

**ARDMORE COFFEE**  
Is a most delicious drink;  
Clears the brain;  
So one may think.  
Soothing, refreshing,  
When you are depressed;  
Wherever drunk  
Acknowledged the best.

Winner—Mrs. Thompson, Lenta, Oregon,  
R. F. D. No. 1, Box 16.  
The superior quality of Ardmore Coffee is easily apparent to the critical coffee drinker. It is delightfully fragrant, refreshing and gratifying to the palate. A cup for your breakfast will give you a more cheerful view of life and fortify you for the strenuous labors of the day.  
A lifetime spent in roasting, blending and tasting means "Bring your coffee troubles to us."  
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.

**BOYD COFFEE SPICES COMPANY**  
Ardmore Coffee 40¢ the lb. 3 lbs. for \$1.00  
90 FIRST STREET NEAR STARK BOTH PHONES  
Manufacturers—Wholesalers—Retailers  
COFFEES, TEAS AND SPICES DELIVERED TO ANY PART OF THE CITY

# Alphabet Story of Portland

## \$1.00 EACH TO WINNERS

Last Sunday THE JOURNAL advertised for catchy Jingles—little verses about the concerns mentioned on these pages. The Jingles printed today are the efforts of our readers.  
**JINGLE EDITOR**

**C**LOTHES that are neat; they can't be beat.  
And now you see, we've said it. If you are 'shy' and wish to buy, Why come to us for credit.  
Winner—Mrs. F. J. Brady, 1055 East Alder St., Portland, Or.

**One Dollar a Week Will Dress You Well**  
**CREDIT TO ALL**  
**NEW YORK OUTFITTING COMPANY**  
165-167 1/2 First Street  
A Few Doors South of Morrison Street

**D**EAR Steiny Piano, old and grand,  
Sold here by Sherman & Clay;  
When over the keys you run your hand  
You will want one right away.  
Winner—MISS FLORENCE PARKER, 328 1/2 Russell Street.

**Sherman, Clay & Co.**  
Opposite Postoffice  
STEINWAY PIANOS Victor Talking Machines

**E**LYSIAN GRANDEUR  
You will hear the brother yelling, screaming, loud  
From break-of-day, until the dark,  
He is shouting, "WALNUT PARK!  
Buy a lot of the mark—  
WALNUT PARK!  
It is a beautiful spot, this Walnut Park.  
As pretty as the robin and the lark;  
It is walled from the sun,  
And it's equal there to none.  
The improvements are all done—  
AT WALNUT PARK.  
Electricity and gas are everywhere,  
And no man can build a shanty over there.  
For it's the written law,  
Houses must be without a flaw,  
And we'll take no one's snuff—  
AT WALNUT PARK.  
Mr. Killingsworth's the man who does the biz,  
And wherever you find William things will stix;  
But he'll have only the best,  
That improve it with a zest.  
Till he has a place of rest—  
AT WALNUT PARK.  
Get a lot in that dear spot, if you can,  
Build a home for wife and baby, like a man;  
But the house must be just so,  
Or it will not be a go—  
AT WALNUT PARK.  
Oh, there never was the like of Walnut Park,  
Since the day that Eden vanished like a spark;  
'Neath fair Italy's sunny skies,  
The happiest friend, the wisest wise—  
Buy WALNUT PARK!  
Winner—Mabel Dell, 800 East Thirtieth Street.  
The Captain and Pilot of this charming home spot is our friend and neighbor,  
**W. M. KILLINGSWORTH**  
And he's a piouser and never sleeps—when there's business on deck.

**W. M. KILLINGSWORTH**  
THE CAPTAIN AND PILOT OF THIS CHARMING HOME SPOT IS OUR FRIEND AND NEIGHBOR.

**F**URNITURE  
Others Pay Rent  
We Collect Rent  
(On Half Our Own Building)  
Who Can Sell the Cheapest?  
Said the Furniture man, with a whine,  
"Morgan-Atchley prices are lower than mine;  
But I must pay rent, they don't pay a cent;  
They collect rents, no wonder they shine."  
Winner, R. Yoder, 1772 East 13th St.

**Morgan-Atchley**  
East Side Headquarters for Victor Talking Machines and Records

**K**EATS is the man who sells Auto cars,  
That take people O. so far!  
The cost is reasonable, so you see  
It is better than O. R. & N. or S. P.  
If you don't like a Packard, get you a Flyer;  
But a Pope-Hartford might take you a little bit "nigher."  
The Buick is good and the Franklin, too,  
But a Lozier or Matheson might suit you.  
At least come and see us, we will do our best  
To make you the best satisfied buyer in the west.  
Just drop into our salesroom and we will 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.

