

# 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 northern 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.

**Thousand 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 imposing 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 automobile 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. Mounts Hood, Rainier, Adams, St. Helens and Jefferson are all 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. Liberator's band, which is known widely throughout the country, will furnish the music for the festival.

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

Amateur Athletic club are now considering. It was proposed to have 45 clubs in which the Hunt club would furnish various tricks with the horse and the athletic club promises to furnish acrobatic feats. 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 Forest 240 acres on Crooked river, paying \$16,000. This is irrigated land, over half of it being planted to alfalfa.

The D. G. Rogers property of 320 acres on Opel Prater was sold to a party of Salem capitalists for \$8800. This land is supposed to have townsite possibilities.

The William Steinko homestead (100 acres) one half mile south of Madras has been purchased by B. S. Cook & Co. of Portland for \$1100. 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. 363 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.

## JAIL FOR MAN WHO BOOZES ON TRAIN IN WASHINGTON STATE

(United Press Leased Wire.)  
Everett, Wash., Feb. 25.—F. W. White is in jail here charged with drinking 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.

It was 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 fix 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 on the amount of dredging.

## 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. The sleeping room was unventilated save from the stable below, where the horses are kept. The booth where the men kept watch at night was also cold. The building is old, unsightly and almost untenable.

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-

mended that the proposition of the company be accepted and that the necessary six months be allowed.

**Travel Increases at Tygh Valley.**  
Tygh Valley, Or., Feb. 25.—Owing to the heavy freighting from Dufur to points along the Deschutes river to the camps of the Oregon Trunk, additional hotel accommodations were necessary. A. E. Martin has rented the C. L. Morris property and is feeding the hungry travelers. He has also converted a part of his blacksmith shop into a barn, where he can accommodate 30 head of horses.

A committee of German aviators has figured that it would cost \$100,000 to build a dirigible balloon big enough to carry 18 passengers in addition to its crew, and \$175 a day to operate it.

## DAYTON MAN BUYS MYRTLE CREEK LAND

(Special Dispatch to The Journal.)  
Dayton, Wash., Feb. 25.—"An worth \$50,000," said "Uncle John" Samuel 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.

## Hyomei Will Cure Catarrh or Your Money Back

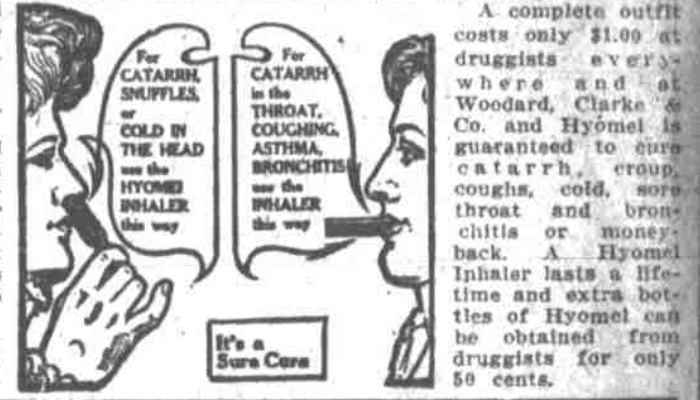
Is your throat sore? Breathe Hyomei! Have you catarrh? Breathe Hyomei! Have you a cough? Breathe Hyomei! Have you a cold? Breathe Hyomei! You can stop a cough or a cold as if by magic by just breathing soothing, healing Hyomei over the sore, raw and inflamed membrane.

This is from a man who knows. "Mrs. Mager and myself have used your inhaler faithfully whenever needed and it has always given instant relief and saved us from many severe colds." "We consider Hyomei a wonderful discovery and recom-

