

BE MERRY, URGES PRESIDENT DUNDORE OF THE ROSE FESTIVAL

All Citizens Requested to Help
Make Fiesta an Event of
Importance.

ATTRACTIONS REVIEWED

"Wear a Rose" in Honor of Jo-
sias Dundore, President of the
Association in Proclamation.

Message to the People of Portland
by J. H. Dundore, President 1916
Rose Festival:

We trust that our entire
populace will enter into the
spirit of the week's festivities
and by so doing help make
this year's event as big, if not
greater, than those of prece-
ding years. Any attraction
must be enlarged and improved
upon from time to time in
order to be appreciated.

Wear a rose!

Again the time for Portland's annual
Rose Festival is at hand. This year's
board of governors greatly appreciate
the splendid cooperation received on
every hand. Not only at home, but
all over the United States the Portland
Rose Festival is growing in favor.
This is strongly emphasized by the
willingness of newspapers and maga-
zines in every state in the union to
publish articles and photographs of
this important event. This year the
national dedication of the Columbia
river highway in connection with the
Rose Festival has given a feature that
has proven of interest all over the
country, and this event with the many
attractions of fiesta week will attract
thousands of visitors to the city. Ad-
vance inquiries made at railroad of-
fices over the northwest indicate great
interest in this week's celebration.

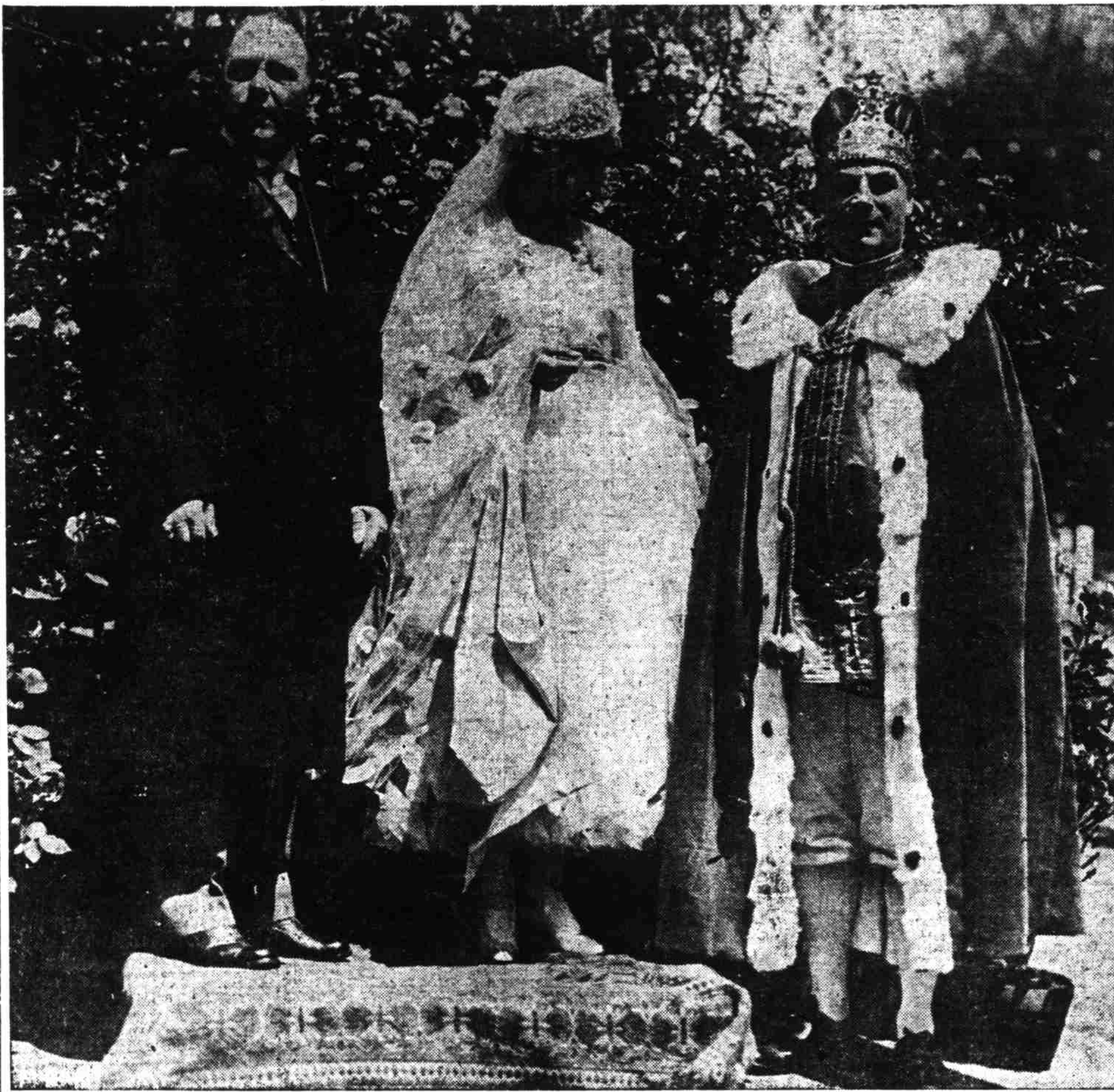
The entries already promised for
the floral parade and the military,
fraternal, civic and industrial parades
indicate these pageants are going to
be much larger and more spectacular
than in previous years. The children's
parade this year will be noted for
the drilling and clever costuming of
the children under the direction of
Robert Krohn. This event is one al-
ways looked forward to by the people
of Portland.

