

## EXHIBITS EXTOLLED AS TRADE MAGNET

Executive Board of Manufacturers' and Land Products Show Highly Elated.

## ANNUAL DISPLAY WANTED

Management of Armory Exposition Is Praised for Great Success of Event—Immeasurable Benefit Reaped, Say All.

Another Manufacturers' and Land Products Show in 1915, when thousands of visitors from the East will be buying their tickets by way of Oregon, is foreseen in the expressions of satisfaction with the show just closed on the part of the members of the executive board which engineered it so successfully.

Every member of the board, when interviewed yesterday, expressed his gratification over the success of the enterprise and his belief in the lasting benefit it would have in the state. Nearly all, without hesitation, expressed a belief that a similar show next year will be of immeasurable value to Portland and to Oregon.

Here are some of the laudatory statements:

### Railway Company Pleased.

P. W. Hild, general manager of the Portland Railway, Light & Power Company, who subscribed \$500 to the exposition guarantee fund, said that the total amount subscribed—\$1,000,000—confirms the belief that the officials and employees of the Portland Railway, Light & Power Company think that the Manufacturers' and Land Products Show has been a remarkable success. The exposition has given the people of Portland a chance to study the manufacturing situation. A great many of our employees visited the show on Transportation day with the "Made-in-Oregon" League of the company and with other organizations. They returned to the office with statements which were gratifying in every respect.

### Annual Show Advocated.

P. Feldman, I think there will be no doubt that if this system of exhibiting home-manufactured products is followed out that an equally successful show can be had every year. This will be a benefit not only to the manufacturers, but to the land products people of Oregon.

W. H. McMonies—I believe the exhibit will enable us to give a more extensive exposition another year. It has been the greatest advertisement that we have ever had for Oregon goods and products.

H. J. Ottenheimer—I consider the Manufacturers' and Land Products Show at the Armory one of the best I have seen in years. It brought a great many here to see what we can do, and from my own experience I know that it has made business better in Portland during the three weeks the show lasted. It ought to become an annual affair.

Wonderful Success Noted. A. J. Kingsley—I sincerely believe that the Manufacturers' and Land Products Show has been one of the most successful ever held in the American Northwest. The show has been appreciated and should be repeated from year to year.

John S. Beall—The Manufacturers' and Land Products Show has been a great success and should be repeated annually. It is the one institution that serves to educate the people as to what is made in Oregon and what can be grown here and in the Northwest. I sincerely believe that every exhibitor has received lasting results from the exposition.

E. L. Thompson—The exposition has been such a great success that there is little doubt but that it will be an annual affair. The patronage given it by the people of Portland has been greatly appreciated, and I feel sure the exposition, its attractions and its educational value have met with approval.

Management Is Praised. Julius Meier—The exposition has been a great success and Colonel Dunne and his associates who have worked so hard to make the exhibition the success it was, are deserving of praise. It is an exposition that should be repeated every year.

T. S. Mann—The Manufacturers' and Land Products Show presented a wonderful opportunity to bring the products of Oregon factories before the people of Oregon and the Northwest. The show has been exceedingly successful and I trust it will be made an annual event.

W. J. Hofmann—The show has been a great success and should be made an annual event. The credit cannot be given to the management for the exhibition given Portland and the people of the Northwest. It has been the efforts of such men as A. J. Kingsley, who has given much of his personal attention to the exposition, that it has been such a wonderful success.

The exhibitors of high caliber and the show served as a great educational institution to show the thousands of visitors what is made in Oregon and what the soil produces.

Not Single Complaint Heard. A. C. Black—The show has demonstrated what the Portland people can do with the proper organization. With the wonderful attendance we had during the three weeks, I believe an affair of this kind should be put on every year. Too much credit cannot be given Mr. Buckley and his assistants for the efficient manner in which they conducted the show. During the exposition I did not hear one word of criticism.

A. P. Bateham—The Manufacturers' and Land Products Show brought to Portland the cream of the land products and the exhibits were displayed in a most beautiful manner. The show has added a great stimulus to the producer as well as to the consumer and will result in great educational benefit.

J. Fred Larson—The exposition has demonstrated the need of a public auditorium. The exhibition was a big success and has been educational in showing what the soil of Oregon and the Northwest produces and what is manufactured here.

Greatest Benefits Derived. Francis Seely—I think the show was the most successful thing of the kind we have had in Portland for many years, and sincerely trust that it will be repeated next year.

