

### The Journal Library Voting Coupon

THIS COUPON IS GOOD FOR 5 VOTES IN THE JOURNAL LIBRARY CONTEST

Cut out the coupon, fill in name of organization or society you wish to vote for and deposit in the ballot box at

- HOLSMAN'S JEWELRY STORE, 149 Third St.
- R. A. Wilson's Drug Store, 133 Grand Ave.
- WATTS-MATTHIEU DRUG STORE, 275 Russell St.

Name of Organization.....  
 Name of Voter.....  
 Address.....

Old or new subscribers to the Daily and Sunday Journal, paying in advance, will be entitled under this offer to special votes as follows: One year (\$7.50), 750 votes; six months (\$3.75), 300 votes; three months (\$1.95), 125 votes; one month (65c), 40 votes.

## LIBRARY VOTING CONTEST

A \$500 library given away absolutely free. An elegant library of 300 volumes and handsome golden oak cases will be given to the lodge, school, church, club or society in Portland securing the largest number of votes. Every merchant listed below will give with each 10-cent purchase one vote. At the close of the contest the lodge, school, church, club or society receiving the largest number of votes will be awarded the library complete with cases. Current accounts when promptly paid are entitled to votes. The library is on exhibition in the Fifth street window of The Journal office, corner Fifth and Yamhill streets. Ballot boxes are located at Holzman's jewelry store, 149 Third street; White Front drug store, 133 Grand avenue; Watts-Matthieu drug store, 275 Russell street, where all votes should be deposited. Trade with the following merchants and get busy with the votes:

- W. E. HANSELL & CO., dry goods, clothing and shoes, 280 to 384 East Morrison street.
- L. ROSEMAN, jeweler, 149 Third street, Main 1184.
- O. M. HOFFMEYER, photographer, 165 1/2 Third street, Pacific 1720.
- KADDERLY TRANSFER & STORAGE CO., office and warehouse 111-113 North Sixth street, Main 1845, A-1645.
- THE S. H. BRADSHAW CO., sporting goods, 123 Grand avenue, East 335.
- LIBERTY COAL & ICE CO., office 212 Pine street, Home A-3124, Main 1462.
- VULCAN COAL CO., office 229 Burnside street, Main 3776, A-3776.
- BURCH & OSTER, merchant tailors, 325 Stark street, Pacific 200.
- OREGON NEWS CO., cigars and news, 147 Sixth street.
- W. E. LIFT, plumbing and gas fitting, 597 Williams avenue, East 4328.
- E. A. WILSON'S WHITE FRONT DRUG STORE, 133 Grand Ave. E. 3558.
- A. E. WILSON, grocer, 128 Grand avenue, B-1261, East 283.
- THE MODEL BARBER SHOP, finest shop in the city, 91 Sixth street.
- MAGNIFICENT GROCERY, 380 Yamhill, corner Park, Main 5521, A-3787.
- CHICAGO MARKET, meats, 187 Third street, Main 413.
- ROSEMAN HATWORKS CO., 291 East Morrison 3128, B-1825.
- WATTS-MATTHIEU CO., druggists, 275 Russell street, East 462.



- SHAWKS & PAYNE, wood dealers, yard East Eighth and Main streets, East 315.
- ALICE BIERER, fine millinery, 469 Washington street.
- DR. B. E. WRIGHT, dentist, 3424 Washington, corner seventh, Main 2119.
- CENTRAL MARKET, meats and fish, 130 Grand avenue, B-1356, East 412.
- BUTTER-NUT BREAD CO., corner Second and Columbia streets; retail 145 Third street.
- TAYLOR & STANTON, plumbing and gas fitting, 208 Pine street.
- MOORE BROS., east side news dealers and confectionery, Williams avenue and Russell street, E-1094.
- E. A. MOULDER, bicycles and sporting goods, Williams avenue and Knott street, East 2482.
- WILLIAM AVE. UMBRELLA FACTORY, umbrellas and leather goods, 544 Williams ave. C-1064.
- F. A. DAVIS, wallpaper, painter and decorator, 194 Union ave. East 1095.
- KOSSEL & FREY, meats and fish, 640 First st. Main 1979.
- CEVICKLEY BROS., wood dealers, Marshall and 13th sts. Main 921.
- GOLDSTAR GROCERY, 271 Russell st. East 538.
- JOHN E. MALLEY, groceries, 492 Washington st. Main 2167, A-2167.

