

# LARGEST "AD" ON RECORD PRINTED IN THE JOURNAL

Thirty-three Full Pages Exploit Meier & Frank Store's "Harvest Festival" Days and Manufacturers' Sales.

The largest newspaper advertisement ever printed anywhere appears in the Journal today. It is made up of 33 full newspaper pages of matter and exploits two weeks of "Harvest Festival" days and manufacturers' sales at the Meier & Frank store. It is the greatest advertisement ever offered by anyone, and the greatest ever undertaken by any newspaper.

Twenty-five thousand pounds of white paper are used on which to print the advertisement alone. Placed end to end the pages would reach more than 600 miles. In preparing the advertisement for the Journal more than 4000 "column inches" of type were set by printers and linotypers who worked for three weeks upon it.

In compiling and writing the advertisement more than three months in time was consumed by the advertising department of the Meier & Frank store. More than a thousand pages of typewritten "copy" was turned over to the Journal printers to make up the huge display. Up to today the largest advertisement ever printed in any newspaper in the world was made up of 32 pages. The Meier & Frank ad in the Journal is nearly three times as large.

**Why Journal Selected.**

In the matter of type used and time employed it is an undertaking probably more than three times as great.

"We placed the advertisement in the Journal because it goes into the home, where women and men alike will read it," said Julius Meier. "We believe it has an excellent home circulation. And we placed our advertisement in the Journal, too, because the Journal's advertising rate per inch per 1000 circulation is lower than that of any newspaper in the northwest."

The advertisement speaks itself for the scope of the Meier & Frank harvest days and manufacturers' sale of two weeks. Unquestionably it will be one of the greatest of its kind ever held in the United States. Thirty-three pages of advertising are employed in properly putting it before the public.

"In scope and size the sales will be the greatest ever held anywhere in the world," said Mr. Meier. "We have taken into our confidence all the big manufacturers of the world, and they have furnished us with such a collection of merchandise as has never before been paralleled.

**Great Bargain Opportunity.**

"Everything we offer for sale is fresh. I do not hesitate to say it is the greatest bargain opportunity ever offered in the United States."

"We have been preparing for the sale for months. From over all the world we have gathered goods of the best quality purchasable and in great quantities. Manufacturers, amazed at the extent of our undertaking, have taken personal pride in aiding us." Such value giving has never been attempted.

The Meier & Frank store will be specially decorated in autumn dress for the two weeks of bargains. Mr. Meier believes the demand will be so great that the sale probably will have to be stretched out to four weeks. Sou-

## SPEAKERS DENOUNCE MACHINE POLITICS

(Continued From Page One.)

bosses are now trying to defeat it because it does not work to perpetuate their rule.

"I was in the legislature for eight years," he said, "and when I was elected the last time I did not subscribe for Statement No. 1. But in a test vote at the last election 70,000 votes were given for a law instructing members of the legislature to vote for the people's choice for United States senator, and 20,000 votes against it."

**Republicans Favor Primary.**

"If you subtract all the Democratic votes in the state, you will find that a large majority of the Republicans voted for it. I have always thought it my duty to carry out the wishes of my constituents when I knew their wishes, and I was the only member of the state senate at the last session who voted for the people's choice who did not have to do it."

After a song by John Clair Monteth, the chairman presented Dan J. Malarky, candidate for state senator, saying he had served in three sessions of the legislature with Malarky and found him always ready to oppose jobs, to fight any sign of graft, and to champion the rights of the people. Malarky quickly found he was in the house of his friends as he came forward to speak.

In part he said: "The greatest and strongest anti-assembly Republican in the country today is not a resident of Portland or of the state of Oregon. He is a resident of the state of New York, the foremost citizen of the American people. He is the statesman who has aroused the conscience of the American people, who champions a square deal and is the most indefatigable opponent of special privileges today. His name is Theodore Roosevelt."

**New York's Situation.**

"In his tour of the west in the last two weeks Roosevelt has made the most forceful anti-assembly speeches, and I am tempted to read what he has said, rather than make a speech of my own. He is fighting the forces that the advocates of the direct primary law in Oregon today. The 'highbrows' of big business and of Wall street are uttering ominous warnings and denouncing what he says."