**H. L. Keats Auto Co.**  
COR. SEVENTH AND OAK STS. PORTLAND, OR.  
Agencies All Important Centers.

**L** is for Ladies,  
Who follow the style;  
They go to Lennon's  
Because it's worth  
The place to go.  
Winner, Miss Dupree, 821 Washington Street.  
I am not a little tot,  
Yet I am less than  
thirteen.  
Of Lennon's I've heard a  
lot,  
Their glove stock is  
very clean.  
Winner, Lennon's pair of gloves for little girls' best jingle, Irene Kincaid, 405 10th Street, West.  
Lennon's the place we go when it rains.  
To buy our umbrellas so fine,  
And when Jack Frost comes, to get our warm gloves.  
At least that is where I got mine.  
The boys say, "let's see you out your gloves."  
"With stars on the gauntlet, and fringe so fine."  
"At Lennon's, on Morrison street."  
You had better get a pair like mine.  
Winner, Lennon's pair of gloves for little boys' best jingle, Carrie Davis, 304 East Eighth St.

**Lennon's**  
FOR GLOVES AND UMBRELLAS  
Specialty Glove and Umbrella Store  
309 MORRISON STREET, Opposite Postoffice.

**M**EAT is something we nearly all buy,  
And different stores we nearly all try;  
But if you want meat that has been inspected,  
And Oregon meat that won't be rejected,  
Call at Harry Wood's market, 'twill be worth your while,  
And you'll come away wearing a smile.  
Winner, Miss F. Upham, 308 Crosby.

**Harry Wood Market Co.**  
On the Corner First and Alder  
**U. S. Government Inspected Meats**  
**HIGH GRADE BUTTER** Mangled direct from the creamery. No middlings.  
**FRESH FISH** Our fish are received daily, direct from the fishermen.  
**POULTRY AND EGGS** They are choice Oregon product, can't be beaten.  
Don't forget the Corner, First and Alder

**N**OT in the mountains or down in the dells,  
Will you find better watches than  
CHRISTENSEN sells.  
His repair work is always a proof of his art,  
And gives satisfaction from finish to start.  
Winner, J. M. Pendergast, 1183 Thurman St.

**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

**S**'S for Schaefer's Stylish Suits,  
So nobby and so nifty;  
The best that's made  
For prices paid—  
From Twenty-five to Fifty.  
Prize winner, I. Burns,  
409 Sacramento st., city.

**SPECIAL NOTICE**  
Spring Styles Have Arrived  
All Exclusive Patterns  
We shall be pleased to have you call and inspect these goods, whether or not you intend purchasing now.  
Suits and Overcoats Made to Order, \$25 to \$50  
**J. C. Schaefer & Company**  
MERCHAND TAILORS  
Raleigh Building, 323 1/2 Washington Street, Near Sixth

**T**HE Home Phone is clear and distinct  
And rings up your party as quick as a wink;  
There is no wise central to make us swear  
With scolding and weeping, and pulling our hair;  
See here to the phone that is always just right  
And gives us good service at morn, noon or night.  
Winner—Nora Kincaid, 405 Tenth St.

**"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 rubbering—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**ish to be well dressed,  
Want the latest frills,  
Put judgment to test,  
Visit Tailor, Willis.  
No jest, you'll have a treat  
The best in town; they say  
It's true, he can't be beat  
By tailors of today.  
Winner—Mrs. I. R. Clarke 214 N. Nineteenth.

**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 long after the price is forgotten. Remember, we guarantee to please you or your money back.  
**The S. D. Wills Tailoring Co.**  
128 1/2 First Street  
Portland, Oregon

**V**o have good bread upon your tables  
Be sure to order it with labels,  
Butter, Nut and Buster Brown  
Is the very best in town.  
No use talking much about it,  
For no one can really doubt it,  
They will never like the rest  
After once they've tried the best.  
Winner—Mrs. G. R. Clarke, 711 Milwaukie Ave.

**None Genuine Without the Label on Every Loaf**  
**BUTTER NUT BUSTER BROWN**  
For Sale by All Good Grocers

# Advertisers Told in Jingles

## \$1.00 EACH TO WINNERS

Below we print the Prize-Winning Jingles. THE JOURNAL thanks its many readers for the interest taken in this contest. Letters have been sent to the winners.  
**JINGLE EDITOR**

**G** STANDS for good clothes  
That fit as they should.  
Clothes that are stylish  
And clothes that are good.  
If you change tailors  
As all men do  
When you try Columbia  
You'll stick like glue.  
You've got to have clothes,  
Why not get them here—  
Most things are cheap,  
And nothing is dear.  
Winner—Margaret S. Davis, 844 East Seventh North.