## There's Room on Our Books for Your Account

The Big East Side Store—in furtherance of its great daily Bargain Policies—here offers grand inducements to Thursday patrons. Specials now advertised are for the one day only—tomorrow.

### East Side "Special"—Our Own High Grade Mattress—Offered Now on Sale for the One Day Only—Thursday—\$7.95—Worth \$15.00

No store in Portland can offer you a better mattress at \$15. Our name goes with every one, for they are made expressly for us. Nothing but the best clean cotton felt, with extra heavy tick covering. Guaranteed to be the best popular priced mattress on the market. Tomorrow (\$1 down, \$1 a week)

### A Sale of Kitchen Cupboards Specially Priced by Us at \$5.50, Worth \$6.50—On Sale Tomorrow at \$4.25

Finished in either the natural or golden oak, good and roomy, standing 6 feet high, 36 inches wide and 13 inches deep; 4 shelves; large drawers and double glass doors. A most excellent value at \$4.25 \$6.50. Tomorrow special.

### Two Special Inducements From the Basement Section—\$1.25 Lamps 65c—\$8.50 Dinner Sets \$4.25

10 dozen Lamps, specially purchased for this sale. Frosted globe and fount, No. 2 burner, stand lamps, suitable for parlor or general use. Reasonably priced at \$1.25. Tomorrow special. \$4.25 \$8.50 English Semi-Porcelain Dinner Sets. Beautifully decorated in small rose design. Every piece well shaped and clean cut. Sets contain fifty pieces, including 6 soups, 6 7-inch plates, 6 5-inch plates, 6 butter pads, 6 fruit saucers, 6 teas and saucers, 2 platters, 2 bakers, 1 bowl, 1 creamer, 1 sugar; remarkably low priced at \$8.50. Thursday special \$4.25

### The World's Greatest Range, the Incomparable "Eclipse," Delivered to Your Home on the Terms of \$1.00 a Week—Guaranteed for 15 Years

WE BUY IN QUANTITIES—SAVE IN FREIGHT

Union Avenue and East Burnside

THE NEW

Big East Side Store

GEVURTZ BROS.

Union Avenue and East Burnside

### EXPEND EFFORT FOR BOULEVARD

### Probable St. Johns and Portland Will Be Connected by Paved Way.

One of the most enthusiastic meetings ever held on the peninsula was held at the Artisan's hall at Portsmouth Monday evening under the auspices of the University Park board of trade. The peninsula has inaugurated a move for better streets, more protection from fire and more lights. The improvement of Portsmouth avenue is one of the most important projects undertaken. Another that is talked of considerably and which would make one of the most creditable improvements peninsula property-owners could make is the opening of a thoroughfare from Killingsworth avenue to St. Johns by the city of Portland. The city of St. Johns by one of the finest drives from a scenic point of view about the city. In reference to the Portsmouth avenue improvement the following resolutions were passed Monday evening: Whereas the change of grade on Portsmouth avenue from Killingsworth boulevard to the harbor line on the north side of the Killingsworth river is under consideration by the street committee of the city council, and whereas, it is a subject of vital importance to all the people of the peninsula districts, it is hereby resolved by them that such a change of grade as prepared should be made and that a permanent improvement be made from Killingsworth boulevard to the cross-street harbor line; therefore, be it resolved by the members of the University Park board of trade that they will support the improvement and request that the street committee of the council of the city of Portland report favorably on the said change of grade to the city council and that the committee urgently request the council to take such action as necessary to establish a new grade; and be it further resolved, That copies of these resolutions be furnished to the street committee of the council before their next meeting and also to the mayor and the city council. A remonstrance has been filed against making the change by the Electric Light and Power company and by Columbia university. The matter is, however, of much importance to the board of trade and property-owners of the peninsula. At another meeting next Monday evening the electric light question will be taken up. The present electric lighting policy of the city and believe more favorable terms should be obtained from the Portland Railway, Light & Power company before granting them another franchise.

