How The Oregonian Advertises Portland

The Daily Newspaper Has No Rival as an Advertising Medium—What One Copy of the Sunday Oregonian, Judiciously Distributed, Has Accomplished

ADVERTISING has reached a higher point of proficiency in the United States than in any other country in the world, and the most successful advertisers are unanimously of the opinion that the daily newspaper occupies first place as an actual result-getting medium, and thousands of good advertisers in mercantile and other lines confine their efforts exclusively to regular publications with a legitimate subscription list.

Organizations of business men of the type of the Portland Commercial Club, having for the sole purpose of their organization the upbuilding and betterment of the community represented, have been slow to adopt the home newspaper as their chief source of advertising, and have printed all kinds of circulars, booklets, pamphlets, annual reports and similar literature, in some cases issuing very expensive illustrated books, the great cost of which necessarily made their circulation limited, and for that reason of no great value.

The Portland Commercial Club has gathered during the last few days specimens of the advertising matter used by the commercial bodies of the country at large. In order to secure these and to open correspondence with these different organizations and many other interests and individuals, a copy of The Sunday Oregonian of July 3, containing a full page description of the Commercial Club, two pages devoted to the Lewis and Clark Centennial Exposition and Oriental Fair, an extended account of a meeting held in the rooms of the Commercial Club Saturday evening, July 2, and an illustrated article on Oregon at the World's Fair, and various other items of interest, was sent accompanied by a personal letter or postal card, and the results obtained conclusively prove that the newspaper attracts more attention than anything else than can be sent out.

In the first place the representative newspaper of an American city, through its local, editorial, news and advertising columns, is the best photograph of the city and its surrounding country obtainable.

The responses received came from every portion of the United States and Canada. It is very gratifying to find the great interest manifested in the Lewis and Clark Exposition and the number of people who have already determined to visit Portland next year, as well as those who express a desire to be with us. Many compliments are extended to The Oregonian, Portland, the Commercial Club and the enterprising business men of the metropolis of the Pacific Northwest.

An article giving anything like a detailed account of the correspondence would fill many columns of The Oregonian, but a few must suffice. The handling of the paper, however, attracted more attention, resulted in receiving more newspaper notices, than would come from 50 times the same number of handsome booklets.

A Splendid Publication.

Charles B. Squier, the retiring secretary of the Board of Trade of Worcester, Mass., says: "I was pleased to receive your communication and copy of The Oregonian, and by way of praise I would say that you are on the right track, and I sincerely wish New England business men would take hold of public matters with the same push that is displayed in the West. The fact is that the West is made up of the cream of Eastern business men, and some of our most progressive men here are heavily interested in Western real estate."

H. R. Laird, manager of the Board of Trade of Williamsport, Penn., uses very unique and interesting advertising matter, and is very complimentary of the "push" manifested in Portland.

E. M. Clendenning, secretary of the Commercial Club of Kansas City, expressed gratification in reading The Oregonian and congratulated the City of Portland upon its Commercial Club.

Adrian Sweet, of the Commercial Club of Lewiston, Idaho, writes that he has read with considerable interest the articles to which his attention was called, and extends congratulations upon the activity which the commercial interests of Portland are displaying.

D. Woodhead, secretary of the Chamber of Commerce of Beaumont, Tex.—"I am in receipt of the mammoth edition of The Sunday Oregonian, and must compliment your city upon such a splendid publication, and the Portland Commercial Club upon the presentation given it."

James M. Reilly, secretary of the Board of Trade, Newark, N. J., in a very happy letter, congratulates the Club and Portland for having built up such a splendid popular institution.

William G. Love, secretary of the Board of Trade of Baltimore, says that if he was a citizen of Portland he would be a member of the club. He refers to The Oregonian as "A message from the Pacific to the Atlantic."

E. G. Westlake, secretary of the Commercial Club of Minneapolis, Minn., one of the best popular organizations in the United States, acknowledges receipt of letter and paper, and in addition to giving full details of his club, says: "I have read both with much interest, and congratulate you and your beautiful city on your organization."

C. M. Gidney, secretary of the Chamber of Commerce of Santa Barbara County, California, acknowledges receipt of The Oregonian, and in an extended letter says: "I am very much pleased to know that such a superb organization for the upbuilding of your city exists. This body had the pleasure and honor of passing resolutions in favor of your coming Exposition some time since, and of urging upon our members of Congress the support of an appropriation for said Exposition. You may be sure that we will lose no opportunity to say a good word for Portland and its exposition, and we hope to have an exhibit there in 1905. Of course our Chamber of Commerce is an infant beside your magnificent organization, but we mean business just the same."

