THE OREGON DAILX JOURNAL, PORTLAND, THURSDAY EVENING. FEBRUARY 4, 1904.


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## ANSWER No. 24

In purchasing his stock the merchant considers the buying capacity of the people. After the stock is purchased he must also purchase his market-which he does throush buying advertising
space in the newspaper." This morning several merchants re-
ceived a mailing card aschng a ques
tion, to which the above is the answer.

VVEN IF "MAN WANTS BUT LIT-
tle here below" he stands a poor chance of securing it unless he uses The Journal want columns. $\infty$

A
BUSINESS MAN MAY MAKE as his most useful ads. as useful to him as his most useful clerk-if he uses them
as regularly,

ON'T KEEP A POOR SERVANT
because you imagine you can't sebecause you imagine you can't se-
another. Try The Journal want cure another. Try The Journal want
columns. $= \pm=$

## RATES Classified Ads <br> 



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MORTGAGE LOANS.
TITLE CUARANTEEE TRUST CO.





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