

A CITY OF SUCCESS

The Prosperity-Makers of Portland Discuss Modern Methods Systems That Succeed, Merchandising and Advertising Analyzed.

The Journal knows its success is identical with the success of its advertisers, and believes there is much benefit in a discussion of the problems of publicity and business.

So it is asking leading merchants to discuss successful store and bank and general business methods and incidentally the subject of advertising—an essential and prominent part of every enterprise today—even the smallest store to the largest bank or trust company, from the local dealer to the nation itself—for nations are now beginning to advertise and probably the most successful advertiser to be found in Portland is the representative of a foreign country who has recently opened up in this city an advertising exhibit and educational establishment as part of a world campaign.

By the fact that the people buy or subscribe for a newspaper they vote for its policy, because the money they pay it enables it to advocate and stand for the greatest good to the greatest number.

Advertisers who patronize its columns do the same thing.

To the retail owners and managers and editors of newspapers are the people, —those who advertise, —those who read newspapers.

Proven by the fact that when you withdraw readers and advertisers you kill newspapers.

No amount of wealth or brains can make newspapers without readers.

THE READER IS MORE IMPORTANT THAN THE ADVERTISER.

THE ADVERTISER PATRONIZES A NEWSPAPER ONLY ON ACCOUNT OF THE READER.

The Relation of Advertiser and Reader.

If the reader don't read a newspaper he or she don't read the advertising in it—obviously.

So readers come first.

But advertising is a strong force in bringing readers.

Because it is among the most important news a paper prints—has direct effect upon the happiness and finances and affairs of the reader; —goals most potent with the things which pertain to the home, to human health, comfort, adornment, education, amusement, cultivation.

—is the daily guide to the purchasing power, the value of the commodities—merchants vying to give through their goods and bargains the family dollar the largest possible purchasing power, using the newspapers to announce their offerings.

The Advertising Growth the Need for the Newspaper.

Take the daily store news published in The Journal by leading Portland merchants.

What woman can afford not to read it?

Take the case of Olds, Wortman & King.

—each day a page of The Journal is devoted to telling the public the new goods and prices which the vast resources of such a store, reaching out to the uttermost parts of the world, is able to offer.

—and that page is itself a newspaper, edited, managed, issued to journal readers by this firm, whose department heads are its reporters and its advertising manager is its editor, with the firm itself as practically publisher and proprietor.

The Truth Presented and Full Credit Given.

The Journal proposes to publish the truth and that means giving the other papers here full credit for their undoubted value and excellence without discrimination.

The Journal feels that its position as a newspaper and advertising medium is now firmly established and naturally wishes to secure recognition of its place in the community.

But that is only one of the motives behind this work.

A broader and more interesting motive is the one which The Journal puts forward, namely,

—to demonstrate the success of the right business methods and the right sort of advertising.

Portland Advertisers Are Portland's Editors.

Few advertisers realize that they are newspaper proprietors and editors.

They are, nevertheless.

They know that the most brilliant editor of The Journal or any other newspaper can hire will be able to write nothing that will be read by so many people and influence them so powerfully as what the large and progressive stores with their daily magnetism of merchandising do every time they print an advertisement.

City Success and Newspaper Success.

City success and newspaper success are interwoven and interdependent. The newspapers are interwoven and interdependent.

The newspapers are "of the people, by the people and for the people"—even more so than American government is.



SHOES

A popular summer resort for your feet—our low tied Shoe. Now is the time to dig in your pocket.

Shoe Specials \$2.45

For Men's Tan Oxfords \$3.50 and \$4.00.

For Men's Black Patent Colt Oxfords worth \$3.00 and \$3.50.

For Men's Black Vici Oxfords worth \$3.00 and \$3.50.

All Men's and Boys' Wear at Clearance Sale Prices.

LION CLOTHING & Gus Kuhn-Prop

Everything for Men and Boys. 100-102 Third St., near Morrison.

MR. W. P. OLDS ANALYZES SUCCESS

An Interesting Interleaved With One of America's Most Progressive Merchants.

"To tell the public the truth regarding what you wish to sell is a fundamental principle of success in business," said Mr. W. P. Olds, of Olds, Wortman & King, one of America's most prosperous and progressive department stores.

"The basis of all real success is truth-telling. One must let people know what one has for sale and the reasons why it should be bought. One cannot get that upon a systematic and effective scale except by publicity.

"That is where the modern newspaper enters indispensably into success-making. It is the medium by which the facts and figures that should be known by every purchaser are sent out daily to be considered before buying. It is similar to the system by which we deliver the goods after purchase.

"And that is not less necessary.

"The larger the circulation of newspapers, the more influence they have with the purchasing public, the better they are as advertising mediums. We have here in Portland very strong newspapers.