Notice for the Lewis and Clark Fair.

Milo Ward, secretary of the Commercial Exchange at Des Moines, Ia., the most active and effective organization in that state: "I have taken pleasure in reading the story of the Portland Commercial Club, the Lewis and Clark Exposition, and also the meeting held in the rooms of the Commercial Club on the evening of July 2, and I heartily congratulate you."

E. Scott, secretary and treasurer of the Chamber of Commerce of San Francisco, writes: "I take great pleasure, on behalf of the Chamber of Commerce of San Francisco, in congratulating your organization upon its auspicious beginning, and wish it every success in the future."

Fred Muller, secretary and treasurer of the Board of Trade, New Orleans, writes that he has read with great interest the special article on the work of the Commercial Club in Sunday's Oregonian, and extends congratulations on the good work being accomplished.

C. F. Grantz, secretary of the Business Men's Association of Moline, Ill., says: "I am glad to hear of your prosperous city and organization. It is true that in a small way the Moline Business Men's Association is engaged in a similar line of work, but we have not the wealth, population and the enterprise at our disposal that you people seemingly have to a very great extent."

R. A. Keyes, secretary of the Commercial Club at Chicago, extends congratulations to the Portland Commercial Club, and wishes it every possible success.

B. M. Hale, secretary of the Y. M. C. A. of Roodhouse, Ill., writes: "Copy of The Sunday Oregonian of July 3 received, for which please accept sincere thanks. The paper has been placed where visitors to the Y. M. C. A. can read it and see the merits of your state and city."

J. B. Sidera, secretary of the Commercial Club of Dayton, O.: "I greatly admire the enterprise of Portland. You do things out there just about right. When visiting in the West I shall be glad to include Portland."

James R. T. McCarroll, secretary and treasurer of the American Leather Company, New York City, acknowledges The Oregonian, and says: "Having a number of friends in that city I am interested somewhat on that account in its progress, to which I have no doubt the energy and efforts of the Commercial Club will contribute a very material share."

A. F. Thomasson, of Hattiesburg, Miss., president of the Four States Immigration League, is especially complimentary to The Oregonian, the Commercial Club and the city of Portland.

A. R. Blakely, proprietor of the St. Charles Hotel at New Orleans: "It pleases me to note how 'chockfull' of civic pride all the good citizens of Portland appear to be." In addition, Mr. Blakely expresses the hope that he may visit the Exposition.

Charles H. Smith, secretary and treasurer of the Board of Trade of Jacksonville, Fla.: "Your city and Commercial Club are certainly very prosperous."

General A. F. Lockwood, of San Antonio, Texas, an official of the G. A. R.: "You have a great state in a great country, but there are others."

Will Attend the Exposition.

Hon. Wilson A. Fairbank, one of the Massachusetts commissioners at the World's Fair, writes from St. Louis that he has planned to visit the Lewis and Clark Exposition, and was much interested in the information The Oregonian contained.

W. H. Day, general secretary of the Y. M. C. A. of Colorado Springs, acknowledges The Oregonian, and mentions the article treated in a most complimentary way.

George H. Maxwell, executive chairman of the National Irrigation Association, with headquarters in Chicago, in a very delightful letter says that The Oregonian is an encyclopedia of Portland, Oregon and the Pacific Northwest.

W. A. Childress, Houston, Texas, president of the Southwestern Life Insurance Association, says The Oregonian would do credit to a town of a half-million people.

H. F. Baldwin, treasurer of A. Baldwin & Co., of New Orleans: "I wish to acknowledge receipt of The Sunday Oregonian of July 3. It is rather surprising to find a paper of this description published in what the average layman would consider out of the world—but it is apparently decidedly in it."

The Oregonian, and the spirit manifested in Portland, meets the most hearty commendation of John M. Ives, secretary of the Chamber of Commerce of Rochester, N. Y. After welcoming the members of the Portland Commercial Club to the rooms of the Rochester Chamber of Commerce, Mr. Ives closes with the statement: "We believe Rochester will be well represented at your Lewis and Clark Centennial Exposition next year."

