

A THOUSAND SOLDIERS MAY FIGHT BUT ONLY ONE CAN LEAD

We Are the Leaders in the Great Clothing War

1/2 Off GREATEST CLOTHING 1/2 Off

SALE ON RECORD

For a limited time only we will place our entire stock of Clothing, Topcoats, Cravenettes and Hats at just One-Half Off Regular Prices—This is one of the greatest clothing sales in years, not only because the values are the most extraordinary ever quoted in Portland, but because every suit of the entire stock is a new 1908 style and thoroughly high-class and desirable in every way—values almost beyond belief

WHEN WE SAY IT, IT'S SO

Men's Suits	
\$10.00 SUITS	\$ 5.00
\$12.50 SUITS	\$ 6.25
\$15.00 SUITS	\$ 7.50
\$18.00 SUITS	\$ 9.00
\$20.00 SUITS	\$10.00
\$22.50 SUITS	\$11.25
\$25.00 SUITS	\$12.50
\$30.00 SUITS	\$15.00

Topcoats	
\$12.50 VALUES	\$ 6.25
\$15.00 VALUES	\$ 7.50
\$18.00 VALUES	\$ 9.00
\$20.00 VALUES	\$10.00

Prices all marked in plain figures, blues and blacks included

Out of the high-rent district. See our windows for bargains

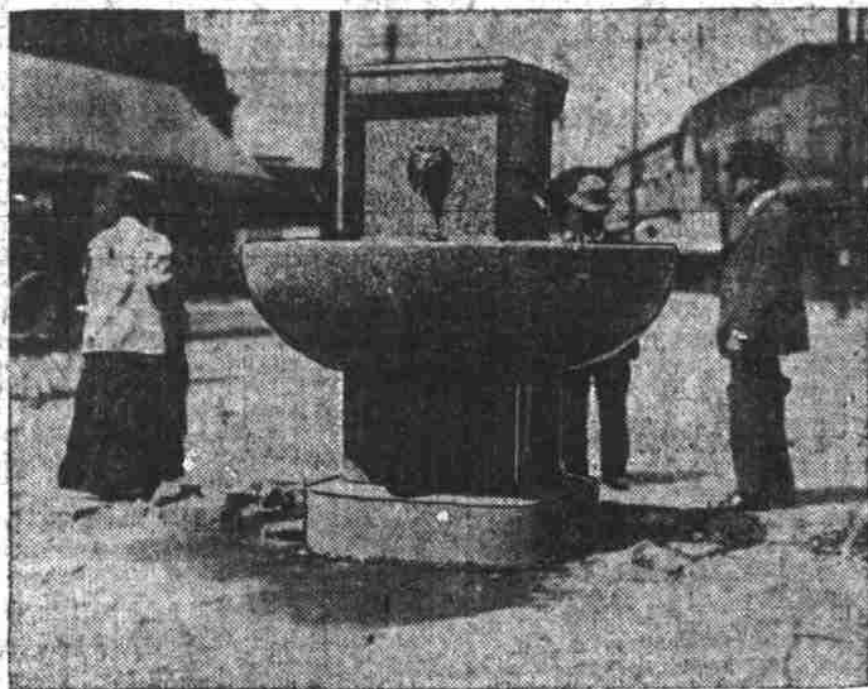
Men's Trousers	
\$2.50 TROUSERS	\$1.25
\$3.00 TROUSERS	\$1.50
\$3.50 TROUSERS	\$1.75
\$4.00 TROUSERS	\$2.00
\$4.50 TROUSERS	\$2.25
\$5.00 TROUSERS	\$2.50

Men's Hats	
\$3.00 MAXWELL HATS	\$1.50
\$2.50 IDEAL SPECIAL HATS	\$1.25
\$2.00 IDEAL GUARANTEED	\$1.00
\$1.50 IDEAL HATS	75c

The IDEAL CLOTHING STORE

53 and 55 NORTH THIRD ST., COR. DAVIS

NEW GRANITE FOUNTAIN PLACED AT SIXTH AND ANKENY STREETS



Fountain of Maine Granite at Sixth and Ankeny Angle.

A crew of men from the city engineer's office has finished the installation of the handsome granite drinking fountain presented to the city by the National Humane alliance. The monument is stationed at the intersection of Sixth and Ankeny streets, and will afford a drinking place for hundreds of horses that pass along these thoroughfares every day. Efforts are being made to have the fountain dedicated during the Rose Festival, when one of the large parades are passing. The plan is to have the fountain turned over formally to the city, and Mayor Lane has been invited to accept the fountain in the name of the city. Arrangements for the dedication have not been completed. The fountain was secured to the city by the Oregon Humane society, and Corresponding Secretary Shanahan has been utilizing in his efforts to secure the fountain along with others for the city. The National Humane alliance

was founded by Hermon Lee Ensign, who left his entire fortune to carry on the work to which the society is dedicated. The fountain, erected at Sixth and Ankeny streets is of beautiful Maine granite. It is of reddish color and cost \$4,000. Another fountain erected this week is the one in the park block opposite the custom-house. This fountain was given to the city by Mr. and Mrs. George Russell for their daughter Anna. It is of cast iron and of beautiful design. Work will be commenced today on the erection of the fountain presented to the city by James and Vincent Cook. It will be placed in position on Fifth street, near Morrison, directly in front of the post-office building. This fountain will be one of the finest to be erected this year, costing about \$1,200. Both the Russell and Cook fountains were secured to the city by the Oregon Humane society. Other fountains will be erected through the summer months.