"We find the Republican bosses of New York, Woodruff, Barnes and Ward, are threatening to read Roosevelt out of the Republican party for the same reason because he advocates the direct primary, just as Seneca Beach, Charles Lockwood and Max G. Cohen propose to read advocates of the direct primary out of the party here in Oregon."

"The adoption of the direct primary unopposed by an assembly and the adoption of a principle like Statement No. 1 are steps in the advancement of the political affairs of this country. It is as great as the step 20 years ago; in the face of opposition from the same bosses, when the people got the Australian ballot."

**The American Citizen First.**

"The same opposition was encountered 10 years ago when the people got the registration law. It would be as great a step backward to lose the direct primary and Statement No. 1 as to give up the secret ballot and the registration law and go back to the days when men

## ROOSEVELT-TAFT PROMISES TOBE FEATURE MONDAY

(Continued From Page One.)

or shore speaking on the program will carry the banner of Roosevelt and Pinchot.

On Thursday, they point out, Herbert Knox Smith will undoubtedly attack the water power trust, and he will be followed by Governor Hadley.

It is only during the general discussions in which all delegates must take part that the state's right doctrine will have a chance to be heard.

"There is good reason to believe that this congress will be the first direct open clash between these two policies," **To Guard Men.**

Elaborate preparations have been made to safeguard President Taft and Colonel Roosevelt during their visit. J. W. Murphy of Boston and Frank W. Sommer today reached the Twin Cities and conferred with Governor Eberhart, Colonel Paul Doty and others, relative to the plans for safeguarding the distinguished visitors. Fifteen detectives from some of the largest cities in the country today reported to Chief of Police O'Connor of St. Paul, and were assigned their posts for Monday and Tuesday. W. Kavanaugh, president of the Great Lakes to the Gulf Deep Waterway association, arrived this afternoon.

"The people of South America," said Mr. Kavanaugh, "are in deep sympathy with the Mississippi river improvement project, and declare that a big ship channel down the river is essential for the greatest success of the Panama canal."

**BOARD OF ENGINEERS VISITS PORTLAND**

Lieutenant Colonel William Langfitt of the army board of engineers, which is making an inspection tour of reclamation projects in the United States, arrived in Portland yesterday morning from Seattle. He announced that the rest of his party would reach here tomorrow or the next day.

Director F. H. Newell of the reclamation service may not be in Portland, but if he does not he will meet the engineers at Hermiston Wednesday.

While here the board and the inspecting party will be entertained at the Commercial club, which tender them a luncheon. The luncheon will be at 12:30 Tuesday. Acting Governor Bowerman, Senators Chamberlain and Bourne, Mayor Simon and other representative citizens of Portland and Oregon will attend the luncheon.

**More Delegates Appointed.**

(Salem Bureau of The Journal.)

Salem, Or., Sept. 3.—Acting Governor Bowerman has named the following additional delegates to the Farmers' National congress to be held at Lincoln, Nebraska, commencing October 6:

C. T. Loney, Ironsday, H. J. Ward, Vale; Arthur S. King, Ontario; Sid Knight, Shelville; J. H. Seward, Murphy; J. M. Butler, Ontario; D. F. Murphy, Beulah; William Jones, Juntura; Arthur A. Derrick, Brogan; A. E. Wade, Owyhee; John H. Vance, McDermitt.

## DR. JOSEPH WOOD WILL SELECT SITE FOR POSTOFFICE

Named by President Taft as Special Agent for Treasury Department.

According to a dispatch from Washington, D. C., Dr. Joseph Wood Hill, principal of the Hill Military Academy and engaged in general brokerage business with offices in the Lumbermans building, has been appointed special agent for the treasury department to select a site for Portland's new postoffice. The appointment was made by President Taft.

Dr. Hill has not yet received advice of his appointment to the important position, but has no reason to doubt the correctness of the dispatch and hence expects that the commission will arrive by mail in a few days.

"Of course, I do not like to go into publicity, since I have no official information touching upon the reported appointment," said Dr. Hill last night, but I consider the appointment quite an honor, since it is customary for the government in such cases to send a special agent from Washington or some other city than the one where the selection is to be made."

Dr. Hill is a warm personal friend of President Taft, they two having been college chums at Yale after years of friendship in their boyhood days. And during the past year Dr. Hill visited the chief executive twice, the most recent visit having been in February of this year, when they were photographed together in the executive chamber. Although Dr. Hill never made capital of the distinguished honor, the photograph may be seen on the wall in the office of the Lumbermans building.