The Wichita (Kan.) Commercial Club, through its secretary, H. L. Reising, who has a brother living in Grant County, Oregon, in an especially felicitous letter, says, among many other nice things: "Our citizens are taking considerable interest in your Lewis and Clark Centennial Exposition, and no doubt Wichita will furnish a goodly number to swell your crowd next year."

W. C. Jones, secretary of the Chamber of Commerce of Pensacola, Fla., writes: "I beg to thank you for same, and to congratulate such an enterprising, progressive institution as the Portland Commercial Club. In fact, were it permissible, I should say we somewhat envy an institution so liberally supported by the community which it represents."

George R. Brown, secretary of the Board of Trade of Little Rock and also secretary of the Arkansas State Board of Trade, and one of the most effective secretaries in the country, like E. C. Foster, president of the New Orleans Railways Company, and Z. C. Patten, a wealthy citizen of Chattanooga, Tenn., is very complimentary, but in common with thousands of others, these gentlemen do not understand that the climate of Little Rock is much more severe, both in Summer and Winter, than the climate here, and that the extremes in New Orleans are more pronounced than in Portland.

Best Way to Reach Readers.

Only through the circulation of local papers giving the exact facts at all seasons of the year will it be possible to impress people at a distance with the fact that we have an evergreen climate, magnolias growing in the open, and that no extremes of heat or cold worry our people. The discussion of climate in connection with Little Rock and New Orleans is especially interesting. It happens that both Little Rock and Portland claim the pseudonym "City of Roses," but the roses here excel those of Little Rock and the finer specimens are superior to the best examples of intensified growth in King Edward's gardens. Camelias, usually protected in the Winter season on St. Charles avenue, New Orleans, the famous residence street of the Creole City, grow to regular trees here, even when neglected. Magnolias bloom luxuriantly, many blooms on the trees throughout the city being larger than a full-grown man's derby hat.

Snow is as unusual in Portland as in Little Rock, and in no place throughout the fruit belt of the Great Lakes region, commonly acknowledged as the best in the United States, do the cherries and berries equal those grown here, while our prunes excel all others, and Oregon apples are becoming recognized internationally. Many things grow here to extraordinary size—as an instance of this, a grape-vine leaf measuring 18 inches across was brought to the Commercial Club.

Millions of people do not know that the Willamette and other great Valleys of Oregon depend solely upon rainfall, and it is difficult for people to realize that the climate of this city, Summer and Winter, is so moderate when we are surrounded with great towering snow-capped peaks.

The Commercial Club of Omaha, through its commissioner, Edward J. McVann: "You are certainly to be congratulated upon the public spirit shown by the citizens of your town."

M. E. Foster, editor of the Houston (Texas) Chronicle: "Was delighted to see the fine write-up of the Portland Commercial Club, and the excellent pictures in The Oregonian." Mr. Foster, in addition, pays the climate a great compliment.

Secretary William B. Stickney, of the Oshkosh, Wis., Board of Trade—The Oregonian is a big paper. Thanks—it will be a long time before the Oskosh Board of Trade can have even 25 per cent of the support your people give to the Commercial Club.

The Scranton, Pa., Board of Trade, through its secretary, C. S. Seamans, like many of the other bodies writing, gives inside details of the board's operations and expresses pleasure at what Portland is doing. Mr. Seamans hopes to be among the favored ones from Scranton who will visit the Lewis and Clark Exposition in 1905.

T. A. Boyle, secretary of the Commercial Club of Circleville, O.—Sincerely hope the Lewis and Clark Exposition will be a success, and that Oregon and Portland will receive lasting benefits therefrom.

The board of directors of the Pittsburg Public Library showed special appreciation of The Sunday Oregonian, and had it officially acknowledged by the librarian.

The Bridgeport, Conn., Business Men's Association—The Oregonian and correspondence contained many items of interest to us, and particularly that which relates to the Portland Commercial Club. We have nothing of the kind with us, and I very much doubt is one could be organized on the liberal scale that yours is. We have three or four clubs in our city, but they are as shadows when compared with yours. I congratulate you on an organization that you must feel proud of, and justly so.

J. H. Brady, of Pocatello, Idaho, vice-president and general manager of the Idaho Consolidated Power Company, says: "I have read The Sunday Oregonian of July 3 with much interest. I am especially interested in knowing that the Coast cities are co-operating for the general good of the Pacific Coast."

