

BOOSTS FESTIVAL IN LITERATURE

Northern Pacific Issues Leaflet Containing Nice Things About Portland.

The Northern Pacific railway is doing much to advertise the Portland Rose Festival to be held June 6-11, this year, every bit of literature going out from the St. Paul advertising headquarters bearing a reminder of the attraction.

J. N. Stewart, advertising manager for the railroad, was in Portland about three months ago gathering ideas for this season's advertising campaign and the result of this trip is now seen on every bit of literature sent out from the St. Paul offices.

Date Line on Advertising.

All of the Yellowstone National Park advertising, which is sent out in large quantities to attract tourist travel, bears the Rose Festival date lines, and on other advertising matter the Rose Festival appears on par with the Yellowstone Park as the two features worthy of attention during the summer. Going still farther every letterhead sent out from the St. Paul offices bears two lines in red ink, one featuring the Yellowstone Park and the other the Portland Rose Festival.

A leaflet issued by the railroad and calling special attention to the Rose City and its Rose Festival says:

"The Fourth Annual Rose Festival at Portland, Or., June 6-11, 1910, will undoubtedly eclipse anything of the sort heretofore seen. Portland, now universally known as the 'Rose City,' has won renown in connection with this annual pageant. Roses attain perfection in the genial climate of the north Pacific coast, and Portland has made a specialty of their cultivation. As the

"Rose City" Portland now stands with New Orleans and its Mardi Gras, Japan and its Cherry blossoms, etc.

Thousands Miles of Roses.

"Portland has a thousand miles of roses; these if set side by side would reach from Portland to Los Angeles. One hundred thousand dollars will be spent in producing this festival. Electrical and floral decoration of buildings and streets will be features of the festival for 1910. Electrical parades and pageants, historical, allegorical, mythological, etc., in character, will be seen. Both day and night will witness illuminating displays and pyrotechnics. Water carnivals, athletic sports, automobile and carriage parades, in all of which roses will form the great decorative features, will be of daily occurrence. It is thought that tempting prizes will result in exciting aeronautic contests. The Rose Festival for 1910 will be the greatest ever."

Many Splendid Hotels.

"Portland is noted for its many and splendid hotels, its beautiful streets, heights, parks and residences. Its fine buildings and its electric streetcar facilities, both urban and suburban, its river and mountain scenery are unequalled in the world. Mount Hood, Rainier, Adams, St. Helens and Jefferson are in plain view. The Willamette and Columbia rivers are at its doors."

"For those spending the winter in California this festival offers a most tempting inducement to return eastward via Portland and Puget Sound, Tacoma and Seattle. By so doing the Rose Festival may be enjoyed and the beautiful scenery of the northwest and the land of fortune viewed, and that wonderful 'National Playground' Yellowstone National Park, reached via the Northern Pacific railway and Gardiner Gateway, also visited."

"Over one hundred various kinds of floats will be seen on the streets of Portland this summer during the Rose Festival. Word has been received from several nearby towns, saying work will be started on floats which will represent their community. Liberatti's band, which is known widely throughout the country, will furnish the music for the Festival."

"To have a social circus on the Multnomah field is the plan that the Portland Hunt club and the Multnomah

Amateur Athletic club are now considering. It was proposed to have a circus in which the Hunt club would furnish various tricks with the horse and the athletic club promises to furnish acrobatic feasts. This affair will be held during the Rose Festival."

FARMS ABOUT MADRAS BRING GOOD PRICES

(Special Dispatch to The Journal.)

MADRAS, OR., Feb. 25.—Several land sales have been made in this section during the past week. J. W. Livingston of this city purchased from Frank Forrest 240 acres on Crooked river, paying \$15,000. This is irrigated land, over half of it being planted to alfalfa.

The D. G. Rogers property of 320 acres on Opal Prairie was sold to a party of Salem capitalists for \$8,000. This land is supposed to have townsite possibilities.

The William Stelnke homestead (160 acres) one half mile south of Madras has been purchased by B. S. Cook & Co. of Portland for \$5,000. This land will probably be platted as an addition to Madras.

HOOD DEBATERS TO MEET PARKPLACE

(Special Dispatch to The Journal.)

HOOD RIVER, OR., Feb. 25.—The Hood River High school debating team will go to Parkplace March 5, to debate with the Parkplace High school team, and the victorious team will debate with either Tillamook or Newberg to determine the championship of western Oregon. The Hood River team has debated six times.