W. E. Coman—The show was an excellent one for the first, and the interest taken indicates that it will result in great good. I believe in another year a much more comprehensive show could be given and it should be made an annual affair.

E. D. Timms—To my mind the Manufacturers' and Land Products Show has been a howling success, and I feel more

than repaid for the exhibit we had there. O. E. Heintz—I am sure that I am more than pleased and gratified with the show. Judging from the way the show was patronized, the people appreciate the Manufacturers' and Land Products show, and there is no question but what it ought to be continued every year.

## FEDERAL POSITIONS OPEN

Civil Service Examinations Announced by Commission.

The United States Civil Service Commission announces the following examinations: December 1, examination of accounts, male, for a position in the division of valuation and carrier's accounts, Interstate Commerce Commission, salary \$1850 to \$2100 per annum; December 2, investigator in women's rural organizations, female, for a position in the office of markets and rural organization, Washington, D. C., salary \$1600 to \$2250 per annum; nautical expert, male, for a position in the hydrographic office, bureau of navigation, Navy Department, salary \$1900 to \$1890 per annum; scientific assistant in grain standardization, male, for a position in the office of grain standardization, Washington, D. C., salary \$1200 to \$1400 per annum; field assistant in rural organization, male, for a position in the office of markets and rural organization, Washington, D. C., salary \$1500 to \$2000 per annum; inspector of supplies, male, for a position in the Quartermaster's Corps of the Army, New York, N. Y., salary \$1200 per annum; assistant dairy husbandman, male, for a position in the dairy division, department of Agriculture, salary \$1150 to \$1740 per annum; expert freight rate clerk, male, for a position in the Quartermaster's Corps of the Army, Chicago, Ill., salary \$1200 per annum; December 2, 3, assistant engineer in forest products, male, for a position in the Forest Service, Madison, Wis., salary \$800 to \$1200 per annum; December 8, mechanical engineer assistant, male, for a position in the engineering experiment station, U. S. Naval Academy, Annapolis, Md., salary \$8 per diem. December 15, nurseryman, male, for a position in the Chillicothe Indian School, Oklahoma, salary \$900 per annum.

Complete information and application blanks may be obtained from T. V. Hutchins, local secretary, Postoffice building, Portland, Or.

## IRRIGATION CONGRESS SET

Oregon Sessions to Be Held Here, January 7-9.

The date for the fourth annual irrigation congress of Oregon is January 7-9. The sessions will be held at the Imperial Hotel in Portland.

Officers of the chairman of the program committee are at the Oregon Irrigation Club and the programme already is being worked.

The officers of the association are: President, A. B. Thompson, of Echo; first vice-president, J. W. Brewer, of Portland; second vice-president, J. R. Blackaby, of Ontario; third vice-president, L. A. Thompson, of Lewiston; secretary, F. N. Wallace, of Laidlaw. Committees are as follows: Executive committee, Frank Sloan, Stanfield; C. W. Mallett, Ontario; W. F. Kline, Prineville; William Hanley, Burns; C. C. Chapman, Portland; Guy Rice, Lakeview; W. R. Walpole, Irrigon. Legislative committee, J. T. Hinkley, Hermiston; Abel Abel, Klamath Falls; Walter F. Burrell, Portland; Vernon A. Forbes, Bend; M. J. Lee, Astoria. Programme committee, C. C. Chapman, Portland; A. O. Walker, Alfalfa; J. K. Fisher, Haines.

## JOBLESS TO SEEK FARM

Inmates of Men's Resort to Start Life Anew on 60-Acre Tracts.

"Back to the farm" has become the slogan of the Men's Resort at Fourth and Burnside streets, for the remarkable organization has received a donation of a 60-acre farm to which many of the city's unemployed will be sent this winter. The project, which is in charge of the resort, already has started a campaign to secure funds to start out the farm and make it available to use within a short while. Members of the First Presbyterian Church have given most of the first thousand dollars to the fund and the remainder of the money required has been placed in the hands of this church. With regard to the new plan, Mr. Johnson, who came from Milton, Ore. three years ago to take charge of the resort, said yesterday: "The problem of the unemployed is a problem of maladjustment. The men never have found the work or the place exactly suited to their preferences and their powers. Nothing in the way of a complete readjustment of the man will make him once more a useful member of society. The farm is the best solution."

## PROJECTS' NEEDS RECITED

Senators Asked to Make Federal Money Available for Deschutes.

