

THE DAILY VISITOR

Advertising Is a Salesman Who Talks to Everybody Every Day

The Newspaper is the Best Medium Through Which the Careful Buyer is Brought in Touch With the Live, Up-to-Date Store

Of course, if a merchant could hire a salesman who could talk to everybody in every way—be admitted to every home for the purpose of selling goods—would be pretty apt to hire that salesman. Salary would be no object.

Yet there are merchants who do not advertise.

They might as well argue that a salesman should not talk to people who come into the store, as to argue that the store should not talk to people in their homes through the newspapers.

People want the newspaper to do the talking for the stores. They expect merchants to present facts about their goods in that most convenient form, the advertising that comes under the eye of the purchasing public.

If a merchant doesn't advertise that way, it is fair to assume that he hasn't studied the modern system by which advertising serves the public as the most useful adjunct of store organization.

Office buildings put up signs that peddlars are not admitted, and women shut the door in the face of canvassers. But the newspaper with its news of what is for sale, is gladly admitted and eagerly scanned by every intelligent household.

That's why successful merchants so strongly induce newspaper publicity. The interviews today serve to emphasize this fact.

USES JOURNAL AND OREGONIAN EQUALLY

Mr. Hainbach of A. E. Hainbach & Co. Discusses Successful Advertising.

Mr. A. E. Hainbach was asked by Mr. A. M. Hainbach of Hainbach & Co. to represent their firm in the discussion of advertising success.

Mr. Hainbach said: "We have a store here that must command a large trade, because it is a large store, and one that was built to do business upon a large scale."

"It was built especially for us seven years ago, from our own plans. We had been in this community at that time for nearly 20 years, and we saw that the growth of the city would justify us in building as fine a store as there is on the coast."

"Being sole agents, as we are, of two of the best houses in the clothing business—Rogers, Peet & Brokaw of New York—we feel that we must have a store that is to Portland what their stores are to New York."

"Our faith in Portland has been fully justified. The trade we have built up is adequate to the store, and constantly growing. We attribute that not only



Old Faces

May be made to appear youthful. All Lines, Hollows and Wrinkles removed in One Visit by Dr. Masten's Immediate Process.

Deformities of the Face

Whether caused by accident or freak of nature Completely Corrected in One Visit Without the Use of Knife

Noses that are humped, crooked, dished, hooked or puggy; ears that lop over or stand out from the head; lips that are too thick or improperly shaped, can be made shapely and as nature intended them—without pain, without danger, without scars or detention from daily duties.

THE DR. MASTEN INSTITUTE
Suits 17-20 Selling-Hirsch Building
East Main 702, Washington St., East West Park and Tenth.

WILL OPEN BIDS ON MONDAY

Managers of Women of Woodcraft to Consider Building Proposals Then.

START WORK ON COSTLY HEADQUARTERS AT ONCE

Office of Grand Clerk Established in New Temporary Quarters and Transacts Vast Amount of Business—What Position of Clerk Means.

The east side office of The Journal is in the place of Mrs. J. W. McKinney, 252 East Portland street.

Tomorrow morning the building committee of the Women of Woodcraft will meet at the east side office of the grand clerk and open bids for the construction of the headquarters building. Bids accepted up to the closing hour last evening numbered thirty and the leading contractor of the entire work will be represented in the struggle for the contract. The building committee consists of Chief Grand Clerk Wright, Grand Guardian Mrs. Van Orsdall, Grand Banker Mrs. E. H. Hillyer and Grand Manager Mrs. Annie Hawkins.

Mr. Wright stated yesterday that it was the intention of the grand officers to push work as rapidly as possible on the building already under way. The work is completed and most of the foundation laid. The building will cost between \$45,000 and \$50,000 unfurnished and will provide for the growth of the organization, which now has more than 12,000 members.

