewis, William MacMaster, Wirt Minor, A. S. Rothwell and Guy W. Talbot. Annual reports will be read.

Dr. and Mrs. R. J. Marsh and daughter have returned from Eugene, where they spent New Year's with their parents, Mr. and Mrs. S. G. Marsh.

Mrs. W. A. Gordon was a bridge hostess Monday afternoon, complimentary to Mrs. J. H. Page, who leaves this week for California. The Gordon home at 514 Carter street, Portland Heights, was simply but beautifully decorated with flowers and greens. Carnations were given at each table as prizes for high score and were received by Mrs. A. D. Charlton, Mrs. Thomas Gray, Mrs. Theodore Wygant and Mrs. Frank Dayton. At the conclusion of the game a delicious luncheon was served by Miss Ethel Gordon, assisted by Miss Dorothy Josselyn. The guests included Mrs. J. H. Page, Mrs. James D. Hart, Mrs. E. L. Thompson, Mrs. Adolph DeKumb, Mrs. J. F. Bradley, Mrs. H. H. Northrup, Mrs. Anna Thompson, Mrs. J. F. Griswold, Mrs. G. E. Briere, Mrs. Frank Dayton, Mrs. M. G. Wygant, Miss Louise Wygant, Mrs. Martin Winch, Mrs. A. D. Charlton, Mrs. Henry E. Jones, Mrs. Thomas Gray, Mrs. David Shindler and Mrs. Theodore Wygant.

best accompanists in the country, and was three years with Madame Godebi in that capacity. A brilliant Chopin program was played by Mr. La Forge, and he delighted his hearers both from an artistic and personal standpoint. Among the 50 or more guests at this delightful musicale were Miss Jocelyn Forbes and a number of her advanced pupils. Mr. La Forge is a relative of Mrs. Jobs and will be an honor guest at several functions during his brief visit here.

Miss Augusta Marshall and Miss Vida Marshall entertained a few friends informally at bridge at their apartments at Alexandra Court yesterday afternoon.

DAMAGE SUITS ARE SETTLED OUT OF COURT H. H. Buckman yesterday afternoon compromised his damage suit against the L. A. Thompson Seaside Railway company, after a jury had been secured in Judge Cleland's department of the circuit court to try it. He accepted \$300

in full settlement. He had asked for \$1000 because of injuries sustained in an accident on the scenic road on Council Crest. His brother, W. T. Buckman, sued for \$2500 damages, and he also compromised his case, receiving \$350 for his claim.

ICE MAKES PART OF SIXTH ST. DANGEROUS Sixth street, in the immediate vicinity of the fountain watering trough at

the intersection of Ankeny, is in dangerous condition for traffic, water from the trough having frozen and covered the street over a large area with thick ice. The ice makes it difficult for teams to get to the trough and more difficult to get away.

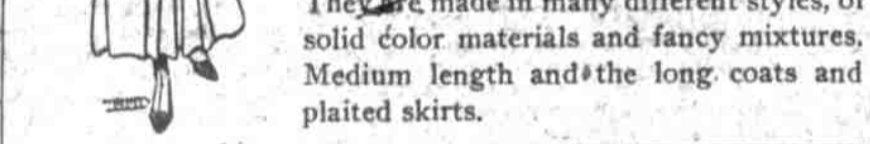
Belle Whiskey Arrested. Roseburg, Or., Jan. 5.—Charged with selling whiskey contrary to the local option law, "Frank" Smith was given a trial before the justice court here yesterday and found guilty.

The Home Furnished Complete Tull & Gibbs, Inc. MORRISON AT SEVENTH Housefurnishing Goods Sold on Easy Payments

The Rummage Sale--Bargains All Through The Store--it's a Most Opportune Event

You who have had occasion to attend this great sale in former years well know to what its success can be attributed—just such remarkable bargains as are being offered in this present annual sale event. The savings, the quality of merchandise, these are what demand the most consideration from those who take advantage of the January sales. You'll find that value-giving and quality go hand in hand here—always.