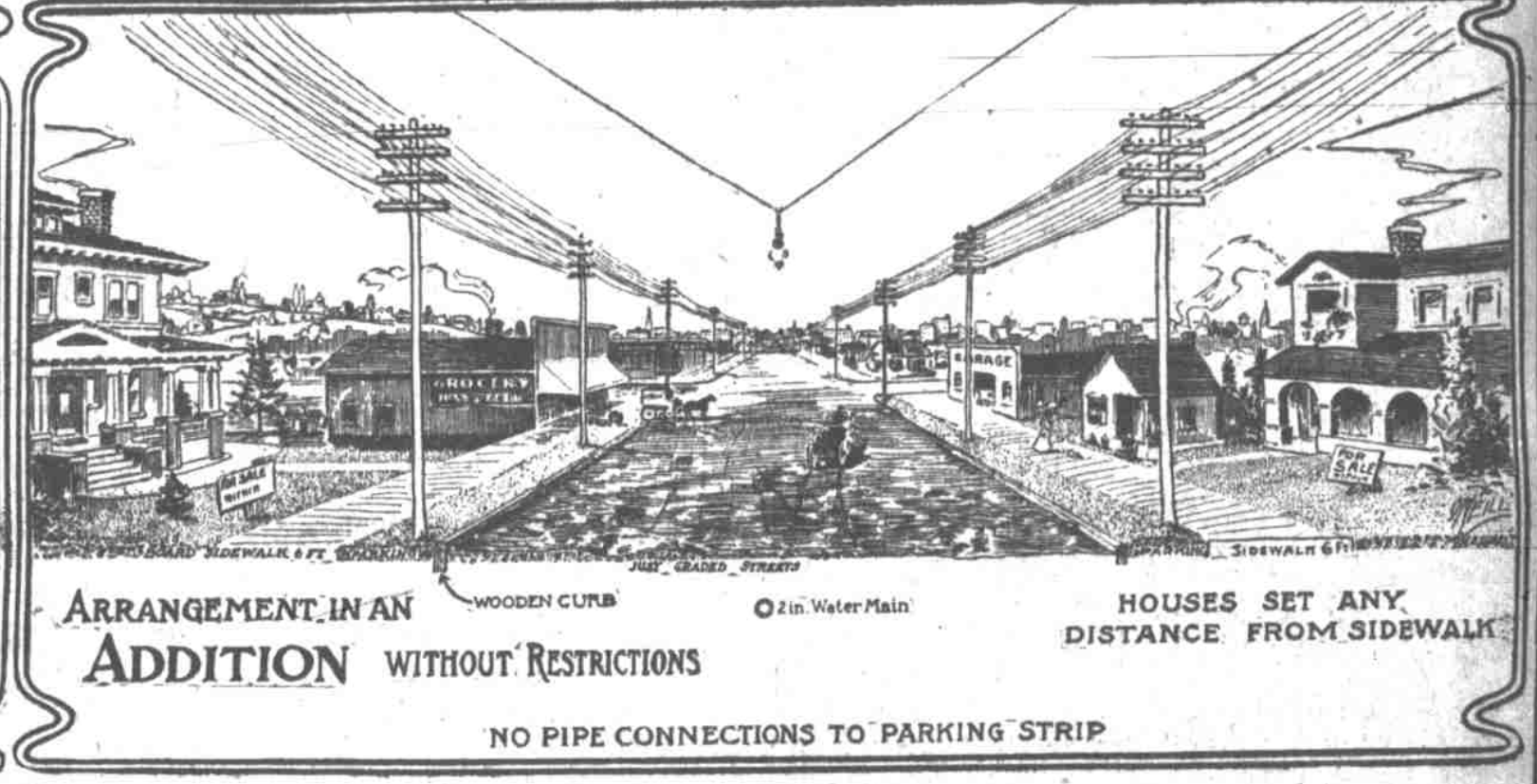
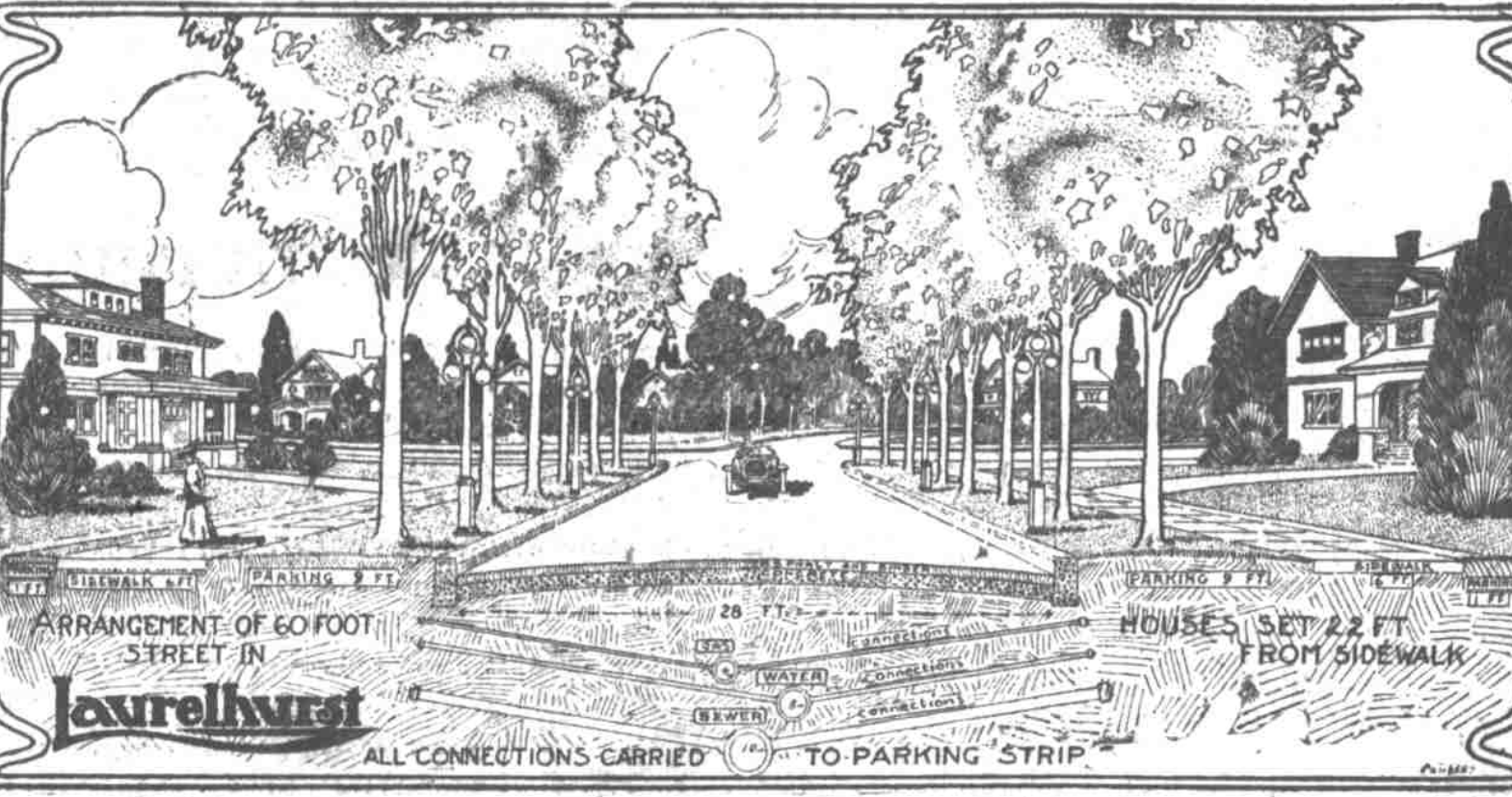
mand it whenever opportunity presents itself." F. W. Mager, contracting freight agent, C. H. & D. Ry. Co., Cincinnati, Ohio, Oct. 22, 1908.