### WORK ON SEWER CHECKED BY RAIN

### Heavy Downpour Sunday Fills Big Brooklyn Tunnel With Water.

Recent rains and high water in the Willamette river have delayed work on the Brooklyn sewer again after two months of steady progress on the project. The tunnel from the river to East Eleventh street which was opened its entire length last week is now filled with water. The crews worked desperately all day Sunday in the tunnel putting braces against the walls to protect the tunnel from the heavy rainfall. Until Saturday nearly 150 men had been employed in the tunnel and on the open cut. Progress has been made under favorable circumstances during most of the winter. The foremen say that since the panic labor has not only been cheaper but the laborers are working better and faster than before the panic when they were paid better wages. Contractor Gleibische feels much encouraged over the outlook and says the sewer will be in use before the fall rains come this year. The contractors expect to finish their work in August. The tunnel was opened its entire length of 1,600 feet last week. The excavators will be put to work rounding out the bottom and walls for the masons as soon as the water in the river subsides sufficiently to allow the laborers to enter the tunnel again. About 380 feet of the masonry has been laid at the east end of the tunnel and 40 or 50 feet at the west end. The masonry in the tunnel will be completed in about three months and it is expected the remainder—the open cut and the south branch—will be completed soon after. The most difficult portions of the work had to be contended with are finished. Mr. Gleibische believes that from now until the project is complete the laborers will have plain sailing. High water is the only item that can delay the work in the tunnel and that can be but slight now. The work on the open cut is far enough along so that the water no longer hinders the men. The work has been carried beyond Brooklyn creek, the bed of which the tunnel followed for quite a distance making it necessary to do much extra excavating in order to carry away the water. The open cut is now within 100 feet of the south branch.

### "Finger of Scorn"

Performance every evening. No matinees. ANY SEAT 10c

A flowering plant will be given away Saturday to person most nearly guessing Mr. M. Floyd's age.

### East Side Dramatic Organization

BURKHEAD BLDG., EAST BURNSIDE ST., UNION AND GRAND AVENUE.

WEEK OF MONDAY, MARCH 16

"Finger of Scorn"

Performance every evening. No matinees. ANY SEAT 10c

### Better Equipped Than Ever!

TRY AN EAST SIDE PRINTER

Phones East 2646, B-1888.

### East Side Printing Co.

Cor. Union Ave. and E. Washington.

### CONFIDENTIAL CREDIT EASY TERMS

## LOWER RENTS LOWER PRICES

This is the foundation upon which we have built one of the largest home furnishing establishments in the city.

### These Desk Specials

- \$9.50 Desks ..... \$6.50
- \$12.00 Desks ..... \$9.40
- \$15.75 Desks ..... \$12.00
- \$16.75 Desks ..... \$12.90
- \$18.00 Desks ..... \$14.00
- \$19.50 Desks ..... \$15.25



Calef Bros HOME FURNISHERS

360-370 EAST MORRISON ST.

PORTLAND ORE.

# The ABC and XYZ of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of The Journal No. 6

Department store advertising may be divided into three classes: bad, very bad, and damned bad.

Bargain advertising is in the first class. It does sell goods; but if well done it could easily make three blades of grass grow where one grows now.

You and I know beautifully dignified and exclusive stores that charge \$10 for what cost them \$4.98 and other plain every-day workingmen's shops which charge \$4.98 for what they advertise as actually worth \$10. The one store cheats by overcharging and the other lies but gives good value for the money.

