

This Sale Bears No Resemblance to Sales of the Past

OUR GRAND HARVEST SALE

Starts here today, a genuine price-reducing event, by a reliable store; no hot air but values, besides the already lowest prices. Every department in the entire store has contributed to make this the grandest sale of the season. We'll show you the starting point of retail supremacy in Portland, for people who know what our promises mean need no coaxing to act at once when we say sale.



Now is the Time of All Times to Get Really Fine Things at Little Cost



Men's \$12.50, \$15.00 and \$16.50 Suits for **\$9.75**

This is the all-important event of the whole year, and let us impress upon you strongly that the sooner you come the better your selections will be. Any suit that's proper you'll find in the selection when the selling starts, so be on time.

We also have a number of elegant \$10.00 Suits going at **\$6.75**.



Genuine \$5.00 Boys' Suits **\$3.95**
Elegant \$3.50 Boys' Suits **\$2.45**

In this department is where you realize the true meaning of a sale, as every suit in our boys' department was new, this fall's arrivals, so we can't promise many for late comers.

MEN'S AND BOYS' SWEATERS EXACTLY HALF PRICE.

The head line is literally exact, genuine All-Wool Sweaters, in different colors; are now marked down to just half price.

MEN'S \$3.00 SHOES FOR \$2.35.

Made in all the good leathers, in all the correct styles, in a way that you'll want to buy them again. In a word, they are satisfactory.

\$1.75 UMBRELLAS FOR \$1.25.

The weather man says time to buy Umbrellas, and we say it's time to sell 'em. Made of best paragon frame, steel rods and a fine, durable twilled cover.

BOYS' \$1.50 AND \$2.00 SHOES FOR \$1.35.

Shoes of that rugged, durable kind, especially good for school.

BOYS' 50c SHIRTS FOR 25¢.

A splendid collection of fine Percalé Shirts and Cuffs to match. Sale price only 25¢. Come, mothers, and bring the boys.

BOYS' 20c HOSE FOR 15¢.

Some uptown stores would say 25c, but they are bargains at 15¢, so out they go at 15¢ a pair.

Men's 50c UNDERWEAR for **35c**

Shirts or drawers of heavy fleeced-lined or pink and blue heavy derby-ribbed, finely finished seams.

Welch
THE AMERICAN CLOTHIER

221 & 223 MORRISON COR. FIRST ST.

Men's \$1 UNDERWEAR for **50c**

Best all-wool garments in most any size when the selling, but we can't promise them long at half price.

'FRISCO GETS TRADE THAT BELONGS HERE

Portland apparently ignores the fact that San Francisco practically monopolizes the trade and business of the Coos Bay country, according to E. A. Adams of Myrtle Point, this state. Mr. Adams is proprietor of the "Golden Gate" store at that place, and is a prominent business man of that section. He is visiting Portland.

"The business of that section rightfully belongs to Portland," he said. "Though San Francisco gets about all the trade, the reason is simply that the California city goes after it and gets it while Portland does not seem to know or care what we have here in the way of business."

The wonderful resources of the Coos Bay country have never been advertised to any great extent because of the fact that it is not traversed by a railroad. Transportation facilities by water are also meagre.

"We have a boat from Portland billed once every three weeks, but the trip is made about once a month. The boat rarely makes the trip on time. There are between two and four boats every week that ply between the Bay and San Francisco. Consequently the Golden Gate city gets all the business."

"If the Portland merchants would get together and establish a line of transportation of their own by contributing small sums each they could soon have a paying investment. The people of the Bay country realize that their trade should be sent to Portland, and I believe they would do so if given an opportunity. Railroad transportation of freight is practically out of the question; for the rates would be so high staging it over the mountains that it would be prohibitive."

"Fruit Labeled 'California.'" "Fruit that is raised in the Coos Bay country is handled by San Francisco firms and labeled 'California fruit.' Oregon gets no credit whatever for her own produce."

"We raise a great many apples there," said Mr. Adams, "but they go all over the world marked with California's label. It is not the fault of the people that raise the fruit for they raise it to sell. San Francisco is the only market and of course they can do whatever they please with it after it has been bought."

There is a total population of over 50,000 in the Coos Bay district at the present time and an immense volume of business is turned towards the south instead of towards this city.

"We have coal that California takes," continued Mr. Adams, "and there are many new industries that are rapidly becoming important in a business way. We have canneries, and indeed we have about everything that a prosperous community could have that we want to go to Portland, but evidently Portland will have none of us, for it makes no effort to get our business."

"The distance to Portland is considerably less than it is to San Francisco. However, the cost of freight is the

same. The situation is simply that San Francisco merchants have gone systematically to work to get the trade of our section and have secured it. Portland has not done anything of the kind, and indeed, doesn't know what we have out there. Of course, San Francisco is not getting busy very fast telling the Oregon metropolis what we have."

The Chicago school board maintains seven public kitchens, where over 1,000 women are learning to cook. But the number of divorce cases may not be appreciably diminished in consequence.



"Yes," assented Golden Gate, "I know you make more profit on bulk coffee, but don't you realize that a satisfied coffee customer will always buy other things from you?"

"I give satisfaction, draw trade and yield you a fair profit. See the point?"

Noticed once with GOLDEN GATE COFFEE but satisfaction. No prices—no coupons—no creosote. 1 and 2 lb. aroma-tight tins. Never sold in bulk.

J. A. Folger & Co. Established half a Century San Francisco

UMATILLA COUNTY'S ELABORATE PLANS

There is no longer any doubt about Umatilla county's exhibit at the Lewis and Clark fair," said T. C. Taylor of Pendleton this morning. "We have taken up the question in earnest and we are going to have the best exhibit of any county in the state. The county court has been asked to contribute \$1,000 for this purpose and the Commercial association has already voted another \$1,000. At the last meeting of the association we organized the exhibit bureau and have appropriated money for the collection of the display. We expect to be the first in the line, for we have the resources."