T. W. Bookmyer, secretary of the Chamber of Commerce of Sandusky, O.—Am very much pleased with the statements in the paper regarding the Commercial Club. I can see many advantages in such a club, not only to the individual members, but to the community as well.

J. D. Calhoun, secretary of the Board of Trade of Tampa, Fla.—Your favor of the 5th and Oregonian of the 3d are before me, and I thank you very much. I must congratulate you very heartily on the success of the Commercial Club, and acknowledge that I am bitten with envy. Our organization is a feeble and creeping infant by comparison."

The Commercial Club of Birmingham, Ala., through its enterprising secretary, J. B. Gibson, says: "I am very much gratified at the report made on the activity of the Portland Commercial Club and the hearty and cordial support which it receives from the business men of your city."

George S. Winterbotham, secretary of the Chamber of Commerce, Riverside, Cal.—Portland is to be congratulated upon having such a thriving and successful organization.

Many Visits Will Result.

Quotations similar to the above could be given indefinitely. Letters were received from a great many railroad men and individuals. The stationery used by the Portland Commercial Club and the pertinent facts contained on its letterhead invited much comment. The booklet "Oregon" has had an enormous circulation and is still going out to all portions of the United States, Canada, Mexico and foreign countries.

Interesting letters have been received from the Las Vegas, N. M., Commercial Club; the Commercial Club of Albuquerque, N. M.; Chamber of Commerce, of Richmond, Va.; Columbus, Ind., Agricultural Fair; Business Men's Protective Association of Las Vegas, N. M.; the Trades League, of Philadelphia; the Chamber of Commerce, Albany, N. Y.; Los Angeles Chamber of Commerce; Tacoma Chamber of Commerce and Board of Trade; Chamber of Commerce, of Grand Junction, Colo.; Business Men's Club, San Antonio, Tex.; Freeman, Neb., Commercial Club; Boston Chamber of Commerce; the Western Kansas Irrigation Association; Buffalo Chamber of Commerce; Cleveland Chamber of Commerce; Topeka, Kan., Commercial Club; Duluth, Minn., Commercial Club and many others. Individuals have in many cases acknowledged the receipt of The Oregonian, the booklet "Oregon," and other printed matter. In many letters received the writers express a desire not only to visit but to settle in the Northwest. Some mention Portland and Oregon especially, and all of these ask for additional information—a large number express a wish to attend the Lewis and Clark Centennial Exposition, while others have already determined to come.

Commercial bodies in several of the cities have made the description of the Portland Commercial Club, which appeared in The Oregonian, a theme of discussion. Newspapers throughout all parts of the United States have made local mention, and as a result the Lewis and Clark Centennial Exposition has received a great deal of high-class advertising. The Daily Telegraph, of St. John, New Brunswick, devoted more than one-half of its editorial space Wednesday, July 13, to The Oregonian articles describing the Commercial Club and the Exposition.

Clarence Ousley, editor of the Fort Worth, Tex., Record, in an extended article, says: "Oregon is the most fascinating of all, and Portland is the chief jewel of her gorgeous crown. On all this continent there is no more delightful place than this flowering city of the Pacific Coast, and Exposition or no Exposition, a visit there will be an education and a rejuvenation that cannot be found elsewhere in the known world."

Now to draw conclusions. Is there any system of advertising ever invented, no matter how expensive or elaborate it may be, that will even compare in the most remote way in actual results with that of sending broadcast a representative newspaper?

The position of the Portland Commercial Club in rejecting all kinds of outside and feature advertising, official programmes and other characters of irregular work, is intelligently taken. It does not advocate the newspaper to support the newspaper, but simply for the reason that the circulation of the home paper brings more net results than any other medium, and it would take unusual and extraordinary evidence to convince anyone that this statement is not true, after reading what has gone before.

TALES OF THE TROUBLE SHOP

Sadness and Love, Women and Beer in the Police Court.

MISS RUTH OSBORN swept airily from the prisoners' box into the cobweb-bedecked courtroom and cast a withering glance upon the assembled Magistrate, Prosecutor and minions of the law who stood gathered about the court of justice.

Miss Osborn was attired to match her stern dignity. She wore a gorgeous gown of royal blue taffeta, with waist full in front and skirt elaborately tucked and shirred. The yoke was a very 1830 affair of rose point lace. The ample sleeves were gathered at the elbows with folds of Duchesse lace, and her hat was a scoop affair with bounteous trimmings of flowers and fowls. Her footwear was of French extraction with four-inch heels.