A delegation of members of the Richmond Commercial Club, headed by Guy E. Dobson, came from Salem Friday to wait upon Senators Lane and Chamberlain and Representative Singleton, requesting that they appropriate by Congress for irrigation work be applied as soon as possible to development of the projects in the Deschutes valley. The appropriation was made on the condition that Oregon should provide an equal sum for irrigation purposes, which has been done.

Governor West and J. N. Teal appeared before the Congressional delegation at the same time to explain the conditions of the projects and their appropriation and expressed their willingness, if necessary, to take the matter to Washington and lay it before Secretary Lane, of the Interior Department.

## PIER REMOVAL BID IS \$3000

Pacific Bridge Company Offer Is Lowest for Work on Stubs.

The Pacific Bridge Company submitted the lowest bid to the city Friday for the removal of stub ends of concrete piers under the Morrison-street bridge. This company offers to do the work for \$3000. The other bids were: Columbia Digger Company, \$3900; Portland Bridge Building Company, \$4400; Fritz De Rock, \$3750. The old pier ends are declared by the Federal Government engineers to be a hindrance to navigation and their removal was ordered. They are part of the piers which supported the old Morrison-street bridge.

Prudhomme submitted the lowest bid for furnishing lockers for the police station. The bid of this concern was \$1920. Van Dorn Iron Works, the only other bidder, submitted a bid of \$2289.75.

## Dr. Eldredge to Hold Meetings.

Dr. E. O. Eldredge will conduct revival meetings in the Mount Tabor Methodist Church, beginning tonight at 7:30 o'clock. There will be nightly meetings throughout the week. Special musical numbers have been provided.

## FOUR PROMINENT SINGERS WHO WILL PARTICIPATE IN MULTINOMAH CLUB ENTERTAINMENT.



## CLUB SHOW IN FORM

Multnomah Theatricals Set for December 14-15.

Musical Hit Expected From Rehearsals of Dancers, Comedians and 61 Women Members of Caste. Double Quartet Feature.

That the Multnomah Amateur Athletic Club's theatrical entertainment at the Hellig Theater, December 14 and 15, will be an elaborate affair may be imagined readily after having seen the big rehearsals last week in the club gymnasium. More than 150 members have volunteered for the production, and, thus far, William Broad, the professional coach has chosen 124 persons for his cast.

There will be 72 singers, 29 dancers and 13 comedians, there being 61 members of the women's annex in the performance.

One of the biggest musical hits is expected from the quartet. The members will be dressed in colonial costumes. The double quartet members are among the best-known vocalists in Portland. They are: Mrs. Pauline Miller Chapman, Mrs. Charles Henney, Mrs. Delphine Marx, Miss Marie Roberts, Miss Elsie Lawferr, Miss Morelia Hickman, Hartridge Whip, Norman G. Hoese, O. W. Davidson, C. E. Patterson, L. Serr, Pinkerton Day, A. G. Tindolph, A. G. Harbaugh, H. H. Grady, J. H. Barry, Warren, Dr. R. M. Emerson, D. Griff, Eldon Stone, R. Feldenheimer, C. A. Woodworth, Miss Melba Westergard, Miss R. E. King, Mrs. P. L. Thompson, Miss Florence Westergard, R. E. Barrett, Frank Mack, H. A. Barnard, Blain B. Coles, K. P. Morrison, C. E. Manning, Secretary H. M. Steadman, Mrs. Tony Metchan, Miss Mildred Kingsley, Miss Hazel Koontz, E. L. Williams, K. Herbring, P. R. Gunnison, Arthur Cook, Miss Collette Kenny, Miss Cora Bailey, Miss Francis Kenny, Mrs. C. J. Rupert, Mrs. George Williams, Miss Elizabeth Wassell, Miss Jessie Snyder, Miss Mary Higard, Miss Phoebe Gare, Miss Edith Williams, Miss Florence Callwell, Miss Mildred Timms, Miss Ruth Lange, Miss Ada Conry, Miss F. Shea, Miss V. Hayward, E. M. Barley, C. H. McPherson, W. C. Christensen, C. R. Simpson, W. H. Drake, Gerald Barrett, F. S. Olsen, J. C. Stewart, J. A. Cook, Louis Tingley, Edna Murphy, Miss Genevieve Gilbert, Mrs. R. V. Dorney and Mrs. A. Giesbach.

