

**1**

**What Is the Name of**  
The Largest Piano House on the Pacific Coast?

**What Is the Name of**  
The world's foremost piano sold on the Pacific Coast only by this firm?

**Where Is Their Portland House Located?**

This firm sells the celebrated A. B. Chase player-piano.

**WHOSE ADS ARE THESE?**

**\$40.00** For the correct or most nearly correct answer. In case of tie, money will be divided.  
**\$20.00** For the second best answer. In case of tie the money will be divided.  
**\$10.00** For the third best answer. In case of tie money will be divided.  
**\$5.00** For the fourth best answer. In case of tie the money will be divided.

You know all the firms behind these advertisements, or may know them if you study them carefully. This is a case where exact knowledge will pay you for giving them a careful reading.

You will observe that each advertisement is numbered. In making out your list put the name of the advertiser (that is, the name you think the advertisement should carry) opposite each of the numbers, then send your list to The Journal. No list will be considered after 12 o'clock, noon, on Thursday, October 1st.

The complete advertisements will be published Sunday, October 4th. Send all answers to

**Advertising Committee, THE JOURNAL**

**17**

Which Music House  
Has a  
**Piano Club**  
That Saves Its Members  
**\$133?**

**2**

**WE HAT THE WORLD**


**\$2** **\$3**  
**\$4** **\$5**



**TWO STORES IN PORTLAND**

**7**

**The Store That Saves You Money**



**DIGNIFIED CREDIT FOR ALL**

**12**

**"The East Side People's Store"**

We are the Only Spot Cash Department Store in Portland

We Have Stores in  
MINNEAPOLIS, MINN., ST. PAUL, MINN., PORTLAND, OR.

**18**

**Who Advertises**

"Others Pay Rent"  
"We Collect Rent"  
(On half our own building)

"Who Can Sell the Cheapest?"

**3**

**Another Lesson in Economy**

The Great Majestic Range is made of charcoal iron, rust proof, is the best cooking range in the world and is guaranteed for ordinary family use 100 years.

**PROBLEM:**

How much will the Majestic cost you per year if you pay \$55 for one and sell it back to this firm 100 years hence for \$30? We pay \$30 back for any Great Majestic we sell—any time, any place, any condition.

Everything to Furnish the Home—The Store That Does the Business

**8**

THE ONLY **KRY** INVISIBLE  
**KRYPTOK**  
DOUBLE-SIGHT **TOK** LENS



What optical house in Portland has branches in five other cities and makes the ONLY perfectly invisible bifocal or double vision lens? We test eyes and offer a 10 per cent reduction on all sales for one week only. BRING IN THIS AD.

**13**

**"APOLLO"**

at the **"88"**

**NOTE STORE**

**19**

**Closing Out \$16,000 Stock**  
Crockery, Glassware, Artware, Hand Painted China and Cut Glass

From 25 to 50 Per Cent Off Regular Prices

50-piece English pencil-blue Dinner Sets; regular price \$8 per set, now... **\$4.00**  
200 dozen lime blown Table Tumblers; regular price 90c per dozen, now, dozen... **50c**  
50-piece French Limoges white and gold Dinner Sets; reg. price \$25 per set, now... **\$18.00**  
200 dozen semi-porcelain Coffee and Tea Cups; regular price \$1.50 per dozen, now, dozen... **80c**

(This is a large exclusive Crockery & Glass Co.)  
(on upper Morrison St. near the vicinity of Park.)  
WHOLESALE AND RETAIL

**4**

**SOROS'S** The Largest Shoe Store in the City


Given away to every baby born in Portland, a new pair of little shoes. If you don't know our name ask your

**Doctor or Nurse**




**9**

What Popular Store Do We Belong To?



**14**

**SWINTON**



**20**

Which Tailoring Establishment Always Embodies the Following Lines in His Ads:

Satisfaction guaranteed in all cases.  
Garments to order in a day if required.  
Full Dress and Tuxedo Suits a specialty.

**5**

Are You Interested in **Art Needlework?**

Our shop is devoted exclusively to hand-made, hand-embroidered articles.

We show many dainty exclusive designs for lingerie shirt waists, luncheon sets, pillow tops, infants' wardrobes and novelties.

These articles may be had stamped for embroidery or finished complete.

**We Will Open Our New Store on Sixth Street October the 1st.**



**10**

WHICH MANUFACTURING TAILOR MAKES THE UNDISPUTED CLAIM:

**"The biggest dealer in Tailor-Made Clothing on the Pacific Coast"**

LOCATION, ELKS' BUILDING

**15**

**3 Big Specials for Monday**

18-lbs. Sugar - **\$1.00**  
4 1/2-lbs. Of our 35c grade Grand Sp'l Coffee **\$1.00**  
1 Sack Hard Wheat Flour **\$1.10**

THE LARGEST CASH GROCERY AND MARKET IN PORTLAND.

This firm advertises on the market page of The Journal every Friday and always uses larger space than any other grocer or market.

**21**

**"Loveleigh"**  
and  
**"El Tovar"**

**6**

**No Students No Gas No Cocaine**

**TEETH WITHOUT PLATES**  
A SPECIALTY



Originators of Painless and High Class Dentistry at Most Reasonable Prices.

**Cor. Sixth and Washington Sts.**

Every one solving this advertisement correctly will receive a \$4 coupon for dental work absolutely free.

**11**

**WHAT Boys Are Advertising**

Seven mining claims and three leases of gold and silver and copper bearing ore, and in what rich mining region is this located?

**16**

**\$10**

We feature ten dollar suits as "our leader." Others charge twelve-fifty to fifteen dollars for the same suit we sell for ten dollars. We expect and do a large volume of business, resulting from their popularity, which makes up in a degree for the small profit we realize on each individual sale.

**AT EITHER OF OUR TWO STORES.**

Corner 1st and Taylor Sts., or 3d and Burnside  
(The color of the front suggests the name.)

**22**

**Do You Know?**

- the name of the furniture house whose very low prices have enabled it to obtain the furnishing of nearly ALL the leading hotels and rooming houses of Portland?
- that has also furnished ALL the first-class theatres in the city?
- that has grown and expanded far beyond any other house furnishing concern in the city?
- that is noted for giving the most liberal credit of any firm in Portland?

—That is the only Furniture Store which sells Men's and Women's Ready-to-Wear Clothing