At present an average of 200 letters are being received at the office and about this many replies are sent daily. The loads of mail proving somewhat heavy for the east side substation and occasioning some delay in the deliveries. Practically all the members of the order, which now has more than 12,000 enrolled, come into touch with the grand clerk's office and the phenomenal increase in the membership of the order, more than 30 per cent last year, has added tons of mail and no less weighty extra work to the office force which is being constantly increased. There are 802 circles in the Women of Woodcraft, of which California has 147 and Oregon is next with 130, Colorado having 129. The order has paid \$1,070,000 in claims, has \$55,610,000 worth of insurance in force and has invested \$167,283.59. The largest circles of the order are located in Colorado, the former headquarters of the order, having the largest circle in the order with more than 1,000 members. Seattle has the second largest circle and Denver the third. No Oregon circle has more than 400 members.

DEATH OF L. PREDMORE.

After eight months' battle with disease he passed away.

After eight months' battling with an internal tumor, L. C. Predmore, living on Portland boulevard near Patton avenue, died yesterday morning shortly after midnight. Mr. Predmore, with his wife, died at his home at 1000 1/2 street, Topeka, Kan., last December to engage in a manufacturing business.

Shortly after his arrival here he was stricken with a strange malady and underwent an operation at the hospital where the existence of the tumor was discovered. To combat the growth of the tumor Mr. Predmore took up his abode in a tent and lived there until the tumor was removed.

At the age of 35 he joined the Eighth Indiana infantry, with which organization he remained until the close of the war. Rev. Am. Sixth of Patton Methodist church, of which he was a member, will conduct the services tomorrow which will be held at Dunning's chapel, East Sixth and Alder streets. Burial will be made in Lone Fir cemetery.

PETITION IS SIGNED.

Monteville Incorporation Papers Are Ready for County's Attention.

The Monteville petition for incorporation, the second recently circulated, has received the requisite number of signatures and will be ready for publication within a few days. It will be necessary under the state laws to advertise the petition in the newspaper for 10 days and the county court will hear such complaints and counter proposals as may be offered by the citizens of the district.

The business men of the suburb are raising the fund to pay the cost of advertising expenses and enough has been subscribed to carry the petition through the legal byways and to nearly meet the expense of the special election. It is asserted by the promoters of the incorporation campaign that the plan will carry with a rush and that a full town organization will be ready for business by the first of the year unless state law prevents.

GET THEIR SALARIES.

St. Johns Officers Find a Way to Get Money When There Is None.

One way out of the financial difficulty which apparently besets St. Johns has been found by ex-Marshall Organ and City Attorney Green, who have brought suit against the town and recovered judgments for the value of their claims. As the town treasury has nothing in it, and as the town cannot issue warrants when there is no money, the only mode of satisfaction was to confess judgment, in which case the charter allows the auditor to issue warrants, which shall be cashed when funds are received to pay them.

Warrants have been issued to cover the claims of the two mentioned and the auditor to issue warrants, which shall be cashed when funds are received to pay them.

ROADWAY ALMOST A RUIN.

Condition of East Morrison Shows Worst Rapidly—No Repairs Made.

With the exception of three new planks, East Morrison street, which was pronounced dangerous by the city engineer some 10 days ago, is in the same

condition it was then, except that it is much nearer total collapse. Loose and broken boards are in evidence from the end of the bridge to Grand avenue and only because there is no other available street does heavy traffic brave the dangers of the groaning, shaking structure.

The bridge across the gulch on East Morrison street, between East Eighth and East Ninth is also in bad repair and though the motormen have been cautioned to bring their cars to a standstill before venturing on the ancient structure, the bridge has not been repaired and even the little-used planking between the tracks has almost rotted away.

LECTURE ON POLITICS AND CHRISTIANITY

At the request of the Rev. Dr. Edgar F. Hill, pastor of the First Presbyterian church, Clinton Rogers Woodruff, one of the leading members of the National Municipal association, will deliver a lecture on "The Christianization of Politics" in his church this evening. Mr. Woodruff, who resides in Philadelphia, is the secretary of the National Municipal association, of which Charles J. Bonaparte, secretary of the navy, is president.