Comedians—Billy Broad, Sam L. Stanton, J. King, Bryon, W. H. Kelly, Charles B. Lynn, H. H. Grant, M. V. Daniels, G. M. Vinton, Ward Goling, W. E. Mack, G. E. Miller, R. G. Assman and Charles Snyder.

Dancers—Mrs. Fred E. Bailey, Mrs. R. B. Darney, Mrs. R. O. Williams, Miss Mary Abby, Mrs. Ray H. Hunt, Miss Florence Caswell, Miss Nancy Moore, Miss Irene Collins, Miss Marion Coffey, Miss Grace Irwin, Miss Louise Vaughn, Mrs. C. J. Arnold, Miss Adena Libak, Miss Pauline Heintz, Mrs. Miles Stanch, Mrs. Reva N. Emerson, Miss Mary Wassell, Mrs. J. D. McCord, Miss Mabel Smith, Mrs. J. S. Winters, Miss Edna Agler, Mrs. Fred Blessing, Miss Virginia Findlay, Mrs. David Smith, Mrs. E. H. Bartholomew, Mrs. H. M. Steadman, Mrs. W. C. Walling, R. O. Baird, Thomas

## FAIR RACE SLATE IS OUT

SUMMER AND FALL MEETINGS HOLD LARGE PURSES.

First Set of Harness Events Will Be Started June 5, Next Commencement Opening October 30.

The much-looked-for programme for racing at the Panama-Pacific Exposition finally has been announced in 11 racing days for the summer meeting and 13 days for the fall gathering in San Francisco. The first affair will be held June 5 to 19, while in the Fall the dates have been given as October 30 to November 12.

Some of the largest purses ever offered in prizes have been put up for the various winners and all things point to a most successful race meeting. Following is the programme for the two gatherings:

June 5-2:30 class trotting, \$2000; 2:08 class pacing, \$800; 2:08 class trotting, \$5000; June 6-2:30 class trotting, \$2000; 2:15 class pacing, \$2000; 2:15 class trotting, \$2000; June 7-2:15 class trotting, \$2000; amateur free-for-all trotting, \$1000; 2:11 class pacing, \$2000; June 8-2:15 class trotting, \$2000; 2:11 class pacing, \$2000; June 9-2:15 class trotting, \$2000; 2:11 class pacing, \$2000; June 10-Three-year-olds pacing (closed), \$2000; Driving Club trotting, \$2000; Driving Club pacing, \$1000; 2:17 class pacing, \$2000; June 12-Driving Club trotting, \$1000; 2:10 class trotting, \$20,000; free-for-all class, \$2000; June 13-Amateur trotting, \$1000; amateur pacing, \$1000; 2:20 class pacing, \$2000; June 14-Two-year-olds pacing (closed), \$2000; 2:12 class trotting, \$5000; 2:13 class pacing, \$2000; June 15-Amateur free-for-all pacing, \$1000; 2:20 class trotting, \$2000; 2:17 class trotting, \$2000; June 16-Three-year-olds trotting (closed), \$2000; 2:14 class trotting, \$2000; 2:19 class pacing, \$2000; June 17-2:15 class pacing, \$2000; free-for-all class trotting, \$2000; June 18-2:20 class trotting, \$2000; 2:10 class trotting, \$20,000; Occident stakes, 3-year-olds trotting (closed), \$2500; November 2-2:15 class trotting, \$2000; Driving Club trotting, \$2000; 2:08 class pacing, \$2000; November 3-2:12 class trotting, \$2000; 2-year-olds trotting, \$2000; November 4-2:12 class trotting, \$2000; November 5-2:30 class trotting, \$2000; November 6-2:13 class trotting, \$2000; November 7-2:13 class trotting, \$2000; November 8-2:17 class trotting, \$2000; November 9-2:17 class trotting, \$2000; November 10-2:17 class trotting, \$2000; November 11-2:17 class trotting, \$2000; November 12-2:17 class trotting, \$2000; November 13-2:17 class trotting, \$2000; November 14-2:17 class trotting, \$2000; November 15-2:17 class trotting, \$2000; November 16-2:17 class trotting, \$2000; November 17-2:17 class trotting, \$2000; November 18-2:17 class trotting, \$2000; November 19-2:17 class trotting, \$2000; November 20-2:17 class trotting, \$2000; November 21-2:17 class trotting, \$2000; November 22-2:17 class trotting, \$2000; November 23-2:17 class trotting, \$2000; November 24-2:17 class trotting, \$2000; November 25-2:17 class trotting, \$2000; November 26-2:17 class trotting, \$2000; November 27-2:17 class trotting, \$2000; November 28-2:17 class trotting, \$2000; November 29-2:17 class trotting, \$2000; November 30-2:17 class trotting, \$2000.