ANGERED AT WORKMEN MAN SHOOTS FOREMAN

(United Press Special Wire.) Oakland, Cal., May 27.—Because they were making noise in laying pipes in front of his residence, George Schmidt, Metzger saves you money on watches.

DAVID W. WOLBROOK
 COUCH BLDG. 4th BETWEEN STAMPS WASHINGTON
 \$30 TO \$50
 Tailor

COOS THRILLS WITH THE CHASE FOR OIL

Quiet Workers Have Got So Busy That Their Secret Is Out.

(Special Dispatch to The Journal.) Marshfield, Or., May 27.—The stir over oil in Coos county, successfully held down for several weeks past, has reached the stage that facts cannot longer be kept from the public. Oil men have been here on investigating missions, and corporations and individuals have quietly been taking options for several weeks. Actual crude oil has been struck near Bandon and Gas has been encountered in many places. Around Coos bay indications are sufficiently strong to warrant large options and extensive preparations for drilling. Large options have been taken on South Inlet, four miles from Marshfield, and an engine and machinery are on the way from San Francisco. Options are also being taken on North Inlet. Yesterday, C. N. Sherman, an oil expert, discovered a strong flow of gas on Coal Bank inlet, one mile from Marshfield. A number of prospectors are following up gas leads at the forks of Coos river.

NEWPORT WILL TAX BUSINESS NOMADS

(Special Dispatch to The Journal.) Newport, Or., May 27.—The city council of Newport proposes to take some steps toward making people who come in and run restaurants, shooting galleries, photograph galleries, etc., for the summer season only pay for the privilege. A meeting of the council several of the business men of Newport have protested strenuously against strangers being allowed to come in and take the cream of the business without being subject to some sort of taxation, leaving the permanent residents to bear the gains and much of the wealth which Newport's permanent business men feel they ought to be allowed to receive from the summer cottagers. The mayor was instructed by the council to confer with the city attorney with a view to drawing up an ordinance to make these birds of passage pay for the privilege of alighting and feeding in Newport.

COMMENCEMENT IN PENDELTON SCHOOLS

(Special Dispatch to The Journal.) Pendleton, Or., May 27.—The entire week is being devoted to the commencement exercises of the Pendleton High school and Pendleton academy. Sixteen graduates will finish the High school course and four will graduate from the academy. The joint baccalaureate sermon for the two classes was preached Sunday afternoon at the M. E. church by Rev. F. R. Kroese of Whitworth college, Tacoma. The other exercises are separate. The academy commencement program was held at the M. E. church last night, when Judge S. A. Lowell delivered the graduation address. The High school commencement exercises will be held Thursday evening, Homer D. Angell of Portland will deliver the address.

Teachers Turn Homesteaders. (Special Dispatch to The Journal.) Axtell, Or., May 27.—About 30 teachers of the public schools of Malheur county have filed on homesteads under irrigation projects near Vale and will engage in farming. A number of unmarried women teachers are in the number.