TYWASOR GRANGE OPPOSES ASSEMBLY

(Special Dispatch to The Journal.)

TYGH VALLEY, OR., Feb. 25.—At the entertainment given by Tywasor Grange No. 263 last Friday night more than \$50 was taken in. The grange now numbers about 80 members. They are not friendly to the present assembly plan, and in all probability resolutions will be passed in the near future.

"If I Were King" will be presented in dramatic recital by F. Wesley Orr at Y. M. C. A. tonight. Admission 50¢.

Saturday Evening Seaside Train.

A. & C. R. train leaving Portland

every Saturday 6:30 p. m., runs through to all Clatsop Beach points. Round trip

return Saturday, \$3.00; limit Monday, *

It is decided to adopt as the name,

the Port of Toledo. County Judge Gardner, who acted as chairman of the meeting appointed a committee of five to file the boundaries of the district and to file a petition with the county court calling a special election.

The district will extend from six miles below Toledo to a short distance above Elk City. Another committee was appointed to take soundings and report the amount of dredging.

The station at Second and Oak was

found to be in similar condition. The men had no booth in which to keep watch and had been using a dirt cart for the purpose. The building was unheated and unventilated, the beds where the men were sleeping were damp to the touch. Many other fire stations were found in need of repair and alteration in order to make sanitation and ventilation possible.

The fire committee also received a communication from the Home Telephone company in response to a request

made some time ago that the company install an exchange system to connect all the fire stations in the city. The company says it will comply with the request of the committee, but asks that it be given six months in which to make the installation. The committee recom-

JAIL FOR MAN WHO BOOZES ON TRAIN IN WASHINGTON STATE

(United Press Leased Wire.)

Everett, Wash., Feb. 25.—W. W. White is in jail here charged with making liquor on a train.

This is the first action in this part of the state brought under the new law. White was arrested at Arlington after refusing to quit drinking on the train. He was fined \$5 and costs, which he failed to pay.

PORT OF TOLEDO WILL BE FORMED

(Special Dispatch to The Journal.)

TOLEDO, OR., Feb. 25.—Standing room was at a premium at the Port association meeting in Toledo Wednesday evening. Ex-County Judge Stewart was the first speaker. He said in part that perhaps it would be best for Toledo and Elk City to form a port association embracing the Yaquina water shed, and no attempt to form the whole county into a port. Other speakers endorsed this plan.

The Elk City delegation declared unanimously in favor of the plan and it was then put to a vote and carried without a dissenting vote.

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WILL REMODEL FIRE STATION

(Accommodations for Firemen in Station at Second and Oak Also Bad.)

The fire committee of the city executive board yesterday afternoon recommended that the fire engine station at First and Jefferson streets be remodeled by Architect McNaughton. The old building is one of those recently described by The Journal as unfit to live in.

When examined some time ago the

roof of this station was leaking, plaster

was dropping from the walls in large

sections and the beds were damp to

the touch. The booth where the men

kept watch at night was also cold. The

building is old, unsightly and almost

uninhabitable.

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intended that the proposition of the company be accepted and that the necessary six months' time be allowed.

Travel Increases at Tygh Valley.

Tygh Valley, Or., Feb. 25.—Owing to

the heavy freighting from Durkee to

points along the Deschutes river to the

camp of the Oregon Trunk, additional

hotel accommodations were necessary,

A. F. Martin has rented the C. L. Morris

property and is feeding the hungry trav-

elers. He has also converted a part of

his blacksmith shop into a barn, where

he can accommodate 30 head of horses

or his pockets.

He has also sold his ranch to D. S.

Jennings of Elberton, for \$10,000, to

will leave Dayton in a few days for

Myrtle Creek, Or., where he has in-

vested in an apple orchard.

DAYTON MAN BUYS MYRTLE CREEK LAND

(Special Dispatch to The Journal.)

Dayton, Wash., Feb. 25.—"I'm worth

\$50,000," said "Uncle John" Samis

when he closed a deal for the sale of

his furniture and undertaking business

to W. G. Thompson of Spokane, and

Albert Omers of Missoula, Mont.

Eighteen years ago "Uncle John"

stepped from an immigrant train onto

Dayton's main street with \$700 in one

of his pockets.

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