Customers are not all fools. It is safe to say that not more than 10 per cent of them are fools. But the bargain advertiser doesn't know this. He thinks that everybody gulps the whole proposition in one swallow.

The "worth-\$20-now-\$12.50" bargain offer has been done to death. The people buy the \$12.50 article because \$12.50 is as much as they want to pay; because they have seen the goods; because they have intelligence enough to know that they are getting good value for the price; but for every one who buys there are two others shooed off by the roll-up-tumble-up, throw-up-your-money-hurrah.

An honest bargain properly announced is always good advertising. If I controlled a newspaper page I should use one-third of it, down the side, for legitimate bargains. I should put the word "Bargains" or "Today's Bargains" at the top and with the descriptions of the articles I should give selling prices only; say nothing in figures about values or cost prices; use that space for describing the goods. I should make the descriptions as brief as possible; leave everything to the imagination of the customer except the selling price; and now and then I should omit that; let the customer come to the store to find out. Then I should make these bargains look like charity by very contrast; by using the remainder of the page to advertise my regular-priced, always-in-stock clothing and dress goods and carpets and furniture and all that sort of thing; and I should make this department so full of life and spirit and enthusiasm for the goods as to make my counters irresistible.

The store that preaches is in the second class. Preaching isn't advertising. It may be entertaining and instructive; it may analyze to a nicety the ethical policy of the store; it may impress the weak-minded with the fact that this store is a great public benefactor, a powerful influence for good in the community, a sort of merchandise university which ought to be endowed by the state. But preaching doesn't sell goods; it doesn't even draw a crowd.

The formal, refrigerator, my-brass-plate-is-sufficient advertising is in the third class. It has all the dignity and drawing power of a corpse. Mark you, I am not criticising the idea. The idea is fine. To be a chosen people clothed in purple and fine linen; to bask in the sunshine of wealth, or of aristocracy, or of fame; to eat where it eats, to drink what it drinks, to wear what it wears, to buy where it buys, to talk what it talks, to dress your poodle dog with what it dresses its poodle dog; to be somebody exclusive, even one or two removed or second hand; that is greatness; and people pay big money for greatness, even for the varnish or veneer. It is the advertising that is bad. It might easily quadruple the trade and yet keep within the boundaries of the elect. Exclusive people don't think. You don't need to put salt on their tails. They follow a leader like a lot of sheep. Your business as an advertiser is to capture the leader; the bellwether of the set. The rest is easy. The others will pay for the privilege of standing in line.

Emblem and bury the brass-plate advertising. Use the space to talk to your customers. Some of them read advertisements. If a poor plebeian should happen to read about your goods and wander into your shop by mistake let him do the worrying.

Seymour Eaton

P. S.—Talk No. 7 will be published in The Journal on Saturday, March 21.

(Copyright, 1908, Chicago.)