Dr. Hill refused to discuss any question that would indicate his preference in location. The postoffice department is known to favor a site near the union depot, and several blocks of ground were offered for that purpose when bids for ground were opened some time ago at Washington.

However, a number of sites nearer the heart of the city have also been submitted as available and it is believed that competition will be keen when it comes for a final decision, all of which will be left to the judgment of Dr. Hill.

The reason for favoring a site in proximity to the depot is found in the fact that it would save time in handling mails between the postoffice and trains.

## WIFE MERCHANT SUE

(Special Dispatch to The Journal.)

Pendleton, Or., Sept. 3.—Through an attachment suit filed in the circuit court by Carter & Smith in behalf of R. L. Sabin, A. B. Stephens Jr., the Umattilla merchant is sued for a total of \$1777.16. The sum is made up of the following accounts which were pooled with the plaintiff: Wadhams & Kerr Bros., \$640.68; Blumauer-Frank Drug company, \$178.42; Wadhams and company, \$757.30; United Meat company, \$293.76.

## SERVES WARRANT 10 MONTHS OLD

Woman Arrested Had Failed to Produce Daughter in Court; Officer Happy.

Chief Probation Officer Teuscher of the juvenile court, after carrying a bench warrant in his pocket nearly 10 months, was able to serve it yesterday. His heart gave a joyful leap as he was walking along First street and saw before him Mrs. Sarah A. Bidwell and her 13-year-old daughter Hazel.

"Come with me," was his cordial invitation; "I have a warrant for you."

And he drew the well-creased document from his pocket. It bore date of November 11, 1909, and was signed by E. C. Bronaugh, then judge of the juvenile court. He issued it to compel her to show cause why she should not be punished for contempt of court for failing to produce the girl in court when ordered.

Several years ago little Hazel was committed to the Goya and Girls' Aid society from Astoria. Last year Mrs. Bidwell was permitted to take charge of the girl, but complaints came that Hazel was allowed to roam the streets and appear in court next Friday to answer to the contempt charge, and the girl was sent back to the care of Superintendent Gardner of the Boys' and Girls' Aid society.

Since then Mr. Teuscher has kept the affair in mind and the warrant in his clothes. Yesterday came his chance as the girl for the Jefferson-street depot, and Mrs. Bidwell was held under \$500 bail to appear in court next Friday to answer to the contempt charge, and the girl was sent back to the care of Superintendent Gardner of the Boys' and Girls' Aid society.

## WISE SCIENTISTS TO UNLOCK FACTS

At Meeting of State Medical Association Will Disclose Latest About Diseases.

Many important subjects both to laymen and physicians will be discussed during the thirty-sixth annual meeting of the Oregon State Medical Association Wednesday, Thursday and Friday of this week in the assembly hall of the Commercial club. Prominent scientists will attempt to define the causes of the strange epidemic of infantile paralysis that has been puzzling Oregon physicians.

A public meeting also will be held Friday night in the First Presbyterian church, where ways and means of conserving and protecting public health will be the subject of addresses by prominent men. One of the most interesting of these addresses will be delivered by Dr. Calvin S. White, state health officer, upon the relations of the water supply to public health.

Among the prominent medical men present at the sessions will be Dr. Reuben Peterson of Ann Arbor, Mich., who is known as the greatest authority on diseases peculiar to swine.

Dr. R. E. Dunlap will make the first address Wednesday on pellagra, the mysterious disease caused by corn eating.

Dr. Joseph Bilderback of Portland, who returned not long ago from a two years' study of children's diseases abroad, will deliver an address Thursday afternoon on "Alimentary Intoxication in Children."

Thomas Coleman, professor in the University of Georgia and a well-known authority on malaria and the hook-worm disease will speak Friday morning.

The annual banquet will be held Thursday night at the Commercial club.

## STAUNCH FRIENDS OF PE-RU-NA.



Grandmothers and Grandfathers Who Believe in Pe-ru-na

"I CAN recommend Peruna as a good medicine for chronic catarrh of the stomach and bowels. I have been troubled with it severely for over a year, and also a cough."