"Miss Osborn, you are charged with drunkenness," said Deputy City Attorney Fitzgerald, and the court attaches wondered that one so gorgeous should be charged with an offense so commonplace.

The fair Ruth disdained to plead to the charge until a full minute had elapsed, and she had been requested to be saving in her use of the court's time. But when she did speak her words were worth hearing. As an explanation artist Miss Osborn won the compliments of the court, who said he felt constrained to remark that she was almost deserving of her freedom for so profuse a rendition of fiction.

Her brave story, which won so much approbation, was to the effect that she had taken some quinine and gin for a headache, repeating the dose until she had become drunk by unconscious gradations. This conflicted somewhat with the less romantic version of a policeman, who said he found Ruth staggering about the streets, singing, and had to tie her to preserve his eyes and complexion while he was making the arrest.

So Miss Osborn was required to pay $5 for the privilege of her triumphant debut in police circles.

THE landlady, Mrs. Belle Brown, had made a mistake. She had gone away for her vacation and had packed her trunk with such haste to catch a train that she had inadvertently taken along the Sunday clothes of her star boarder—one Smith.

Smith, knowing not the real motives behind the disappearance of his best raiment, had her cited before Judge Hogue on a charge of larceny. He had paid his board, he said, and knew not why his clothes should be taken away.

Explanations followed in court, and now Smith has his good clothes back, and the landlady has learned the substantial beauty of the motto, "Make haste slowly."

THEY have been hated rivals for years. During the entire period Alice Conners has been undecided whether to alter her name to Mrs. Alec Cameron or to Mrs. Frank Walsh, the respective names of the two rivals. One week Cameron would appear to have the better of the argument, and the next Walsh would seem to be in the lead in the triangular war of hearts.

This was the status of affairs until yesterday, when Cameron attempted to thresh the woman for showing too marked attention to his hated rival. The squabble resulted in the arrest of all three characters, and there was a most exciting exchange of repartee when the two rivals were brought face to face at the police station.

"Say, Cameron, you've lost out entirely this time," exclaimed Walsh, gleefully.

"Not much I've not—it is me that will marry her yet," rejoined Cameron determinedly.

"You haven't got money enough to buy a wedding ring," was Walsh's sarcastic rejoinder.

"If you've got any cash, some one must have given it to you," retorted Walsh's rival.

From the aspect of the two men it was evident there would soon have been an exemplification of the theory of the survival of the fittest had not the strong arm of the law torn them apart and deposited them in separate dungeons.

ITEMS FROM ESOPUS.

Concerning Local Incidents in a Newly Famous Resort.

New York Sun.

Esopus, July 16.—The local correspondent of the Port Ewen Breeze says in his dispatches:

O. Ames, the crossroads storekeeper, is likely to get despondent about the straw hat trade. The two celebrations at the Judge's have provided almost every gent hereabouts.

Jake Robinson is looking spruce these days. Getting ready for the White House team, eh, Jake?

There is talk in the liquor emporiums of setting up a free lunch.

All the girls are wishing they had Rosemount hair. It is the nobby color now.

What was Roy Ebling doing with that spanking team up around West Park the other night? We have our eye on you, Roy.

That Chicago photographer is the liveliest bird we have seen since the boom came. He had everybody agog as soon as he got his bearings in this burg.

Kingston tailors are going to do a sweet business if the New York Evening Fudge reporter and the tall telegraph operator keep on vying in fashion. The jeunesse doree of Esopus will have to wake up.

Our venerable and respected flagman is busy keeping the tracks clear these days.

Mr. Driscoll, one of the New York literary ambassadors, talks of settling here.

Several New York newspapers are to be found on our streets every day. Pantry shelves will be kept warm.

They say our fellow citizen, Mr. William Sheehan, has three pairs of those white shoes he wore up to the Judge's the other day.

John Gong's wife made a queer mistake the other day. She bought John a 14½ shirt, whereas everyone knows his size is 15.

The Ulster County delegation is telling some great yarns about the Pike. Our genial neighbor, Judge Parker, is bearing up well under his new and unexpected honors. We was a caller at his palatial Jeffersonian home the other day.

Tom Baggs lost an hour today, having to go from the field to the blacksmith's to have his scythe sharpened. Hard luck, Tom!

The Judge's farm team shows up grand in carriage harness. Teddy, the dog, will be drafted to draw visitors up from the station pretty soon.