## LAND SHOW ABLE TO PAY UP ALL DEBTS

Financial Backers Will Not Be Called On to Meet Any Deficit This Year.

## 90,000 PAY FOR ENTRANCE

Management Says the Average Not for Election and Some Bad Weather Surplus Would Be Shown. Exhibits to Go to Spokane.

Without having made a single demand as yet upon the surplus fund that was pledged by business concerns of the city, and with excellent probabilities of not having to make any such demand, the Manufacturers' and Land Products Show closed yesterday with a record that has not been equaled by any show of like nature ever held in Portland.

"I cannot say definitely until after we have had a chance to check up on the final details whether or not the show has absolutely paid for itself," said Manager Buckley yesterday, "but it will come so close to it that the difference will be trifling, and there is a good prospect that it may close with a small margin in its favor."

"Had it not been for the handicap of a couple of evenings of bad weather and three days of election excitement to cut down the attendance, the Manufacturers' and Land Products Show would have had at least \$1000 to its credit."

The Land Products Show held two years ago was obliged to call upon the guarantee fund to a considerable extent and much of the money from the fund was called in before the close of the show.

The present show has paid for itself from day to day, and up to the hour of closing not a penny's demand had been made upon the guarantee fund, while practically all of the principal bills have been paid.

The show was financed by collecting payment on the exhibit concessions largely in advance, which gave a fund sufficient for most of the current expenses. The gate receipts filled out the fund and enabled the show to carry itself. Every bill was paid as presented, and when the show is wound up there will be little left on the books to be attended to.

The officers will be moved tomorrow to 408 Commercial Club building, where they will be open until the business of the show is wound up.

Attendance at the show, in spite of the election and some bad weather, was fairly steady.

Manager Buckley estimates that, exclusive of passes, the average number of persons passing through the gates each day for the 20 days of the show was 5000. This represents a total of 90,000 paying admissions, who entered daily by the pass gates.

Many of the concessions will go to Spokane at once for the National Apple Show. Among the principal exhibits entered here which will leave today for Spokane are the exhibits of the Northwest Fruit Experiment Station, Union Meat Company and the Oregon Agricultural College.

## HIGH SCHOOLS TO BENEFIT

Reed College Extension Course Aids Those Unable to Attend Evenings.

The Reed College extension course on the "Voter and the City of Portland" will be given in Library Hall at the Central Library on Friday afternoon at 2:30 o'clock for the benefit of the high school students and others for whom it is more convenient to come to the evening lectures. These lectures are illustrated by stereopticon views and will be given on the following Friday: November 20, December 4, 11, 18, January 8 and 15.

On Tuesday evening, November 17, in Library Hall, Dr. Latourette, of Reed College, will lecture on "Russia and the Slav Nations and the War."

Rabbi Jonah B. Wise will lecture in room B on Wednesday evening, November 18, on "Dante and the Italy of His Day."

"The New Woman" will be the subject of Dr. Chapman's lecture in Library Hall on Thursday evening, November 19, in the course offered by the Oregon Civic League on Current History.

## REVIEW SET FOR ARMOY

National Guard to Pay Military Honor to Chamberlain.

All troops of the Oregon National Guard in Multnomah County Armory will be reviewed tomorrow night at the Armory by Senator Chamberlain, in order for the assembly of the Third Regiment, artillery and cavalry was issued yesterday by Colonel Charles H. Martin.

The review is given in recognition of Senator Chamberlain's pro-military activities as chairman of the Senate and his advocacy of a large army and a bigger and more efficient National Guard, the plan for which includes pay for the citizen soldiery.

The troops will assemble in service uniform at 8:15. The visitors' gallery will be thrown open to the public.

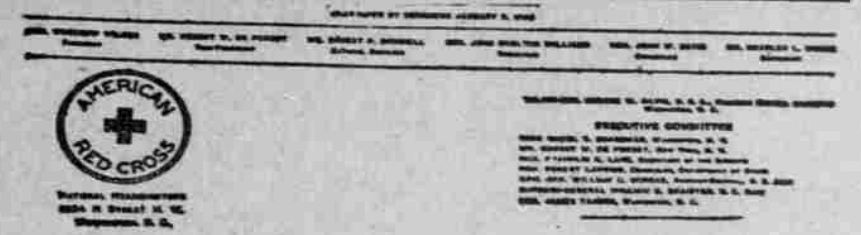
## She Stopped Her Son From Drinking

A St. Louis Woman Stopped Her Son From Drinking With a Simple Home Recipe That She Gave Secretly.