Umatilla county's display will consist of a variety of exhibits. The county is a large one and has extremely diversified industries. There will be dairy, farming and manufacturing displays. The strongest exposition will be along the lines of irrigation products. The county having an immense irrigable area and holding out promise of greater developments along this line, the men having in charge the collection of the exhibit, will pay especial attention to this display.

There will also be the wheat display, which the promoters believe, cannot but be the best in the state, as Umatilla county raises almost one half of the entire wheat crop of Oregon. Mr. Taylor is one of the prominent members of the Commercial association and he says that that body of business men will put forth every effort to give Umatilla county a good exhibit and to make the Lewis and Clark fair one of the best ever held in the United States.

The Pendleton and Umatilla county people are taking hold of the portage road question with determination. They have agreed to raise the sum of \$5,000 to be devoted to the construction of this road and already a large portion of this amount has been subscribed.

CHICAGO AND NORTHWESTERN.

(Journal Special Service.) Chicago, Ill., Oct. 26.—In railroad and financial circles considerable interest is manifested in today's annual meeting of the Chicago and Northwestern railway, as it has been reported, that some changes may be made in the management. The retiring directors are Frank Work, Marvin Huggitt, James Stillman, Oliver Ames and Zenas Crane.

Preferred Stock Owned Goods, Allen and Lewis' Best Brand.

STRIKING 'PHONE GIRLS NEED MONEY

ALMOST HALF OF THOSE OUT OF EMPLOYMENT ON BARRIERS FOR BUYING—MANY IN DISTRESS NOW—TICKETS FOR BENEFIT SELLING FAST.

One hundred or more telephone operators are sorely in need of money as the result of the strike that began a week ago. Of the 250 operators who went out, there are 400 or more who do not live with their families and have no other means of support than their employment.

Before the strike was declared two sisters were in the employ of the company. They lived together and supported two younger sisters and a little brother. Their combined earnings were about \$15 a month. They are without employment.

Another girl has an aged mother in a small town in Washington. The mother is absolutely dependent on the small remittances that were made each month by her daughter. This month there will be no remittance.

At the Girls' home, Third and Couch streets, there are a score of girls who live, prepare their own meals and pay all their expenses out of the money they receive from the telephone company. They have formed a club to carry them through the strike.

Striking operators visited all parts of the city yesterday and today selling tickets to Friday night's performance at Cordray's theatre and soliciting signatures to their petition for reinstatement. Few have refused to purchase tickets and few have refused to sign the petitions.

"For Her Sake" will be presented at Cordray's Friday night for the benefit of the strikers. The proceeds will be applied to assisting those of the girls who are really in need. Enough tickets have been sold to guarantee a large crowd at the performance, but the girls declare that there will be plenty of room for any who will buy tickets.

It is stated by the strikers that between 75 and 100 girls from San Francisco are en route to this city to take the places of the strikers and the strike-breakers who were imported from Seattle and other northern cities. It is said that the company is collecting the girls quietly in order that their departure may not be known to the unions of San Francisco.

"Cut It Out."

Cast away that prejudice that says you can buy cheaper for cash than on credit. It is a false theory. The Eastern Outfitting company, 330 Washington street, daily demonstrates that regardless of the liberal credit accommodations we extend to our patrons, we always stand to and abide by the legitimate cash market prices. True, we generally handle higher grades of merchandise than usually advertised by bargain stores, but a close investigation, an impartial comparison and reasonable judgment will convince you that the prices prevailing in all our departments are at any and all times as low (if not lower) than those of any first-class cash store on merchandise of equal standard quality. Our credit privileges are offered to you absolutely free of any charge or interest.

IF YOU WANT A STYLISH HAT

By all means come in and look over the exclusive styles we are showing in the



KNOX
WARBURTON
AND
STETSON
HATS

Buffum & Pendleton

Clothiers Hatters Furnishers

311 MORRISON ST. OPP. POSTOFFICE

When It Comes to Colors

Well, the man who can select a necktie that will please his wife is a wonder. We please the wives of thousands of men with our selection of colors—but then, bless you, we give them a choice of forty different superb colors in plain house paint. The paint that won't come off—made in our own Portland factory specially for this climate—sold under the most liberal of guarantees. Color card mailed on receipt of postal card request.

Fisher, Thorsen & Co.

EVERYTHING IN PAINTS. 100, 102, 104 FRONT STREET. COR. FRONT AND MORRISON.

JOURNAL WANT ADS PAY BEST

If You Are a Cigar Smoker—Read This!



Messrs. Allen & Lewis, Portland, Oregon.

Gentlemen: We wish to notify you that hereafter all sizes of our "La Integridad" brand will be banded. This we have been obliged to do on account of the numerous copies of our sizes which unscrupulous dealers are giving their customers when "Integridad" is called for. This especially applies to "Apollo" and "Marquam" sizes, which have heretofore not been banded.

Kindly call this to the attention of your customers at once, and greatly oblige, Very truly yours,

Shuckford & Co.

ALLEN & LEWIS, Sole Wholesale Distributors

Quite True of Our New Fall Jewelry

Only the efforts of designing and making surpass all previous seasons. The many novel ideas carry an air of exclusiveness that is indeed refreshing, and it is well worth one's time to see this splendid array of newness.

Quality As it has always been, the best known to wear and last.

A. & C. Feldenheimer Cor. Third and Washington JEWELERS OPTICIANS SILVERSMITHS