

A STANDS FOR ARDMORE, A COFFEE RENOWN, PUT UP BY BOYD IN AN OREGON TOWN. EXQUISITE OF FLAVOR DELIGHTFULLY PLEASING. JUST PHONE HIM AN ORDER, I'M NOT YOU DECEIVING.

IMPORTANT—Phone your orders early, a day ahead of time if possible. Usually our phone business is so heavy that we cannot fill orders the same day received.

Special Offer
The Boyd Tea Co. will give 3 lbs. of Ardmore Coffee to the contestant that writes the best jingle about Ardmore Coffee as decided by The Journal.

COFFEES, TEAS AND SPICES DELIVERED TO ANY PART OF THE CITY

BOYD COMPANY
COFFEE, TEAS, SPICES

50 FIRST STREET NEAR STARK
BOTH PHONES
Manufacturers—Wholesalers—Retailers

Alphabet Story of Portland

\$1.00 EACH TO WINNERS

The Journal wants catchy Jingles—little four, five or six line verses about the concerns mentioned below. The Jingles printed today are only samples. Do not copy these. Get up some of your own—as many as you want and send them or bring them to the

JINGLE EDITOR, Care Journal

C is for credit, you all know that; C is for clothes, that's a plain fact; C is for coats, you can't dispute that; C is for cloaks, and our store is packed; C is for cuffs, likewise for collars; C is for cash, curtains and callers; C is for clocks, which we sell on "tick"; C is for come, which do very quick.

CREDIT


To All and for All at the

NEW YORK OUTFITTING COMPANY

165-167 1/2 First Street

A few doors south of Morrison, where your credit is good for wearing apparel and housefurnishings

D ON'T Buy a Piano Until You See and Hear The STEINWAY




The Steinway, triumphant, wins the race; Others who start can't stand the pace. You will find them everywhere you roam, Sherman, Clay & Co., Portland, is their home.

SHERMAN, CLAY & CO.

Opposite Postoffice
STEINWAY PIANOS Victor Talking Machines

E VERY MAN with anything to sell, By whispering it down is a wall. Will never gain the shining dollars, Like one who climbs the curb and rollers.

This is my excuse for advertising the very choicest section of all Portland—



Admittedly the model home site; cement walks, gas, Bull Run water, graded streets and curbs and building restrictions that positively assure first-class residences or none at all. Walnut Park must be seen to be appreciated. Agent on the grounds all day.

W. M. Killingsworth

303 Chamber of Commerce

FURNITURE

Others Pay Rent We Collect Rent (On Half Our Own Building) Who Can Sell the Cheapest?

\$1.00 extra prize for best verse embodying the above, which we have been unable to reduce to satisfactory poetry.



Start Side Woodman's Victor Talking Machines and Records

Advertisers Told in Jingles

\$1.00 EACH TO WINNERS

To the best ones will be given \$1.00 each. Nothing under four lines will be counted. Winners' names and winning Jingles will be published in The Journal on Sunday, Feb. 16. Get busy—Send in as many as you please. Contest closes Thursday, Feb. 13. Address

JINGLE EDITOR, Care Journal

WHITE CLOVER BUTTER
FREE TO BEST JINGLER

In addition to the dollar given by The Journal Mr. Townsend of the Townsend Creamery Co. will give a roll of White Clover Butter to the best jingle about White Clover Butter as decided by The Journal.

1. It stands for butter And B stands for better; To make better butter We just change a letter.

2. To make butter better Needs more than a letter, Needs science and knowledge Not learned in a college.

3. White Clover's the brand Of science and knowledge, And Townsend's experience Was not learned at college.

4. So to get better butter, Just phone for White Clover, If you can't come yourself Why, we'll send it over.

Townsend Creamery Co.

BUTTER, EGGS, CHEESE, ICE CREAM
WHOLESALE JOBBERS :: 18-20 Front St. Portland, Oregon

K STANDS FOR KEATS, Of automobile fame, He handles seven makes And no two the same.

Pope-Hartford, Franklin, Buick, Thomas Ford and the Flyer, too, And then there's the Lozier & Matheson, Some one of them should suit you.

And don't forget the Packard, That aristocratic car, Simplicity, grace and elegance, America's best, by far.

He does all kinds of repair work, Most complete garage on the coast; He guarantees satisfaction And the lowest charge is his boast.

So make him a call, Mr. Buyer, And hear his line of talk, Buy one of his automobiles And you'll never have to walk.

We haven't the space to tell you all about the

Pope Hartford, Franklin, Buick, Packard, Thomas, Matheson and Lozier,

But just drop into our salesroom and we TELL you and SHOW you WHY the best cars in Portland are handled by

H. L. Keats Auto Co.

COR. SEVENTH AND OAK STS. PORTLAND, OR.
Agencies All Important Centers.