He came to Portland to attend the civic conference, which has just closed at the exposition, and he was considered one of the strongest speakers of that body. Profound study of civics has given him a grasp of municipal affairs that is possessed by comparatively few public men, and his address, which will bear indirectly on conditions in Philadelphia, will reflect his observations in various municipalities.

ARE YOU GOING EAST?

If So, Learn About the Very Low O. R. & N. Rates.

September 7, 8, 9 and 10, the O. R. & N. places on sale very low rate long time tickets east, account I. O. O. F. grand lodge meeting, Philadelphia, Pa. Particulars by asking at city ticket office, Third and Washington streets, Portland.

Head on the Mountain. By comparison with the lot of telephone linemen in Abyssinia as set forth in a statement issued by the Italian ministry of posts the path of his fellow craftsman in America has through a bed of thornless roses. In some districts the poles have to be continually reerected, because the torrential rains turn the land into a soft bog, while in the drier districts the wooden posts are felled by insects. When these are replaced by others of iron they are carried off by the populace to be converted into useful implements of

Public Please Note!

Tuesday and Thursday, 8 a. m. to 10 a. m. WHOLESALE ONLY

Bought of

Samuel Gains & Company

AUCTIONEERS AND COMMISSION MERCHANTS

NEW YORK OFFICE: 143-145 FRANKLIN ST. TEL. 423 FRANKLIN
207-209 EAST MADISON STREET
ST. LOUIS OFFICE: 1005-1007 WASHINGTON AVE. TEL. MAIN 308

TERMS NET CASH No claims or deductions allowed except by special agreement.

RETAIL THE BALANCE OF THIS WEEK

First and Salmon Sts., N. W. Corner

HOLLAND BROS.

\$100,000 Stock

Men's and Boys' Fine Stock Clothing, Hats, Shoes and Furnishings at an actual realization of

40% of Retail Price

Special to the Retail Trade

We have sold many thousands of dollars worth of this fine stock to dealers and will state that they paid the same price as retail less 2 per cent. While this stock lasts you can buy at same prices as dealers. So when you see an advertisement announcing bargains in this Bankrupt Clothing Stock remember that merchant paid us practically the same prices as you can buy at. So do not pay unnecessary profits to dealers while we offer the great stock at retail. Certain merchants have broken faith with us by advertising the bankrupt stock while this sale is in progress.

MONEY TO BURN.

Some Figures That Support the Time Worn Argument, "Money Talks."

A few days before the opening of the eleventh annual regatta, at Astoria \$1,000,000 will be paid in wages to the thousands of fishermen who are employed by the various salmon packing institutions of the city by the sea. Think of it—\$1,000,000 in United States gold coin.

The fact is a general belief that Astoria is a "miserable hole." These figures easily give the lie to such an utterance. And while the fact that this great sum of money is distributed among a surprising number of men is interesting, the canneries, with the tons and tons of luscious-looking veritable flesh they store away to fill the shelves of the world's stores and shops, and the many intricate mechanical devices that cook and cook the fish are more so—they are, indeed, an exposition. The first utterance or query that emanates from the itinerant's lips is "cannery?" It then revolves the finger of his right hand to guide the visitor through one or more of the canneries. The sight is a revelation and easily explodes the popular theory that Astoria is chiefly characteristic of the number of men.

The coming regatta affords everyone an opportunity to see these canneries in so far as all railroads have made a special rate to Astoria which places the trip well within reach of all.

Low Excursion Rates to the East.

On sale August 14 and 25; also September 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Island railway will sell round trip tickets to eastern points at greatly reduced rates. For full particulars call on or address A. H. McDonald, general agent, 149 Third street, Portland, Oregon.

The way to an apartment where there are stationary, rocking chairs, telephone, pictures, a full-length mirror.

"This is a place for our customers. I do not know of another store that has anything like it."

The success of the store has been a record-breaker. "I could not make this success without advertising. People must understand what I have to sell, the way I sell it. I make them understand it through the newspapers. I use all three I am using The Journal the most—twice as much as the others."