Portland Newspapers Have a High Standard

"The Portland Oregonian established the standard of journalism in this field. It has long stood as one of the greatest newspapers of the American continent."

"Like the Chicago Tribune and the New York Herald."

"Oh, I put it away above the New York Herald. It has an editorial page of the greatest influence and excellence while the New York Herald is a newspaper without an editorial page.

"I should say the Oregonian is more like the New York Tribune. Mr. Scott has never hesitated to express his unbiased opinion. That is wherein he is like Horace Greeley and it is such journalism as that that makes newspapers powerful.

"One may not agree with the teachings of its editorial page but we all recognize the eminence and the influence of the paper.

"To let it be the non-agreement of people here with the policy of the Oregonian that led to the establishment of The Journal."

ARM TORN OFF AT ELBOW BY THRESHING MACHINE

(Special Dispatch to The Journal.)

Walla Walla, Wash., Aug. 15.—Charles Cookley had his right arm torn off at the elbow yesterday while running the engine in connection with a threshing outfit on the Drysdale farm, near Prescott. His arm was caught in the cogwheels and before the power could be stopped the limb was fearfully mangled and torn apart at the elbow. He was brought to Walla Walla last night and is now in the hospital.

ALLEGED MURDERER WILL FIGHT EXTRADITION

George L. Marsh Accused of Killing William Bate Asserts Innocence.

(Journal Special Service.)

Brockton, Mass., Aug. 15.—George L. Marsh, who was arrested yesterday afternoon at the request of the Chicago police in connection with the mysterious automobile murder of Milton Stone in November, 1904, was held this morning without bonds on a charge of being a fugitive from justice and announces that he will fight extradition. He is also held under an old warrant on a minor offense. He pleaded not guilty and both trials were set for Saturday.

Marsh is about 34 years old and lives in this city. The police state that Marsh told them that he was with Bate at the time he was killed, but knew nothing about the crime and could prove an alibi.

Marsh, who is also known under the name of George Lawrence, is accused of having been employed as a chauffeur for various well-known Chicagoans and is alleged to have been the murderer of William Bate, whose body was found lying over the steering gear of an automobile at a lonely spot on the Cleveland road on the morning of November 19, 1904. The murder was supposed to have been committed by a mysterious Mr. Dova, who the police are confident is none other than Marsh.

TWO MEN PLEAD GUILTY TO CRIME OF LARCENY

(Special Dispatch to The Journal.)

The Oregon, Aug. 15.—Walter Hill and William Purcell, who were arrested Saturday near the Deschutes river for stealing harness from a neighbor, were tried yesterday before Justice Douthett.

Both pleaded guilty to simple larceny and were fined \$100 and \$50 respectively.

On account of Purcell's willingness to help the officers recover the stolen goods he was given the lighter fine.

It is reported that a gang of thieves has been operating in that vicinity for several years, the members purloining everything they could lay their hands on, including horses and cattle, and these men are suspected as being part of the gang, but nothing was brought out at the trial to implicate them.

GOOD WORK WORTH GOOD WAGES

Mr. Meier Interviewed Regarding Success in Department Store Management.

Mr. J. L. Meier was standing in the middle of the big Meier & Frank establishment when the interviewer asked him some questions on the fundamental principles of store success.

"Our success is largely due to keeping our people and the public in close touch with our way of doing business and with the spirit of the firm," said he, as he led up the elevator to the region where matters of policy are matured.

"From the time when my father established this store, way back in 1857, down to the present, we have believed in bringing the public close to us in these matters of store policy. That was a little store and this is a big one—they say there is none larger and perhaps none as large on the coast—but both owe their success to the same principle.

"We employ 700 people at the present time and it is our plan to keep the heads of departments and assistant heads as close to us as possible from the point of view of cooperation. That is always attained by having our good feeling manifest in all our dealings with them and having them carry that spirit to the people under them and thence to the public.

"The result of that relationship is shown in the fact that we have with us now at least a score of employees whose terms of employment date back 15 years.

WINS RACE WITH DEATH.

(Journal Special Service.)

Block Island, R. I., Aug. 15.—The steamer, New Shoreham, while entering harbor yesterday from Providence with 100 passengers, struck a sunken wreck, and after an exciting run for the docks sank just as she was alongside the pier enabling the passengers to land. The collision tore a hole in her bottom and the water put out the fires of the steamer when within 100 yards of the dock.

MASKED ROBBER HOLDS UP SPRINGFIELD MAN

(Special Dispatch to The Journal.)

Engene, Or., Aug. 15.—J. P. Fry, proprietor of a confectionery store at Springfield, was held up at the point of a pistol by a masked man Monday night and relieved of about \$13 in money. The robber overlooked \$10 which Fry had in another pocket. The robber was about 5 feet 8 inches tall, weight about 150 pounds and was very rough looking. He was unacquainted at Springfield, as when he ran away he got into a private lot and became entangled in a barbed wire fence, leaving a portion of his clothing.