The annual exhibition by the Port-
land Rose society at the Meier &
Frank store and the magnificent floral
display at the Festival Center will be
the most complete of the kind ever
staged in the city.

In addition to the parades and the
floral displays are numerous conven-
tions and other special features, such
as hourly band concerts, the river re-
gatta, aeroplane flights, and sporting
events that will provide entertain-
ment and amusement for old and
young alike during the festival period.
The United States carnival to close the
1916 festival will no doubt meet with
the general approval of the public,
and we desire that all should feel free
to participate and make it a grand suc-
cess and a feature that will be called
for in succeeding years.

Asparagus Is Healthful.
Asparagus has often been called the
"King's vegetable." It was cultivated
by the Egyptians, and the ancient
Greeks used it as a medical compound.
We find it cultivated in Rome in 200
B. C., Cato being one of the first to en-
courage its national planting.
Modern scientists agree that the

Queen Muriel, in Royal Robes, Rehearses for Crowning



While the crowning of Queen Muriel does not take place until tonight, an official rehearsal of the crowning was held in the Rose Festival Center at 11 o'clock this morning. J. H. Dundore, president of the Rose Festival association, placed the crown on the queen's head, just as he will do tonight, and King Joy stood beside the queen assisting. The maids of honor stood on the sidewalk as interested spectators while the motion picture men and newspaper photographers were busy.

highly beneficial results obtained from
eating asparagus are due to its large
content of asparagin. Physicians recom-
mend asparagus in cases of heart,
stomach and kidney trouble.

Detectives Are Investigating.

Detectives today are investigating
the story told by Mrs. Russell Bryan,
6435 Eighth street, S. E., to the ef-
fect that shortly before midnight she
was attacked by a burglar whom she
admitted to the house under the belief
that the man was her husband.

Auto Speeder Fined.

Percy O. Stacey, head of an abstract-
ing company at Canby, Or., was offered
alternatives of paying a \$50 fine or go-
ing to jail for 10 days by Municipal
Judge Langruth this morning, after
pleading guilty to a charge of reckless
auto driving. Stacey gladly paid the
fine.

Indian Play Postponed.

The Indian play to be given at the
Eleventh Street playhouse tonight and
tomorrow night has been postponed.

ROSE FESTIVAL OPENS TONIGHT; QUEEN TO BE CROWNED AT CENTER

(Continued From Page One)

nounce the beginning of the reign of
Queen Muriel at 9 o'clock.

Tonight's ceremonies, important and
impressive as they are, are in a way
preliminary to the festival itself, which
begins tomorrow morning with the
major event, the children's parade on
the east side.

The children's parade, thousands of
marching youngsters disguised as
flowers, has always been the kind to
tug at the heart-strings.