Girls' SHOES Tailored Suits Juniors' Tailored Suits Showing These Reductions: \$17.50 SUITS AT \$ 8.75 \$18.75 SUITS AT \$ 9.40 \$20.00 SUITS AT \$10.00 \$25.00 SUITS AT \$12.50



Evening Coats and Capes, \$20, \$25, \$30, \$35 \$40 and up to \$125, now at HALF PRICE

WOMEN'S and MISSES' FINE TWO-PIECE and THREE-PIECE TAILORED SUITS in the RUMMAGE SALE AT HALF PRICE

These Furniture Specials IN THE FOURTH FLOOR RUMMAGE \$58.00 Combination Desk Bookcase in golden oak... \$29.75 \$56.00 Colonial Bookcase in finest golden oak—... \$45.25 \$115.00 large Bookcase in finest golden oak—... \$67.50 \$14.00 Arm Rocker in golden oak—... \$7.75 \$13.75 Arm Rocker in quarter sawed golden oak—... \$9.50 \$73.00 Colonial Bookcase in finest mahogany—... \$56.50 \$15.00 Morris Chair with frame of golden oak—... \$9.75 \$21.00 Morris Chair with frame of golden oak—... \$15.75 \$35.00 Ladies' Desk in birdseye maple—... \$19.75 \$39.00 Ladies' Desk in mahogany—... \$21.75 \$14.00 Sample Couch, upholstered in velour—... \$5.75 \$58.00 finely upholstered Couch, best spring construction, covered in denim—... \$19.75 \$58.00 sample Couch, upholstered in velour—frame of mahogany, and carved—... \$19.75 \$47.50 sample Couch, upholstered in fine velour, frame of finest golden oak—... \$16.75 \$95.00 large Arm Chair, upholstered in very finest leather—... \$69.50

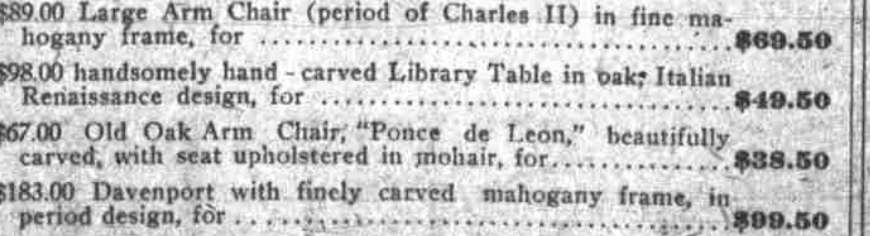
Many Splendid Bargains in Office Desks Many High-Grade Pieces IN THE FIFTH FLOOR RUMMAGE \$58.00 Parlor Cabinet in finest mahogany, for \$37.50 \$82.00 Parlor Cabinet in finest mahogany, for \$49.50 \$56.00 Buffet in solid mahogany, for \$41.50 \$63.00 Buffet, also of solid mahogany, for \$44.25 \$75.00 Colonial Library Table in finest mahogany top, 36 inches by 60 inches, for \$55.50 \$100.00 Sofa Davenport with frame of solid mahogany, finely upholstered, for \$69.75 \$129.00 Gold-leaf Table in Louis XV. design; onyx marble top, for \$59.75 \$72.50 Chippendale Arm Chair (Chinese type) in solid mahogany, for \$58.50 \$89.00 Large Arm Chair (period of Charles II) in fine mahogany frame, for \$69.50 \$98.00 handsomely hand-carved Library Table in oak Italian Renaissance design, for \$49.50 \$67.00 Old Oak Arm Chair, "Ponce de Leon," beautifully carved, with seat upholstered in mohair, for \$38.50 \$183.00 Davenport with finely carved mahogany frame, in period design, for \$99.50

Rummage SALE OF HEATING STOVES Rummage in THE Bedding Stock At \$1.50 Pair—Cotton Blankets worth \$2.75 pair. At \$2.75 Each—Heavy Comforters, covered in sateen; worth \$4.75 each. At \$1.75 Each—Fringed Bedspreads for three-quarter size beds, in colors blue and pink; worth \$3.70 each. At \$1.95 Pair—Feather Pillows, worth \$3.25 pair. At \$2.25 Each—Fringed Bedspreads for full-size beds, in blue, pink and red; worth \$4.50 each. At \$5.00 Pair—Extra large and extra fine Feather Pillows, in fancy ticking; worth \$8.50 pair. At \$3.50 Pair—Scarlet, all-wool Blanket, with black stripe, fine quality; worth \$6.25 pair. At \$7.95 Each—Fine down-filled Comforters, worth \$15.00 each. Bedding Department, sixth floor.