ALWAYS BELIEVED IN PUBLICITY

Superintendent Davis of Lipman, Wolfe & Company is interviewed.

They are years of experience embodied in the ideas of Mr. Samuel H. Davis of Lipman, Wolfe & Co. He is keenly awake to newspaper values and said when interviewed:

"I have always believed in publicity backed by good merchandising. That means having the goods, dealing in the right way, and keeping the facts before the public in the daily newspapers.

"We have very excellent newspapers here.

"While the Oregonian is one of the best newspapers in the country, The Journal has come into the field with vigor and enterprise and is being pushed to the front rapidly as a clean, valuable and very readable daily paper."

Only One Way

A number of our customers have told us that they were informed when selling where they could find either the STEINWAY, A. B. CHASE, ESTEY, EMERSON, SPALDING or some other piano we carry that they were not sold in the city any more. If any one is willing to accept such a statement, they can be led to buy most anything but those wanting a FIRST-CLASS INSTRUMENT are wise enough to know that such plans as named above will always be in this market, no matter what the name of the agency.

THE J. K. GILL CO.

Booksellers and Stationers.

THIRD AND ALDER

Great Things at Little Prices

Magnificent Mt. Hood

50 Cents

Just the thing to send or carry away as a Souvenir of Oregon, or to have in your own home. The picture is 13x20 inches.

NO OTHER HOUSE IN PORTLAND IS SELLING \$15 SUITS AT \$7.50

This we know—and we'll back it up with all the coin any of them desires to produce. There is no braggadocio about us, but WHEN WE SAY WE ARE SELLING \$15 SUITS AT \$7.50 WE MEAN EXACTLY WHAT WE SAY!

You come to our store and you will say yourself that our garments are EXCELLENT VALUES AT \$15, BUT WE WILL SELL THEM AT \$7.50! We will not ask a cent more. We will not accept a cent less, and we'll not cry if you do not take a suit at this figure. We are not making money on the deal. We are simply engaged in cleaning things out. WE ARE GOING TO SELL THESE CLOTHES!

The MUCK CLOTHING CO.

W. MARKILLIE, Manager.

HATS AND FURNISHING GOODS

CLOTHES KEPT IN REPAIR FOR ONE YEAR FREE OF CHARGE. 100 SIXTH ST., bet. Washington and Stark PORTLAND, OREGON

\$2 Will Carpet Any Room

By taking advantage of our extraordinary offer you may easily carpet every room in your home with a very small cash outlay.

\$2 Down and \$1 a Week

Will do it, and you have a pick of one of the finest carpet stocks in the city. Call and inspect our line of new fall carpets and this liberal offer will then be simply irresistible.

Our Help Must Be Employed

Hence we make such easy terms with a view of increasing business during this dull season of the year. You may have the pick of the stock now, and in order to do business we'll shave our margin of profit down to the feather edge.

Our Saturday Special

Our Treasure Special Sale of last Saturday was so successful—it brought so many new faces to our store and made us so many new friends—that we shall again give a great Saturday bargain. This time it is a

KITCHEN TABLE—\$1

That sells in any other store for \$1.75, but all day Saturday we will sell it for.....

How Many People Will Visit the Fair?

Are you good at guessing? We're going to give you an opportunity to win a beautiful COMBINATION WRITING DESK

This prize will be given to the person who makes the nearest estimate of total admissions at the Lewis and Clark Exposition. Full particulars later.

I. Gevurtz & Sons

"GEVURTZ SELLS IT FOR LESS."

173-175 First St. 219-227 Yamhill St.

Today Settles It With Us!

This kind of weather reminds us that autumn is approaching, and before there comes a tint upon the leaves we are going to get rid of

Another Thousand Suits

OF \$15.00 CLOTHES AT

\$7.50 EACH

Every atom of this stock must be cleaned out within two weeks, and the like of these bargains will not be again offered in this city no matter where you go for them.

SOME MEN SAY THEY ARE SELLING MEN'S CLOTHING AT A SACRIFICE. That's all right. It is likely that they are. We do not dispute them, but, gentlemen,

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This we know—and we'll back it up with all the coin any of them desires to produce. There is no braggadocio about us, but WHEN WE SAY WE ARE SELLING \$15 SUITS AT \$7.50 WE MEAN EXACTLY WHAT WE SAY!

You come to our store and you will say yourself that our garments are EXCELLENT VALUES AT \$15, BUT WE WILL SELL THEM AT \$7.50! We will not ask a cent more. We will not accept a cent less, and we'll not cry if you do not take a suit at this figure. We are not making money on the deal. We are simply engaged in cleaning things out. WE ARE GOING TO SELL THESE CLOTHES!

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