L ENNON'S offer gloves to the girl and boy, Two extra prizes, how very nice, Such a happy girl and the youthful joy Will mighty nice jingles entice.

Gloves for the boy and girl under thirteen, Who show best this is the place to buy Umbrellas and gloves for children, we mean, Now, little tots, get busy and try.

This offer of ours of two pairs of gloves is in addition to The Journal's offer of \$1



Specialty Glove and Umbrella Store

Lennon's

FOR GLOVES AND UMBRELLAS

309 MORRISON STREET, Opposite Postoffice.

M STANDS FOR MEAT that is Oregon raised, Meat that by U. S. Government is praised.

The kind of meat that you can talk about, And if you value your health you can't do without.

If you are looking for this kind of meat, where everything is clean and neat,

WHY NOT BUY OF THE

Harry Wood Market Co.

On the Corner FIRST and ALDER

U. S. Government Inspected Meats

HIGH-GRADE BUTTER Handled direct from the creamery. No middleman
FRESH FISH Our fish are received daily, direct from the fishermen
POULTRY and EGGS They are choice Oregon products, can't be beaten.

Don't forget the Corner, First and Alder

N EVER was much at making a rhyme, But can make a watch keep the right time.

Of choice gems and jewelry I have a large line, My stock is new, well selected and very fine.

I am on the fourth floor, my rent very low, So when looking for jewelry to C. Christensen go.

C. CHRISTENSEN

JEWELER and OPTICIAN
(Formerly with Butterfield Bros.)

Invites the Public to Inspect His New and Up-to-date Stock of

WATCHES and JEWELRY

412 and 413 Corbett Building
PHONE MAIN 8166

Repairing of Fine and Complicated Watches a Specialty—Making and Duplicating Fine Jewelry to order

O PTICIAN

When you want glasses that fit, And an optician who sure "am it," Don't overlook Baker, The best spectacle maker, That web-footers ever had, to wit:

He has this important thing to boast, The best equipped parlors on the coast, Fine instruments rare, Beautiful mountings that wear, And you never hear a kick or a roast.

Glasses Given Away Free

For 10 days we will examine and fit your eyes with a fine pair of Crystal Lenses absolutely free. Bring in your frames. If you have none, we will supply them at half price. We are making this offer to advertise the finest optical parlors on the coast.

Dr. B. J. Mills Assistant



111 5th St. bet. Washington and Stark

SPECIAL In addition to the prize of \$1 offered by The Journal, Baker, the Optician, will give a \$3 pair of solid gold-filled frames complete with glasses to the best jingle about Baker, the Optician, as decided by The Journal.

P ALAIS Royal is spry And makes merchandise fly With big bargains not slow. Items like these get trade, Lay others in the shade, And make patronage grow.

New Spring Styles--High Grade Suits--At Moderate Prices

LADIES' SPRING JACKET SALE— \$6.50
\$10.00 Value, Monday

Black Taffeta Waists special Monday; \$5 \$3.75
Black Jap Silk Waists, special Monday, \$2.50 \$4 value

HIGH GRADE MILLINERY A SPECIALTY

LE PALAIS ROYAL

375 WASHINGTON ST.

Q Ueen of the TABLE "TABLE QUEEN BREAD"

"Why is 'Table Queen' Portland's best? The answer to this is the key to the test. Is it the flour? care taking? the baking? Or thoroughly knowing the science of making?"

A Gift of Delicious Cake

The best jingle explaining "Table Queen" Bread's supremacy will win for its author, in addition to the \$1 prize, a large, elegantly decorated cake—one of the Royal Bakery's handiwork and most delicious confections.

Eat "Table Queen Bread" for Your Inspiration

Royal Bakery & Confectionery, Inc.

PORTLAND OREGON

R EALLY our Hats tell character, Although our business tells the name; Good or bad judgment you'll infer By looking in the Hat for the name.

One may wear the finest suit of real Broadcloth, cut of latest style; all that, And still not look the most genteel Without having a KNOX Hat.

Special: 25% Discount

On our entire line of Benjamin fancy chevot, cassimere and worsted Suits, also Overcoats.



311 Morrison, Opp. Postoffice

S STANDS FOR SUITS, The best in town; Stands for Style, Of some renown. Stands for \$ Just 25 down; And S stands for Schaefer the Tailor

\$5.00 FREE

In addition to the prize of \$1 offered by The Journal for the best jingle about J. C. Schaefer & Co., Mr. Schaefer will give to the fortunate contestant a \$5 order to be applied on a suit of clothes or overcoat made to order.

Large Line of Exclusive Patterns to Select From.

Suits and Overcoats Made to Order - \$25 to \$50

J. C. Schaefer & Company

MERCHANT TAILORS
Raleigh Building, 323 1/2 Washington Street, Near Sixth

T Makes me think of Telephone, The Automatic, to be sure, It's a perfect nerve- tonic And for trouble a cure.