THE MOST-READ PAPER IS THE RESULT-GETTER

Results are what the advertiser covets. The value of an advertising medium is rightly determined by what it produces. There are scores of young publications in existence that would be obliged to suspend and scores of older ones that would be greatly curtailed in patronage, if the advertiser would insist upon inserting tests, special sales and keyed advertisements until he had found just what each publication, unaided by its contemporary, is worth. It is a fortunate opportunity for the weakling of a newspaper to be able to copy the ads appearing in the other newspapers of acknowledged value, for the merchant never finds out how little this second-hand publication produced. It is edifying in this connection to note how much more accurately a traveling advertising salesman will sometimes make up his mind regarding the comparative value of papers than the business man who has been using it now and then in a haphazard fashion. Upon visiting a city where a publisher is apparently in a predicament, knowing the actual merits of publications, the newcomer will cast about to find what notable successes have been made. He may look for instances where a campaign has been carried on with a single publication in order, to do the very best he can with a limited amount of money. He doesn't make a guess which he thinks ought to be a good medium, nor does he show preferences on account of friendships, for he hasn't made any yet; nor because he wishes to stand well with the management of the paper. It isn't a question with him of passing the business all the way around with the advice to his client, "Oh, they are all good. When he's done with the sale he's going on to some other town, so it's a question of cold dollars and cents with him. He must concentrate all his energy to make a success. This finds illustration in three notable cases in Portland during the recent past. What are the lessons it teaches? First, the merchant of small means should select one powerful medium of advertising, that which experience has proven can produce results, and concentrate his energies on that publication. When he has built himself up to the point where he can spread out and make use of other mediums, then he is justified in extending his campaign to include other good papers. Thousands of men lack the courage to advertise because they know of some fellow who has advertised extensively and failed. They are afraid to examine into the "break down" methods of doing business. Probably the merchant who will be well balanced and naturally enough all his business transactions would be faulty whether he was buying advertising, merchandise or store fixtures. Probably he paid too much rent to begin with, probably his store organization was bad and naturally enough a shrewd critic would not expect such a merchant to furnish a brilliant example of intelligent and judicious advertising. His advertising on the other hand may have been well done and produced results, but when the business came to the store it was not cared for properly. A dissatisfied patron is a perennial knocker. Nothing more can be expected of a publication than to bring responses. It should be the first aim of the business man to know what medium will bring the most results dollar for dollar. Upon the campaign with that medium and follow up in time with others. Don't depend upon precedent. It may lead one astray. The world is changing, men's ideas change, value of mediums change. Because you did a certain thing 10 years ago is no proof positive that the same course can be followed now with the same results. Alertness in advertising is the price of success. A medium changes as appreciative of it. The fact is that if a medium did not change for the better it would have to change for the worse. In either case the successful advertiser must appreciate it. Hence it is true that the publisher who is advancing rates has an aggressive and growing publication, one that it will be advisable for the advertiser to patronize. It is a well known and conceded fact that publishers do not raise rates on a waning circulation. And it is strange that business men will sometimes desert just such a medium when they would be money in pocket to stick to it and continue their talk to a clientele that they have been getting, and are prepared to serve acceptably.

Why Rates Advance. As the publisher's power increases the space in his advertising columns increases. These ad spaces must be trimmed down or else the size of his paper would increase to an enormous proportion that it would swamp him with expense. The fairness of the proposition is apparent to the advertiser and most business men, unless absolutely blinded by self interest, will concede the point and agree to a raise of ad rates when satisfied that all are being treated alike. Their shortsightedness takes radical and unreasonable form when they refuse to advance rates. It is sometimes done because a wily talker has persuaded them that a raise of circulation is the first consideration. It is all right to consider quality of circulation but it should be thought of as secondary to quantity. Of what value is quality of circulation if the paper possesses but few subscribers. It is circulation backed by a goodly degree of quality that pays the advertiser. When one stops to think one realizes it is only a paper of reason, a good quality that can have a fine circulation among the masses of the people, hence the paper that has progressed to that point that it can be used and united create a rousing sale, or boost a business if supplied with an intelligent campaign of publicity. The better the circulation the better the paper and the more its advertising space is worth. Middle Class Best Buyers. The great middle class of the community are the buyers. They appreciate the savings announced in the advertising columns. They are the people who can be reached through publicity, and the newspaper read by the most of the people in moderate circumstances is the one that will pay the buyer of space best. The conservative paper, whose oily tongued solicitors harp continually on quality as if it were their all-in-all, may be a good advertising medium, and one that the large advertiser can well afford to include in his list, but experience proves that the bulk of money can be more wisely spent with the paper which is reaching the masses of the people by popular campaigns in their behalf and which has won their confidence by its fidelity to their interests. The people will swear by a paper made of the right kind of stuff and a majority of them will take it too. Go through any main and you'll find the

Superfluous Hair
 Removed by the New Principle
 DeMiracle
 A revolution in the hair removal. It is the only scientific and practical way to destroy hair. Don't waste time experimenting with dangerous and expensive methods. These are used on the HAIR WORLD of the operators and manufacturers. DeMiracle is a clean, simple, harmless, medical preparation and produces permanent results. It is sold in small packages for \$1.00. Your money back without question (no test) if it fails to do this. Write for a free trial. DeMiracle is sold by mail only. For sale at all good stores and
 LIPMAN, WOLFE & CO.

BIG SALE THIS WEEK ON

DRESSERS

Calef Bros
 HOME FURNISHERS
 360-370 EAST MORRISON ST.
 PORTLAND, ORE.

SECURITY
 A BENEFIT TO WOMEN
 The progressive women of today realize what a benefit it is to them to have an account with the Security Savings & Trust Company and pay their bills by check. We very cordially invite the accounts of women, subject to their check, and furnish pocket size check books free.
 SECURITY SAVINGS & TRUST CO.
 Corbett Building, Portland, Oregon
 Capital \$500,000 Surplus \$250,000

F. B. JONES & CO.
 COAL and WOOD
 PER TON \$6.00 PER CORD
 LARGE COAL WASHED AND SCREENED
 NO SOOT—NO DIRT
 Home B-1771—Phones—East 7