She Tells What She Gave.

A well-known resident of St. Louis, whose son had used liquor to excess for years, broke him of the habit by using a simple home recipe which she gave secretly. In reply to the question as to what she used she made the following statement: "I used a simple prescription which I mixed at home and it is as follows: To 3 oz. of water add 20 grains of muriate of ammonia, a small box of Varlex Compound and 10 grains of psalpin. I gave a teaspoonful three times a day in his coffee. Any druggist can mix it for you, or supply these ingredients at very little cost. This recipe can be given secretly in coffee, tea or milk, or in the food, as it has no taste, color nor smell and is perfectly harmless. I believe any mother or wife can do as I have and rid their dear ones of this awful habit."—Adv.

## In the Name of Humanity



Washington, D. C., October 29, 1914.

The war relief work in the United States should be concentrated and co-ordinated under one head, which can be accomplished by co-operation with the American Red Cross. This permanent organization, with its foreign affiliations, can and does forward funds and supplies donated by individuals, committees or associations to whatever country or for whatever purpose the donors desire. Only by utilization of such a co-ordinating agency can confusion, overlapping, unnecessary expenditure be prevented and effective aid accomplished. There will be no permanent record of the assistance given the countries of Europe involved in this war by the people of the United States, except by means of the records of the American Red Cross. These records, after the receipt and expenditure of funds have been audited by the War Department, are printed as official documents by Congress and placed in historical archives of the country. It is for this reason that the officers of the Red Cross urge all committees to co-operate with it. The Red Cross Station at Lipman, Wolfe & Co. will be ready to aid in this work of co-ordination, receiving funds and supplies as donors desire, and utilizing the American Red Cross as agency for their transmittal.

Under the pressure of the actual necessity of co-ordination to meet the emergency, Lipman, Wolfe & Co. are representing in Oregon the American Red Cross, and have established

The RED CROSS CLEARING-HOUSE

—This Clearing-House will act for all relief organizations that request its services. —In the City of Portland it will call for any relief supplies, no matter how small. Or they can be sent to the store by messenger or from all points by parcel post. —It will undertake the speedy dispatch of all contributed supplies to the authorities in charge of their forwarding. —It will interfere with the work of no one in any relief activity, but will assist by responding promptly to every call for aid in such work.

Its Purpose Is to Relieve Suffering in Every War-Stricken Country

—The American heart is big. At this moment the United States of America is the only great power left in the pursuits of undisturbed peace. It is the only country that can carry any adequate measure of relief to the thousands of women and children left without homes and without food in stricken lands. In Belgium alone the American Minister at Brussels reports millions of people will die unless prompt aid reaches them.

The SUPPLIES NEEDED

—In response to our cables these replies have been received indicating the nature of supplies needed at once:

CABLE NO. 1. —"Red Cross flannels, shirts, pajamas, socks, vests, pants, cardigans, mufflers, night shirts, blankets, dressing gowns, towels, all kinds medical and surgical goods."

CABLE NO. 2. —"Thousand thanks; what is needed is gauze bandages, adhesive plaster, oil silk, absorbent cotton, aspirin, cocaine, laudanum, ether, quinine."

—"Enclosed please find my check for the American Red Cross war relief fund. I shall go a month without smoking so as to make this contribution."

—So wrote one man. —"I shall go without candy, that supplies may be sent to the suffering," wrote a little girl.

—The same spirit extends all over the land, from Oregon east through Chicago, which is doing wonderful work, down through Boston to the end of Maine.

—Women are knitting and sewing. —Children are knitting and sewing. —Men are making sacrifices.

—The circle of activity is growing so large that now

WILL YOU HELP?

—Every contribution of supplies or money, no matter how small, is welcome. It is surprising how much good 10 cents will do. From all over the state we are receiving letters and telegrams asking for information regarding supplies and money contributions. Donations are pouring in.

It Is the Work of Humanity

Lipman Wolfe & Co. Merchandise of Merit Only

No Matter Where You Live You Can Phone Your "WANT" Ad to The Oregonian

Simply ask "Central" to give you the "Want Ad" Department, and if you are a subscriber to either phone, the ad. will be charged to you and bill sent the next day.

Easy—Isn't it?