**Columbia**  
N. E. Corner Seventh and Stark  
In fit, style and pattern, we are sure to please you in the making of a  
**SUIT, OVERCOAT OR TROUSERS**

**H** STANDS for Hazelwood,  
The ice cream of the town;  
Their dairy products are the best  
That anywhere is found.  
If fancy ice cream you should want  
Just call them up by phone,  
And if you should but taste it once  
You'll always send it home.  
Winner—F. M. Given, 71 East 11th St. N.

Every week Hazelwood has a different fancy special ice cream particularly devised for the Sunday dinner. Phone us and we will be pleased to name the fancy special for any date in which you may be interested.  
**SPECIAL ICE CREAMS FOR ANY OCCASION IN APPROPRIATE COLORS**  
**HAZELWOOD**  
BUTTER, EGGS, CHEESE, CREAM, ICE CREAM, MILK, BUTTERMILK  
Manufacturers—Jobbers—Retailers  
Now Located at Third and Hoyt Streets, City  
Phone Private Exchange 40 and A4140

**I**nurance  
The fireman work with might and main,  
But nothing can save the block,  
The merchant how it does and out—  
No insurance on his stock.  
Be warned, and see Clemens right away,  
If you don't want your business to go,  
For insurance you should have on all your own.  
So get the "ROYAL" kind.  
Winner—M. Case, 105 N. Liberty St., Salem, Or.

**W. J. Clemens**  
FIRE INSURANCE, LIABILITY AND SURETY BONDS  
Room 2, Ground Floor, Commercial Club Building  
N. W. Cor. Fifth and Oak Streets, Portland, Oregon

**B**UTTER WHITE CLOVER BRAND  
A pretty mild one summer day,  
Went to milk the cows, they say,  
He shipped the sweet cream into town,  
Where Townsend, the butter man, is found.  
He churns the cream, fresh and pure,  
And the cleanliness makes one secure.  
The product after the work is over  
Is pure butter called White Clover.  
No other brand with it compares  
As mother oft to me declares.  
Treat, you yourself, give it a test,  
It's recommended "the very best."  
Winner, Reginald Hall, 108 North Third St., City.

The following was considered very favorable, and if the author will call at the Townsend Creamery he will also be given a roll of butter.  
It is for butter,  
WHITE CLOVER so grand,  
That they show for so often  
When they want the best brand  
They've tried many other  
That wouldn't stand the test;  
They now use White Clover,  
They know it's the best.  
—A. BALOMON.  
**Don't Hesitate!**  
Try the Merits of  
**WHITE CLOVER BUTTER**  
NOW, TODAY  
At Your Grocers'  
**Townsend Creamery Co.**  
BUTTER, EGGS, CHEESE, ICE CREAM  
WHOLESALE JOBBERS :: 18-20 Front St. Portland, Oregon

**J**UST want a hat with style—  
One that you can wear awhile,  
One that keeps its shape and color,  
One that stands all kinds of weather.  
Robinson's the place to go,  
Dunlap's is the hat they'll show;  
And before you leave the store  
You will say: "For evermore  
Dunlap's is the hat for me—  
Other hats can be twenty-three."  
Winner—NETTIE BURNS, 853 Wasco Street.

**Robinson & Co.**  
We Carry the Best Ready-to-Wear Clothing Manufactured in the World  
289-291 WASHINGTON STREET

**O**PTICIANS there are,  
Of all kinds and classes,  
Who understand  
More or less about glasses;  
But always remember  
To pick out the best,  
And Baker, optician,  
Will stand any test.  
Winner—J. M. PENDERGAST, 1183 Thurman, City.

**Baker**  
OPTICIAN  
1111 Sixth St.  
bet. Washing ton and Stark  
A. B.—The above jingle as selected by the Journal is entitled to our special prize—\$5.00 gold filled glasses

**P** is for people  
Who visit our store;  
When they buy one thing,  
They always buy more.  
Our styles can't be beat  
And our prices are low;  
Buy your suits now,  
Don't wait 'till they go.  
Winner—M. S. Davis, 844 East Seventh St.

**LE PALAIS ROYAL**  
MONDAY SPECIALS  
Ladies' Spring Suits  
In checks and stripes ..... \$17.50  
Ladies' Spring Jackets  
Made of wool materials, light gray and tan stripes and checks, with black velvet collar and cuffs, lined with velvet worth \$10. ..... \$6.95  
Ladies' Dress Skirts  
All colors, about 300 of them; mostly full and winter goods; values up to \$15.00. ..... \$4.95  
Ladies' Waists  
Made of madras cloth; brown, black, blue, red and white checks; also with poplin with black dot; worth up to \$9.50 ..... \$2.50  
Mohair & Albatross Waists  
Black and white; all good styles; long sleeves, neatly tucked; worth up to \$3.95 ..... \$1.00  
Plaid Silk Waists  
Black, brown, blue and red checks; worth up to \$3.95 ..... \$1.50  
High Grade Millinery a Specialty  
375 WASHINGTON ST.