"I have an equal number of responses from The Journal as from the Oregonian. The Journal gave me a page describing and picturing my establishment, when I started. I hear from that page in The Journal to this day. A man came in yesterday to buy a bill of goods. He said he had his wife had read my first ad. in The Journal and every word of every ad. I had printed in The Journal since that time."

Save Trouble Foreseen. It needs but little foresight to tell that when your stomach and liver are badly affected, trouble is ahead, when you take the proper medicine for your disease, as Mrs. John A. Young of Clay, N. T., did. Her case is a good example of the liver and stomach, and heart was weakened and I could not eat. I was very bad for a long time, but in Electric Bilets I found just what I needed, for they quickly relieved and cured me. Best medicine for weak women. Sold under guarantee by Electric Bilets Co., 151 Third street, at 50c a bottle.

Hotels and Resorts.

Hotel Moore

Clatsop Beach, Seaside, Or.

Finest summer resort in Oregon. The only hotel on the beach overlooking the ocean. Sea foods a specialty. The hotel has been rebuilt and newly furnished. Hot salt baths. Fine surf bathing directly in front of the hotel. Strictly first-class. American plan. For terms and reservations address DAN J. MOORE, proprietor.

HOTEL SALT AIR

Centerville, North Beach.

Commands fine view of the ocean. Good fishing. Excellent water. Home cooking. Fish served daily. For particulars address: HENRY PORTER, Long Beach P. O., Washington.

TEETH

TEETH WITHOUT PAIN
BOSTON

NO PAIN NO PAIN NICE TEETH

We are the discoverers and originators of the only reliable and scientific system of Painless Dentistry. We extract, crown, fill and clean or treat teeth absolutely without pain and guarantee all work for fifteen years. Our work is the best our prices the lowest consistent with first-class work. EXAMINATIONS—FREE. Our plates are unobjectionable from the natural teeth and are guaranteed to fit.

FILLINGS 50¢ 75¢ and \$1.00
GOLD CROWNS \$5.00
BRIDGE WORK \$10.00
FULL SET NATURAL TEETH \$25.00
Open for business until 8 o'clock evenings.

Boston Painless Dentists

221 1/2 Harrison St., Opp. Hotel & Frank and Postoffice.

HOURS—8:30 a. m. to 9 p. m. Sunday, 8:30 a. m. to 12:30 p. m.

husbandry, so that the linenman must call upon special police to continually patrol the lines.

Excursions to Mount Hood

VISITORS to the Lewis and Clark exposition have a rare opportunity to visit Mount Hood, because of the very low \$15 thirty-day round trip rate from Portland made by the O. R. & N. Includes rail and stage fare, lunch at Mount Hood hotel (Hood River), two nights' lodging and five meals at Cloud Cap Inn, and returning lunch at Mt. Hood Hotel, Cloud Cap Inn, unique and picturesque, 6,800 feet above sea level, affords splendid accommodations. Summit of mountain easily accessible from this point. Particulars and O. R. & N. summer book by asking at Third and Washington streets, Portland.

MRS. S. LANGFELLS, Manager, Hood River, Oregon.

Hotel Eaton

Corner Haystack and West Park Streets.

Handsomely furnished, elegantly equipped. Deeply fire insured. Well kept of sleeping and business suits. All city, outside rooms, steam heated, electric lights, telephone in each apartment. Large office, lounge, smoking, writing, ladies' reception parlors. Rooms reserved by mail or telephone. Private chauffeur meets trains and stations. Rooms \$1.00 to \$3.00 a Day. Special Rates to Commercial Men.

MRS. HAN EATON, (Formerly of Hotel Radpath, Spokane.)

TEETH

For modern dental work. World-renowned specialists. Lowest prices consistent with first-class work.

Go to the NEW YORK DENTISTS

FOURTH AND WASHINGTON STS. Open day and night from 8:30 a. m. until 10 p. m.