We hear much discussion as to whether Judge Parker or friend Sheehan is the nattier dresser. Counsellor Sheehan has an excellent silk shirt, with an appropriate blue tie.

The Accommodation Livery is busy as a flea these days. Lots of folks think it is the style to drive up to Rosemount.

Our handsome ticket agent is now a-wearing of his new yellow shoes.

The Postmaster looks pretty pert since his daily income has been greatly enlarged.

Even our enterprising storekeeper, Mr. Greer, has run out of canned salmon and sardines, so great has been the demand for midnight lunches and other riotous celebrations.

Dame Rumor has it that a carload of watermelons is coming to the Judge from a Georgia admirer. Remember our address, Judge. We ain't moved since you last paid your subscription.

Horseflies and other bugs are getting numerous and frequent around Esopus. Maybe they're Republican flies, but they ain't bothering the Judge much.

Personal.—Mr. A. Parker is expecting company from New York next week.

We suppose with some regret that the cherry picking will put a stop to political enthusiasm for a while.

Oh, for a good mess of porgies!

CITY STATISTICS.

Marriage Licenses.

Julius John Martin, 34; Lillian Coates, 21.

Homer Fremont Carpenter, 28; Edyth Ransom, 20.

Oliver Wiley, 55; Rose Alice Hibbert, 40.

Wilbur O. Hastings, 30; Torena W. Davis, 28.

H. C. Boxarth, 51; Christina H. Henke, 39.

Real Estate Transfers.

Alonzo W. Witherell to M. B. V. Witherell, undivided one-sixth north 20 feet, west 45 feet lot 7 and west 45 feet lot 8, block 167, city	1
Same to same, lot 2, south half double block "B," city	1
Same to same, lot 2, block 14, Portland Homestead	1
Same to same, lots 11, 12, block 21, Albina	1
Macleay Estate Company to George Selkirk, lot 4, block 118, Caruthers' Add.	1
James N. Davis and wife to Thomas Darling, lots 1, 2, 7, 8, 9, block 8, Dolan's Add. to East Portland	1650
J. D. Mickle and wife to John Long et al, lot 11, east half lot 10, block 40, Sunnyside	2600
R. W. Schmeer to Evelyn Schmeer, east half lots 1, 2, block 317, Aiken's Add. to East Portland	1
Charles H. Wilcox and wife to Fidelity Trust Company, lots 8 to 10, First Add. to Cherrydale	1
George W. Lawrence and wife to Japanese Methodist Episcopal Church, lots 1, 4, block 100, Couch Add.	1
Jacob J. Hahn and wife to John Klein, lots 3, 4, block 6, Sunset Park Add. No. 2 to East Portland	10
J. E. Scott and wife to James Jackson, lot 8, block 20, Willamette Heights Add.	1
Mrs. Madge C. Phillips to Raphael C. Messner, lot 6, block 11, Good Morning Add.	50

BEACH RATES NOW ON.

The O. R. & N. Announces Low Figure for the Season of 1904.

The O. R. & N. announces the low round trip rate of $4.00 to beach points. Particulars of C. W. Stinger, City Ticket Agent, Third and Washington streets.

SIX REASONS WHY WE SHOULD FILL YOUR PRESCRIPTIONS

Reason No. 1—
Our prescription department is situated in a quiet part of the store, where the dispensers are away from the noise and confusion of other business, attending to this responsible work exclusively.

Reason No. 2—
Our stock is the largest and most complete in the Northwest, including every requirement for physician or patient, thereby avoiding dangerous delays.

Reason No. 3—
Our drugs, always of the highest purity, never grow stale and inert on our shelves. The great volume of our business necessitates constant change of stock, insuring thereby the great essentials of freshness and strength.

Reason No. 4—
Our dispensers are trained men, registered and qualified for this most responsible vocation by years of study and experience.

Reason No. 5—
Our prescription department is open at all times for the inspection and accommodation of your physician, and being equipped with all modern appliances and preparations we are always prepared to supply his wants without delay.

Reason No. 6—
We send for and deliver prescriptions promptly and free of charge to any part of the city, day or night.

No Delays—
We have a complete telephone exchange with four trunk lines. Call us up and we will send for your prescription, fill and return the medicine promptly. No additional charge for this service.

TELEPHONE EXCHANGE NO. 11

Woodard, Clarke & Co.