Hyomei is the best remedy for all nose, throat and lung troubles. It does not contain any cocaine or morphine and all that is necessary is to breathe it through the little black pocket inhaler that comes with each outfit.

A complete outfit costs only \$1.00 at druggists everywhere and at Woodard, Clarke & Co. and Hyomei is guaranteed to cure catarrh, croup, coughs, colds, sore throat and bronchitis or money-back. A Hyomei Inhaler lasts a lifetime and extra bottles of Hyomei can be obtained from druggists for only 50 cents.



# In Which Would You Prefer to Live?



## STUDY THESE STREETS CAREFULLY

### The One—

A magnificent residence tract, protected by business restrictions which bar all but the very best class of homes and compel all to be set back 22 feet from the line, affording an unbroken view for block after block of fine lawns and well-kept gardens. Every high-class improvement will be found in this addition. Notice the water, gas and sewer mains and the laterals which are carried to below the curb in front of every lot. It will never be necessary to tear up these streets to connect with the mains—simply dig below the parking strips and connect with the lateral. There are no unsightly arc lamps to mar the beauty of this tract. On each side of the 28-foot asphalt street are nine-foot parking strips, and these are adorned by unbroken rows of five and six-year-old shade trees and handsome cluster lights; then come the six-foot wide cement walks and another smaller parking strip one foot wide—exactly 60 feet from lot to lot across the street. This addition has improvements which can be found in no other residence section of Portland. It is from five to ten minutes closer in than any other residence addition now on sale, and on two carlines. Both the Rose City Park and Montavilla cars run to and through the property. This tract is called

# Laurelhurst

The Addition with Character

### The Other—

A residence section such as can be found in numerous parts of Portland. There are no building restrictions here whatever—stores, garages, saloons, etc., are neighbors to nice homes, while the cheaper class of houses help to ruin what natural beauty the district might possess as a residence section. The graded streets are overrun with mud in winter and dust in summer; the four-foot parking strip has no shade trees, and electric poles are planted in every block to carry wires for the arc lamps which are found from two to four blocks apart, disfiguring the street corners. There are no sewers here, cesspools being used instead. Water mains of two inches in diameter are in, but hardly carry adequate water to supply the demand during the summer months. Wooden walks are in. In this tract the car service is poor, and the for-sale sign seen on a great number of houses. This is the property where the improvements have not arrived yet. It is the kind of property which moves the slowest and shows only a slight increase in value each year.

# In Which One of These Streets Would You Prefer to Invest Your Money? WHERE WILL VALUES INCREASE FASTEST?

At present Laurelhurst Lots can be purchased for less money than is being asked for lots in other additions farther out and not nearly so well improved—But this is only for a few days more—Laurelhurst lots are still being offered at original prices, but these prices will be positively advanced March 15. See Laurelhurst and then judge for yourself—Deal with our authorized agents if you prefer

**AUTHORIZED BROKERS**  
Charles K. Henry Co.  
Wakefield, Fries & Co.  
Geo. D. Schalk  
H. P. Palmer-Jones Co.  
Holmes & Menefee  
Mall & VonBorstel

**WALLA WALLA, WASH., AGENT**  
G. H. BORDEN  
WITH WALLA WALLA LAND CO.

**SALEM OR., AGENT**  
A. N. MOORES  
AT NEW LOCATION

**EUGENE, OR., AGENT**  
MAGLADRY & SHUMATE

# Laurelhurst

The Addition with Character  
522-26 CORBETT BUILDING  
Phones—Main 1503, A 1515