"Now my cough is all gone, and all the distressing symptoms of catarrh of the stomach and bowels have disappeared."

"I will recommend it to all as a rare remedy."—Mrs. F. E. Little, Tolono, Ill.

"HAD catarrh of the stomach, bowels and lower internal organs. Had a great deal of pain in my right hip, which felt like rheumatism. Also, pain in my internal organs. The water was highly colored, my back was weak, constipated, and very restless."

"I commenced to take Peruna according to directions, and began to improve. I have taken ten bottles of Peruna and think I am cured."—Mr. W. C. Hemphill, Louisville, Miss.

"MR. H. G. GREEN and family, of Lewis Creek, Ind., write: 'We cannot express to you our thanks for what Peruna has done for mother.'

"When she began your medicine she was not able to be up all day, but now she is helping with the work and at present has gone on a visit. Her health is improved in general. No discharges. Good appetite, sleeps well and looks well."

"I WAS troubled much with catarrh for several years. I was advised to take Peruna, and used two bottles of it, which did me much good. Last winter I took cold and got catarrh of the head. I took Peruna and was helped, everybody who is troubled with catarrh should take Peruna."—Mr. August Haase, St. Anthony, DeWitt Co., Indiana.

## SENATE RICH MAN'S CLUB.

"But a great objection to the old system," he continued, "is that the senate of the United States has become a rich man's club and members pay their initiation fee by buying legislatures. About a year ago the legislature of Illinois assembled to elect a senator and a millionaire named Lorimer joined the club by paying the usual initiation fee."

"In 1907 another gentleman wanted to join the club. He lived in Colorado and his name was Guggenheim. He bought it in the usual way. He was interested in the coal industry in Oregon, when the late H. W. Corbett was a candidate. He said the boys were glad to see Corbett get in, because he was reputed to have a big sack."

**Simon Controlled Convention.**

The convention in Portland was controlled by Joseph Simon and no man could go to the legislature unless he would take the pledge to secure Corbett's election. So candidates were signed up before they were allowed to run. That was not statement No. 1, but statement 2.

Malarky then told the story of Dresser, a member of the legislature from Oregon City, who came to Portland and pledged himself to Simon and Graham Glass to vote for Corbett. But Dresser was coaxed over by the Mitchell boys in the last days of the session, and Glass defended his position in a statement, saying he had done all he could by pledging Dresser in advance.

"Then the speaker told of Hemenway and M'Queen, two Lane county members of the legislature of 1901, who demanded proof of ability to pay before they would deliver their votes to Corbett. Fifteen \$100 bills were put in motion from back somewhere near the Corbett pocketbook and passed to a man named Poorman, who passed them on to a Janitor in the statehouse named Gates."

**Skipped With Bills.**

The bills were to be shown to the two legislators and then returned. But Gates kept the bills and skipped for California. He was arrested at Albany, but was released on his own recognizance from Salem from the men higher up than he was not wanted. He told of another legislator from Crook county who would not stay bought more than one day at a time at the holdup session of 1907.

Malarky declared the people as competent to choose their senators as to choose governors and congressmen and pointed out that pluralities elect men to those offices as well as to the senatorship. He declared that men who oppose Statement One and say they are in favor of popular election of senators are either ignorant or insane.

"However bad Bourne and Chamberlain may be, said the speaker, they are the choice of the people. But Bourne was not regarded as he is now by the assembly men when he was elected, and the Oregonian editorially commended his election as a triumph of popular government. Chamberlain was elected because the people had confidence in his honesty, but he would not even then have been chosen had not assembly Republicans who favored Full voted at the election for Chamberlain, hoping thereby to discredit Statement No. 1. Malarky emphatically denied that he was brought into the race in the interest of Bourne, and said he would vote for whoever the people chose. He pointed out that Republican officials are not uncommon in Democratic states, and Democratic officials in Republican states.

Malarky exhibited the state of the legislative ticket made up for the assembly before it was held, and said the question of the campaign is, "Can the

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Let us clothe your boy this season. We carry by far the largest and most complete stock of popular priced boys' clothes in this city. A visit will surely convince you that nowhere will you get values to equal ours.

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We are the only Specialty Raincoat House in the city of Portland. Selling our garments direct from manufacturer to wearer enables you to buy at FIRST COST.

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