At its conclusion the youngsters will
be served refreshments by Multnomah
camp, No. 77, Woodmen of the World,
as a reward for the long march down
Grand avenue.

Tomorrow will see the first free dis-
tribution of roses to visitors, for it has
long been a rule of the festival that
each guest of the city must have a rose.

The distribution is in charge of the
Fruit and Flower Mission, presentation
of the flowers being made on the prin-
cipal downtown streets.

Highway Dedicated Tomorrow.

Tomorrow, too, is the day of the na-
tional dedication of the Columbia river
highway at Multnomah Falls, in an im-
pressive ceremony.

And following the dedication will
come services at Crown Point, on the
site of the proposed Vista House
memorial for Oregon pioneers. H. L.
Pittcock will turn the first spade of dirt
for the foundation.

Most unique of the day's events
however, will be the first annual
Chinese baby show, which will be
held in the Festival center from 5 to
7 o'clock.

There will be frequent concerts dur-
ing the day, special features afternoon
and evening by the United Artists and
a mammoth display of fireworks at
the Oaks as a grand finale for the
day.

Of interest to all lovers of flowers
will be the opening of the twenty-
fifth annual rose show in the Meier &
Frank store at 2 o'clock. Here the
finest blooms of every variety will be
on display.

The historic battleship Oregon
reached the harbor from San Francisco
this afternoon and will be open to
visitors tomorrow as will also be the
cruisers Marblehead and South Dak-
ota.

Ship Has Famous Record.

The Oregon by reason of her record
run around the Horn at the beginning
of the Spanish war is probably the
best known vessel in the American
navy, and named after Oregon as she
is, will undoubtedly be visited by thou-
sands during her stay here.

Again follow the crowd, for in a few
hours more the great fiesta will begin.
Portlanders will take a holiday and
visitors will be shown with traditional
hospitality that "For you a rose in
Portland grows."

Queen Muriel will reign, counseled by
King Joy, and all Pendleton will be on
hand to honor the occasion. Scores of
Pendletonians are now in the city, and
many more are expected on morning
trains.

Pendleton will be here in force to
help Portland celebrate.

Scenic Beauties Are Featured.

Oregon's scenic beauties are featured
in the street decorations along Broad-
way, the grand promenade and court
of honor of the festival.

Beginning at Broadway and Wash-

ington street the scheme is as fol-
lows:

Statues in niche—Sacajawea pointing
way to Festival Center.

Column No. 1—West side Broadway
and Washington.

Scene 1—Facing east—View of fam-
ous Mt. Hood from Larch mountain.

Scene 2—Facing west—Multnomah
falls, 140 feet in height, second high-
est waterfall in the United States.

Scene 3—Facing north—Onion
Gorge tunnel, a picturesque spot on
Columbia river highway.

Scene 4—Facing south—View of
scenery at mouth of Columbia river
near Astoria.

Column No. 2—East side Broadway
and Washington.

Scene 1—Facing east—Cline Falls
on the Deschutes river.

Scene 2—Facing west—Beautiful
Latourelle Falls.

Scene 3—Facing north—Crown Point,
on Columbia river highway.

Scene 4—Facing south—Pine creek
Statues in niche—"Coming of the
White Man."

Column No. 3—Right hand side
Main street and Broadway.

Scene 1—Facing east—Crater lake.

Scene 2—Facing west—Shepperd's
Dell bridge, on highway.

Scene 3—Facing north—Horse Tail
falls, on highway.

Scene 4—Facing south—Caves of
Josephine county.

Column No. 4—Left hand side Broad-
way and Main street.

Scene 1—Facing east—Mt. Peak
from Medford.

Scene 2—Facing west—Falls at Ore-
gon City.

Scene 3—Facing north—Scene near
Shepperd's Dell bridge on the high-
way.

Scene 4—Facing south—Oregon for-
est scene.

Michigan Society to Hold "Open House"

Reception and Rest Rooms Have Been
Located in Yeon building; Reception
Tomorrow Evening.

Plans have been completed by the
Michigan society of Oregon for the
entertainment of Michigan people dur-
ing the Rose Festival. Michigan people
may register with the secretary of the
Michigan society in the lobby of the
Imperial hotel during Rose Festival,
and receive information in regard to
other Michigan people living in the
city.