PRESCRIPTION DRUGGISTS
FOURTH AND WASHINGTON STREETS

Disgraceful Fraud

Whiskies falsely labeled as "Canadian" are being extensively sold in Portland by a large number of dealers who know all about them.

In other words, these dealers are deliberately swindling their customers.

Most of these fake whiskies are put up in general resemblance to our famous brand "CANADIAN CLUB," but there the similarity ends.

The bogus whiskies bear the following names, which are purely fictitious:

CANADIAN DISTILLING CO. NO ADDRESS.
"MONTREAL CLUB," BAKER, MASON & CO., MONTREAL, CANADA.
SILAS WALCOTT & CO., OTTAWA, ONTARIO.
R. W. McMURRY & CO., TORONTO, "
W. G. SMITH & BROS., " "

There are no such people in the distilling business in any part of Canada.

These are old frauds with which we have long been familiar. Years ago we drove them out of the market in almost every part of the United States; and, like brigands, they have retired to the remote districts.

If the CANADIAN DISTILLING CO., or BAKER, MASON & CO., or SILAS WALCOTT & CO., or R. W. McMURRY & CO., or W. G. SMITH & BROS., will appear in the flesh and sue us in Portland for libel, we undertake to meet them there. We do not take advantage of distance to make statements which we cannot prove. And if any person can show that one of the above-named concerns is a reality, we will pay to the Mayor of Portland $10,000.00 for distribution among the city charities.

HIRAM WALKER & SONS, LIMITED,
Proprietors of "CANADIAN CLUB" Whisky,
Walkerville, Ontario, Canada. London, England.
New York. Chicago. Mexico City. Victoria, B. C.

N. B. The gentry who put up fake liquors have a habit of changing their labels when exposed. New varieties will probably follow this advertisement. Persons who have doubts about any whisky claiming to be Canadian should write to us for information.

Dr. W. Norton Davis

IN A WEEK

We treat successfully all private nervous and chronic diseases of men, also blood, stomach, heart, liver, kidney and throat troubles. We cure SYPHILIS (without mercury) to stay cured forever, in 30 to 60 days. We remove STRICTURE, without operation or pain, in 15 days.

We stop drains, the result of self-abuse, immediately. We can restore the sexual vigor of any man under 50, by means of local treatment peculiar to ourselves.

WE CURE GONORRHOEA IN A WEEK

The doctors of this institute are all regular graduates, have had many years' experience, have been known in Portland for 15 years, have a reputation to maintain, and will undertake no case unless certain cure can be effected.

We guarantee a cure in every case we undertake or charge no fee. Consultation free. Letters confidential. Instructive BOOK FOR MEN mailed free in plain wrapper.

If you cannot call at office, write for question blank. Home treatment successful.

Office hours, 9 to 5 and 7 to 8. Sundays and holidays, 10 to 12.

Dr. W. Norton Davis & Co.

Offices in Van-Noy Hotel, 52½ Third st., cor. Pine, Portland, Or.

BLOOD POISON

FOR NINETEEN YEARS
we have made the cure of blood poison a specialty
Primary, Secondary or Tertiary Blood Poison
Permanently Cured. You can be treated at home under same guaranty. Capital $500,000. We solicit the most obstinate cases. We have cured the worst cases in 15 to 35 days. If you have taken mercury, iodide potash and still have aches and pains, Mucus Patches in Mouth, Sore Throat, Pimples, Copper-Colored Spots, Ulcers on any part of the body, Hair or Eyebrows falling out, write for proofs of cures. 100-page Book Free.
COOK REMEDY CO.
1539 MASONIC TEMPLE, Chicago, Ill.

Every Woman
is interested and should know about the wonderful
MARVEL Whirling Spray
The New Ladies' Syringe
Best, Safest, Most Convenient.
Ask your druggist for it. If he cannot supply the MARVEL, accept no other, but send stamp for illustrated book—sealed—it gives full particulars and directions invaluable to ladies. MARVEL CO., Room 1000 Times Bldg., New York.
FOR SALE BY WOODARD, CLARKE & CO. ROWE & MARTIN, ALDRICH PHARMACY.

MEN OUR VACUUM DEVELOPER

Cures you without medicine of all weaknesses, varicocele and urethral obstructions. Men are quickly restored to health and strength. Send stamp for book sealed to
Health Appliance Co., O. G., Seattle, Wash.