# A GREAT GAIN IN ADVERTISING 

MORE THAN ANY OTHER PORTLAND NEWSPAPER

The month of December shows a gain of 11,256 inches over November and a gain of 22,181 inches over December of last year.

A gain of over 50 per cent during December over November and over 450 per cent over December, 1902.

The average gain during October, November and December over the corresponding months of last year was 333 per cent.

This is a greater gain by far than has been made by any other Portland newspaper.

Ninety-five per cent of the Portland advertisers use The Journal columns.

It is really worth while to advertise in The Journal.

NEED A PROGRESSIVE NEWSPAPER

'Tis Because The Journal Is Progressive That the Circulation and Advertising Is Growing so Fast



## THE EIECTRIC COFEEE CO. PORTLAND,OR.U.S.A.

IS a BLEND OF SWEET CCLITWATED COFFEES-FREE FRQM THE HARMFUL EFFECTS SO OFTEN EXPERRECED AFIER DRINKING COARSE, RANK, LOW.
GRADE AND LOW-PRICED COFFEES. GRADE AND LOW-PRICED COFFEES.




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THE OLD FASHIONED KIND OF PANCAKES ARE MADE FROM

## PEERLES SELF-RISING PANCAKE FLOUR



PEERLESS PURE FOODS CO.
Mill and Office 4th and Hoyt Streets, Portland, Oregon