Reception and rest rooms have been
furnished the society in the Yeon
building, on the fifth floor, where
former Michigan people can meet and
visit with their friends. Refreshments
will also be served.

An informal reception will be had
tomorrow evening in the Masonic
Temple, West Park and Yamhill
streets, at 8 p. m. There will be a
short musical program and an address
by one of Portland's leading business
men. The evening will be devoted to
extending a welcome to Michigan peo-
ple, who are visitors or residents of
Portland. There will be dancing and
cards and refreshments will be served.

Roses for distribution to visiting
Michigan people who are Rose Festi-
val guests are solicited from Portland
residents and may be left with W. A.
Ekwall, 307 Yeon building.

Submarine Not Sunk.

London, June 6.—(U. P.) The Brit-
ish admiralty this evening officially
denied the German claim that a Brit-
ish submarine was sunk in the Skager
Rak sea battle of Wednesday.

Distinctive Gift Jewelry

No matter what price you wish to pay, Felden-
heimer's selection of gift jewelry is complete in
every detail.

The name Feldenheimer on Jewelry implies the
same quality as Sterling on Silver. Your gift
will be more gratefully received if it is from
the House of Feldenheimer's.

You can't be too careful in selecting a reliable
house when such an important thing as your
eyes are involved. A recognized Optical expert
insures the proper fitting of your glasses at
Feldenheimer's.

A. C. Feldenheimer
Jewelers Since 1868 Washington St. at Park

These young men's Clothes are young in more than name.



English
and
Pinchback
models
for
Young
Men

\$15 to \$30
Second Floor

Ben Selling
Morrison & Fourth

To \$19.50 Coats in \$9.95
the Clearance, for . .

EMPORIUM
PORTLAND'S
Fifth Union
124 to 128 Sixth St. Just off Washington

\$17.50 Stunning \$12.45
Silk Coats, Special

Big June Clearance in Full Swing

Added Specials for Rose Festival Week

Out-of-town folks welcome to Portland's big specialty store for women! It is good fortune
that our June Clearance is now in progress. Everything reduced, except new, lighter Summer goods.

Hundreds of Suits for Clearance

All styles, all materials, all colors. End-of-season prices NOW!

\$24.75 to \$29.50 Suits, Clearance . .	\$18.35	\$31.50 to \$35.00 Suits, Clearance . .	\$21.00
\$17.50 Check Chinchilla Sport Coats	\$10.65	\$19.50 to \$23.50 Suits, at	\$13.95
		Any Novelty Suit Up to \$47.50, at	\$26.95
			\$13.95

White Tub Skirts
\$1.35 Up

Everything that's new. Jaunty
Sports styles, in all materials,
including "Never sink" Tub
Skirts, guaranteed for a year—
\$1.35, \$1.75, \$2.50,
\$2.95, \$3.45.

Blazer Stripe
Middies
\$1.25

Just as pic-
tured. One of
the season's
most popular
hits. Belted
Sports style, in
stripes of blue,
black, pink and
green. All sizes
Special \$1.25.

Clearance of Sports Hats

All of the most fashionable styles included. No
Summer costume will be complete without one.

300 New Silk Fibre
Sports Hats at \$2.50

The same material and striking colors as used for
silk sweaters. Just as sketched at the right. June
Clearance tomorrow, \$2.50.

Felt Hats

Never more favored for
Summer. Our showing
is surely the most com-
plete in Portland — at
\$2.50, \$2.98 and up-
wards.

500 Sports Hats at \$1
Regularly \$2 and \$2.50

A big assortment, in all sorts of jaunty effects
and colors. Tomorrow, for the June Clearance,
choose at \$1.

Striped Silk
Blouses, \$1.98

Nothing smarter or more prac-
tical for Summer wear. All the
wanted color combinations.
Clearance tomorrow \$1.98.

Middie Suits
\$2.25

Sketched by our
artist. Unusually
smart and practical.
Made of famous In-
dian head. Collar,
cuffs and trimming
of colored stripes.
All sizes, for misses
and women. Ideal
for Summer wear.
Special tomorrow
only \$2.25.