**Q**UITE gaily I answer the questions you ask,  
It's so easy that making this jingle's no task.  
The reason why Table Queen Bread is the best  
Is simply because it will stand every test.  
'Tis the flour, care taking; yes, also the baking,  
Combined with the science and knowledge of making!  
Winner—Stella M. Legrand, 607 Holly St.

**ROYAL BAKERY & CONFECTIONERY, INC.**  
HUNDREDS WRITE THE PRAISES OF "TABLE QUEEN" BREAD  
Some wrote poems, some songs, and many different styles of jingles, but the above is chosen as being the best jingle in answer to the question asked, and the author will receive, in addition to The Journal dollar, an order by mail on this bakery for one of their handsomest and most delicious birthday or wedding cakes.  
Portland, Oregon

**R** STANDS for the Record we've made for ourselves;  
Take a look at the "Knox" on our counters and shelves.  
It's our business to please you, it's seldom we fail,  
For Right prices, quality and style here prevail.  
Winner, Catherine Bridgford, 67 North 30th St.

**Special: 25% Discount**  
On our entire line of Benjamin fancy chevrot, cassimere and worsted Suits, also Overcoats  
**Buffum-Pendergast**  
311 Morrison, Opp. Postoffice

**W** AVERLEIGH is a bright jewel,  
Standing out in bold relief,  
And it would be very cruel  
To shake me in my belief.  
If I were a young lady  
At Waverleigh I would buy,  
And if the lots were all sold  
I would have a heavy sigh.  
Some day I expect to live  
"Long as Mrs. Ramsey Wood,"  
To enjoy life at Waverleigh  
And there's good reason why I should.  
\*Age 120 years.  
Winner—Marie Hannigan, 347 Sixth St.

**Lots Now \$450 AND UP**  
Streets Graded—Cement Walks.  
Take W-W Car—Branch Office Twenty-sixth and Franklin.  
**JOHN P. SHARKEY CO.**  
A-2637 122 1/2 Sixth Street Main 650

**X**CELLENT TEST  
PECT THE BEST  
If your teeth should give you trouble  
So you couldn't sleep at night,  
Just get up in the morning  
And visit B. E. Wright.  
You will soon be free from trouble  
And the world will then look bright  
And you will find his work and prices  
Will sure to B. E. Wright.  
Winner—Eleanor Clinton, 395 Twelfth St.

Good set of Teeth \$5.00 Best set of Teeth \$8.00  
on rubber plate.... on rubber plate....  
**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**ES, if there's anything you wish in rubber goods or leather  
Or need a good umbrella for the Oregonian  
If you feel the need of soap, or brushes, or cold cream,  
Or writing paper to make known the tale of love's young dream,  
If you wish the lowest prices and goods that are the best,  
Go to WOODARD, CLARKE & COMPANY'S  
and they will do the rest.  
Winner—Eleanor Clinton, 395 Twelfth St.

And here are a few of the many special bargains that can always be found at this store, where quality at the right prices can always be found.  
3-qt. Fountain Syringe, regu- lar \$2.35 special ..... \$1.89  
4-qt. Hot Water Bottle, regu- lar \$2.00 special ..... \$1.59  
Ladies' Leather Belt, all col- ors and sizes, values to \$1.50 at ..... 23c  
Ladies' Hand Bags, all kinds and shapes, from \$1 to \$2.50  
Ladies' or Gents' Umbrellas, regular \$1.50 special Man- ufactured ..... 40c  
Ladies' and Gents' Umbrellas, fancy \$2.00 special ..... 1.25  
In ladies varieties \$1 to \$10 to \$10.  
U-Ar-Das Toilet Soap, per box 40c, cake ..... \$1.00  
Imported and Domestic Soap, from 5c per cake to \$5.00  
Special Solid Emory Hair- Brush, regular \$1.35 ..... 99c  
Hair Brushes of all kinds from 25c to \$2.00  
Belle's Velveteen Cold Cream, price ..... 50c  
U-Ar-Das Cold Cream, price regular \$1.50 special Man- ufactured ..... 40c  
Writing Tablets, ruled or plain, regular 25c ..... 12c  
Fancy Box of Stationery from \$1.00 to \$10.

**Z** ANY, Zany, addeplate,  
Your teeth are in a wretched state;  
Indigestion's train of ills  
Have worked for more pain than "fills."  
Now if Dr. Wise you'd see,  
All your troubles forth would flee;  
But no, alas, you choose to wait—  
Zany, Zany, addeplate.  
Winner—Mrs. J. H. Jones, 569 Hawthorne Terrace

**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 Bldg., 7th and Washington Streets; 8 a. m. to 8 p. m.; Sundays, 9 to 12. Painless Extraction 50c; Plates, \$5.  
BOTH PHONES, A AND MAIN 3239