

# HOW TO KEEP WARM

TIMELY SUGGESTIONS TO A SHIVERING PEOPLE WHO ARE UNDER THE ICY GRIP OF JACK FROST

## Outlet Clothing Co.

First and Morrison Streets

\$20,000

Worth of Water Damaged

Suits

Overcoats

Cravenettes

Boys' Suits and

Overcoats

Hats

Shoes

Shirts

Underwear

And all kinds of Men's Wear only slightly damaged by water owing to bursting water pipes caused by recent cold snap, will be placed on sale Friday, January 15, regardless of value.

Watch The Journal Tomorrow

Wait! Watch! Wait!

## All the Biggest Buildings

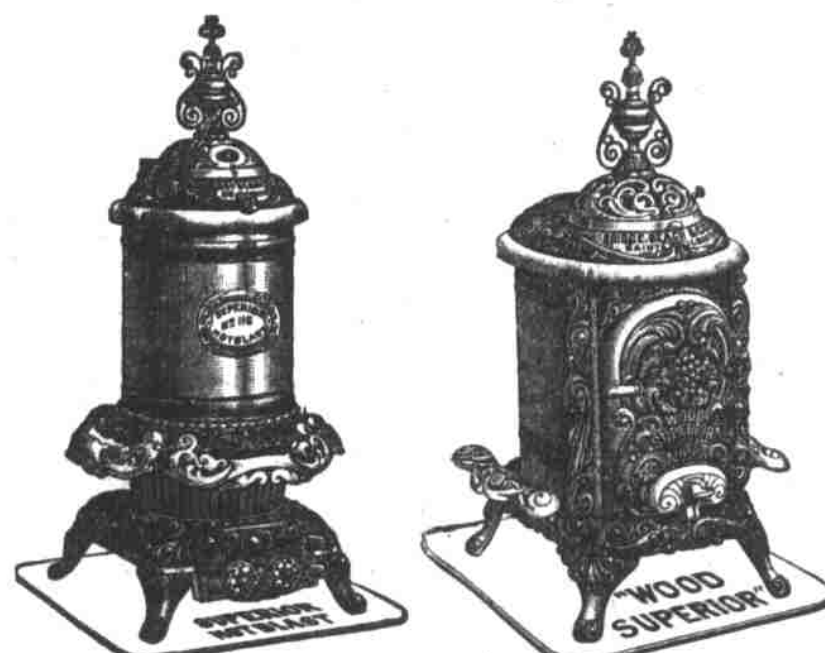
The Corbett Building  
The Board of Trade Building  
The Couch Building  
The Gerlinger Building

And all the biggest and best residences are heated to perfection by "Perfect" Furnaces or "McPherson" Heating Plants. This kind of a day tests a heating plant. We're glad to say our plants are all giving perfect satisfaction.

The W. G. McPherson Co.  
328 Glisan Street

## SUPERIOR STOVE SPECIALTIES

Made of the best material, with highest finish and workmanship.



<b>SUPERIOR HOT BLAST</b>		<b>WOOD SUPERIOR</b>	
No. 112—12-in. firepot	\$14.00	No. 18—Takes 18-in. wood	\$13.00
No. 114—14-in. firepot	\$16.00	No. 20—Takes 20-in. wood	\$14.00
No. 116—16-in. firepot	\$18.50	No. 22—Takes 22-in. wood	\$15.50
No. 118—18-in. firepot	\$22.00	No. 24—Takes 24-in. wood	\$17.00

HONEYMAN HARDWARE CO.  
Fourth and Alder Streets, Portland, Oregon

## THE ICY BLASTS

Of the Northern Zone

MAY BLOW AND BLOW AND BLOW

But they have no terror for those who have the

## FOX FURNACE

The Fox Furnace distributes the heat evenly to the most remote corners of the house. Get foxy and get a

## FOX

We carry a full line of Blow Torches, Pipe Stocks and Dies, Wrenches, Pipe Vises and Fittings and materials for repairing broken water systems. All at reasonable prices.

J. J. KADDERLY  
HARDWARE  
130 FIRST STREET

## Heat and Energy

THERE IS HEAT IN MEAT, GOOD MEAT BUILDS TISSUE AND MAKES RICH BLOOD, WHICH WILL KEEP YOU WARM.

## NO MEAT FAMINE AT SMITH'S

We have an abundance of Meat—We will not run short.

5000 pounds of Sweet Pickled Lean Pork	12 1/2¢
Any quantity of Smith's Sugar-Cured Breakfast Bacon	16¢ and 17 1/2¢
Picnic Hams	10¢
Cottage Hams	12 1/2¢
Smith's Sugar-Cured Hams or Half a Ham	15¢
Smith's Absolutely Pure Lard, 5-pound pails	65¢
Beef from	5¢ to 15¢—No Higher
Lamb from	10¢ to 15¢—No Higher
Pork from	8¢ to 15¢—No Higher

## FRANK L. SMITH MEAT CO.

"FIGHTING THE BEEF TRUST"

226 ALDER STREET, BET. FIRST AND SECOND STREETS  
512 WILLIAMS AVENUE  
791 MISSISSIPPI AVENUE  
TWELFTH ST., BET. BOND AND COMMERCIAL, ASTORIA  
253 TAYLOR STREET (UNIONTOWN), ASTORIA

81 03 05 GRAND AV. CORNER E. STARK

**MORGAN & ARCHLEY FURNITURE**

GARDEN ACORN  
SPECIAL \$10

**25% Reduction Today and Tomorrow On All HEATING STOVES COOKING STOVES STEEL RANGES**

## The Modern Way



## "INVESTIGATE"

Our Electric Heaters and Foot Warmers

DISPLAY ROOMS, 147 SEVENTH ST.

Portland Railway, Light and Power Co.

## Cold Feet

Are Entirely Unnecessary. Why Spoil the Pleasure of a Sleigh Ride by Freezing?

## Clark's Carriage and Sleigh Heaters

Insure a Warm, Comfortable, Pleasurable Ride

These Heaters will maintain a steady, strong heat for upwards of fifteen hours. They are strongly and durably made, take up little room and are very inexpensive to operate. No smoke, no smut. For your own pleasure and comfort, do not fail to equip your sleigh or carriage with a Clark's Heater.

Drop in and Examine Them

## Mitchell, Lewis & Staver Co.

E. Second and E. Morrison Two Stores First and Taylor Streets



SPEND ONLY **\$1.00**



and have our "PRIZE" HEATER Put Up Free

All the Pipe and Elbows you need, and we send a man with the stove to install it perfectly. Put up same day ordered. This is the best Airtight Wood Heater on the market. Sheet steel body with heavy gray iron lining, cast-iron top and bottom, handsome nickel trimming. Will last 8 or 9 years. Prices from \$2.85 up.

Pay \$1.00 Down, \$1.00 a Week

## GEVURTZ

Corner First and Yamhill—Corner Second and Yamhill.