"Home-Phone-It"

Splendid automatic service at ALL TIMES and under ALL CONDITIONS. Absolutely secret—no party lines—no trouble—no waiting—no "wrong number," "line's busy" blunders—no rubbing—perfect, prompt and accurate transmission—the patience of a machine—the foreigner's friend—speaks all tongues and repeats nothing—always in order and self-supervised.

Arrange to Get the "Comforts of a Home"

Call "A 1315"

Home Telephone Company

Corner Park and Burnside Streets.

U KNOW as I walked by myself, I felt as I talked to myself, And myself said unto me, "Wills' union shop do what they say, And they are the folks I want to see."

Why Wear Ready-Made Clothes?

A perfect fitting suit of clothes gives you a feeling of confidence. It helps to make you a successful man. Wear good clothes and the world smiles with you. We will build a suit to your order—material, fit, style and workmanship guaranteed for little more and often less money than you now pay for "guess work" clothes. And what a satisfaction in knowing you are "dressed right" and that your suit will hold its shape longer after the price is forgotten. Remember, we guarantee to please you or your money back.

In addition to the \$1 given by The Journal for the best jingle about the merits of Butter-Nut and Buster Brown Bread we will give 20 loaves of bread to the fortunate contestant.



BUTTER-NUT & BUSTER BROWN

None Genuine Without the Label on Every Loaf AT ALL GOOD GROCERS

20 LOAVES FREE

The S. D. Wills Tailoring Co.

128 1/2 Fifth Street Union Tailors Portland, Oregon

V STANDS FOR VICTORY, Which we have won Baking the best bread Under the sun.



BUTTER-NUT & BUSTER BROWN

None Genuine Without the Label on Every Loaf AT ALL GOOD GROCERS

20 LOAVES FREE

John P. Sharkey & Co.

Main 550 Sixth and Washington Sts. A-2537

W IS for Waverleigh, Where life's worth the living, Where air fresh every day Is cause for thanksgiving. See Sharkey about it, And hear John P. with thanks Say that Waverleigh pays More per cent than any Four or five per cent banks.

W AVERLEIGH

Lots \$225 Up Pays More Per Cent

John P. Sharkey & Co.

Main 550 Sixth and Washington Sts. A-2537

X CELLENCE is our motto, AMINE our record for years, TRA good service you know, PECTS no failure and none hears.

If tooth troubles bother you, Your aches we will put to flight; Scientific service, too, You will get from Dr. Wright.

GOOD SET OF TEETH ON RUBBER PLATE \$5.00
BEST SET OF TEETH ON RUBBER PLATE \$8.00

Dr. B. E. Wright

Painless Dentist

342 1/2 Washington Street, Corner Seventh
Office Hours—8 a. m. to 5 p. m.; 7:30 to 8:30 p. m.
Sundays—9 a. m. to 1 p. m.

Phone Main 2119—Twelve Years in Portland

Y OU some drugs may sometime wish, Or "Woodlark" cement to fix a dish. Be your want either large or small, We would be glad to have you call.

Come to Woodard, Clarke & Co.'s Tomorrow and Put Big Savings in Your Pocket

Read every item in this list—buying here tomorrow will bring a high relief from many an overworked pocketbook.

Rubber Sponge, regular 50c	Ladies' Leather Belts, regular 50c
Leather Wall Banner, regular \$2.00	Ebony Hair Brush, regular \$1.25
2 qt. Fountain Syringe, regular \$1.75	Ebony Hair Brush, regular \$1.25
Rubber Gloves, regular \$1.25	For Box Soap, regular \$1.25
For \$2.00	Knowlton's Shave Cream, regular \$1.25
Writing Tablets, regular 25c	For \$1.25
For \$1.25	Bicycle Playing Cards, regular \$1.00
Umbrellas, regular \$1.50	For \$1.25


Special Shaving Valentine Giving

See our big display of Valentines.

Telephone Exchange 11—Home Phones, A6171, A6172

Z ENITH of success for Dr. Wise Has been accomplished in twenty years, Their dental business is in size 'The biggest by all odds, it appears.

It is due to the class of work, Done by dentists of uniform skill; No students are found there to shirk, 'All obligations Dr. Wise fulfill.



NO PLATES REQUIRED

We produce in all branches of the dental results that are lasting and entirely satisfactory. Our Crown, Bridge and Plate work cannot be excelled. Teeth extracted and new ones supplied, the same day when desired.

POSITIVELY PAINLESS EXTRACTION FREE WHEN PLATES OR BRIDGES ARE ORDERED

W. A. WISE, Dentist

Falling Blg., Third and Washington Streets; 8 a. m. to 8 p. m.; Sundays, 9 to 12. Painless Extraction 50c; Plates, 25c.

BOTH PHONES, A AND MAIN 2029