Rummage in THE Drapery Dept. At \$1.00 Pair—Ecu Muslin Lace Curtains, worth \$2.75 pair. At \$1.75 Pair—Ivory Cable Net Curtains, worth \$3.50 pair. At \$2.50 Pair—Ecu Cable Net Curtains, worth \$5.00 pair. At \$5.00 Pair—White Panel Laces, worth \$10.50 pair. At \$7.75 Pair—Cluny Lace Curtains, worth \$15.00 pair. At \$8.50 Pair—Arabian Lace Curtains, worth \$22.00 pair. At \$9.00 Pair—White Egyptian Lace Curtains, worth \$20.00 pair. At \$10.00 Pair—Point Duchesse Lace Curtains, worth \$20.00 pair.

At 20¢ Yard—Cretannes, worth \$40 yard. At 35¢ Yard—Furniture fringe, in all colors; worth \$1.50 yard. At \$1.00 Yard—Upholstery goods, worth from \$3.50 to \$4.50 yard. At \$1.00 Yard—Drapery damask, worth from \$3 to \$4.50 yard.

At 50¢ Yard—Plain and figured silks, worth \$1.00 per yard; also Scotch Madras, worth \$1.50 yd. REMNANTS—Of nearly every kind of drapery and upholstery material; denim, cretonne, silks, etc., priced from 10¢ each to 50¢ each.



Rummage Bargains in Go-Carts, Carriages, Dining Tables, Chairs, Dressers and Chiffoniers

RUMMAGE Bargains in Corsets

Such interesting values as these should bring every woman in touch with this new section. From these desirable models can be chosen for every type of figure. \$5.00 AND \$7.50 CORSETS AT \$3.95—A variety of models for large, medium and slender figures; good styles and splendid materials; all sizes. \$3.50 CORSETS AT \$2.95—An exceptionally good assortment of models—low bust, long hip or medium high bust; extremely long over hips, abdomen and back; good materials. \$2.50 CORSETS AT \$1.95—Models for every type of figure, large, medium or small; low, medium and high bust and long hip; all up-to-date models and of best quality coutil, boned with rustproof steel; supporters attached.

ROOM SIZE Rugs in THE SIXTH FLOOR Rummage Many sample Rugs and discontinued Rug patterns are being closed from our rug stock. Here are a few of the rummage bargains: Tapestry Rugs, 9 ft. by 12 ft. size; \$18.00 values, for \$12.75 Tapestry Rugs, 9 ft. by 12 ft. size; \$20.00 values, for \$14.25 Hodge's Sanitary Fiber Rugs, 9x12 feet; \$13.50 values, for \$9.00 Tapestry Brussels Rugs, 9 ft. by 12 ft. size; \$22.50 and \$25.00 values, for \$17.50 Axminster Rugs, 9 ft. by 12 ft. size; \$27.50 values, for \$18.75 Wilton Rugs, 9 ft. by 12 ft.; \$48.00 values, for \$35.75

Jobber's Lot of One Pattern in Semi-Porcelain Dinnerw're In the Basement Crockery Rummage In the plain white, undecorated semi-porcelain. Oatmeal Dishes, at each... 6¢ Coffee Cups and Saucers, at each... 12¢ Cream Pitchers, at each... 13¢ 6-inch Bakers, at each... 13¢ 6-inch Scallops, at each... 13¢ Pickle Dishes, at each... 14¢ 7-inch Bakers, at each... 14¢ Sauce Boats, at each... 15¢ 10-inch Platters, at each... 20¢ 8-inch Scallops, at each... 20¢ 8-inch Bakers, at each... 20¢ Sugar Bowls, at each... 25¢ 9-inch Scallops, at each... 25¢ Covered Dishes, at each... 56¢ Bone Plates, at each... 10¢ Milk Jugs, at each... 10¢ 10-inch Dishes, at each... 10¢ Milk Jugs, at each... 10¢ Ice Relish Dishes, at each... 10¢ 8-inch Bakers, at each... 15¢ 14-inch Bakers, at each... 20¢ Cov'd Butter Dishes, each... 25¢ 16-inch Dishes, at each... 30¢

Also odds and ends of one pattern in semi-porcelain—pink floral decoration.

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