## EAST SIDE NEWS

### SOLID UNIT IN FAVOR OF BRIDGE

### University Park Board of Trade Gives Proposed Structure Backing.

"In order to prevent any further misunderstanding as to the attitude of the University Park board of trade in reference to the high bridge across the river at Albina the members of this organization wish it to be publicly stated that they are heartily in favor of the proposed structure to be built from the foot of Hancock street to the terminal yards on the west side." This statement was authorized at an open meeting of the board of trade held at the Artisan's hall in Portsmouth Monday evening. The impression given out at one time as to the stand of a number of the peninsula improvement bodies in reference to the bridge was to the effect that these organizations were opposed to the construction of any bridge that did not approach the foot of Killingsworth avenue or some point in that vicinity so that it would be of more value to the peninsula property owners. However by taking a vote on the situation it was found that the majority of the members present last Monday were in favor of the proposed bridge at Hancock street or any street in that vicinity though it would, however, be desirable to have the bridge approach at Killingsworth if it were possible or practicable. Judge Munly, spoke to the federated clubs of the peninsula at St. Johns some time ago soon after the impression got out that the peninsula was opposed to the high bridge at Hancock street. He convinced them at that time of the impracticability of building a bridge for the peninsula at this time. He also said that a bridge at Hancock would be of great advantage to the peninsula and would serve them for a number of years to come when perhaps they would have to have a bridge at Killingsworth avenue. Judge M. G. Munly, who is the leading spirit in the promotion of the Albina high bridge as president of the North-East Side Club Improvement association says that everything is now ready for presentation to the city council of the people of the city in June and that at the meeting of the organization Friday night in the Russell street Woodmen hall the petition would be checked up and presented to the city auditor so that the question could be put on the ballot for this purpose. Engineers are working on the specifications for the bridge. Engineer McJannet of the Northern Pacific will be asked for his advice and it is hoped to have the council set aside a part of the appropriation recently voted by them for this purpose. A cantilever bridge or a draw bridge is out of the question, according to Judge Munly. He says that a span bridge will not permit another bridge to be built across the river that interferes in any way with the river traffic. It will have to be high enough so that the largest boats can pass beneath merely by shifting their topmasts.

### EAST SIDE GETS MANY ARC LIGHTS

### Complaint Made of Distribution by Many Citizens—Less on West Side.

Considerable complaint has been registered by different property owners on the east side relative to the distribution of electric street lights that have been located during the winter. It has been intimated by some that discrimination has been shown in the location of new arc lights. In a recent meeting of the property owners and citizens of the east side a comprehensive view of the installation of new arc lights during the months of October, November, December, January and February the following list of locations has been prepared. Over 100 lights were installed and located by the executive board during the five months mentioned on the east side. Only one or two over 40 were located on the west side. The same name of street shows again that the east side has received more attention in this respect than the west side. More lights like street mains, shown in these columns a week or so ago, have been provided for the rapidly growing east side during the last few years than have been provided for the west side in the same time. During October lights were located on the east side at the following locations: At Eleventh and Halsey streets, Halsey and Margin streets, McMillen and Ross streets, Division road and West avenue, West and Hawthorne avenues, Fremont and Hawthorne avenues, Prettyman avenue and Prospect drive, West street and East Yamhill street, East Alder and Prettyman avenues, Belmont street and Francis avenue, Base Line road and Myrtle avenue, East Salmon street and East Yamhill street, East Church street, Belmont and Spring streets, Base Line road and Wilbur street, East avenue and East Ninth street, East Twenty-third and Umatilla avenue, East Seventh and Miller streets, Going street and Malheur street, East Twenty-fourth and Surman streets, East Twenty-seventh and Alberta streets, East Water and East Main streets, East Tenth and East Everett street, Grand avenue and East Glisan street. During November lights were installed at the following locations on the east side: At Union avenue and East Taylor street, East Fifteenth street and Broadway, East Fourteenth and Mason streets, East Sixth and Basing streets, East Fifteenth and Base Line road, Union avenue and Falling street, Rodney avenue and Fremont street, East Twenty-sixth and Gladstone avenue, Ellsworth street and Milwaukie avenue, East Thirty-first street and Gladstone avenue, East Fifteenth and Linn streets, East Fifteenth street and Tenno avenue, East Tenth street and Miller's avenue, East Eleventh street and Tacoma avenue, East Eleventh and Tibbetts streets, East Twelfth street and Buchtel avenue and East Twenty-seventh and Going streets. During December lights were located as follows: At East Thirty-second and East Main streets, East Tenth and East Mill streets, East Thirty-fourth and Stephens streets, Grand avenue and Mulholland street, Gantenbein avenue and Beach street, Albina avenue and Falling street and East Thirtieth and Cawood streets. During January lights were installed as follows: At Willamette boulevard and Sumner street, East Fifteenth street and Killingsworth avenue, East Thirtieth and Alberta streets, East Eleventh and Simpson streets, East Thirtieth and Shaver streets, East First street and Broadway, East Twenty-