

LARGES REFORMS IN ADVERTISING

Ad Club Plans Campaign to Put Stop to Deceiving People.

Misrepresentation in advertising will be fought in a vigorous campaign planned for 1912 by the Ad club. "I have answers to a score of letters written prominent Portland business men. I have interviewed the heads of the large department stores. All have promised to back the fight," said President A. G. Clark of the Ad club today. "Many of us differ on the real definition of the term, 'misrepresentation,' and how far one may go without reaching the limit of over-statement. Advertising, to be valuable, must inspire confidence. If the future of advertising is to be of any value, we must conserve its power and influence now. All kinds of goods can be made by rule—to sell, then, requires salesmanship. In most cases the advertised price is cut more than half. How many believe in misstatement of values? Not one. The store that expects belief for such statements reflects on intelligence. Advertising of this kind borders very closely on the variety that ought to be corrected.

Government Is Busy.

"Supposing some of our real estate friends should offer \$1000 lots at \$500. How much confidence would it inspire? The merchant who lends his name to methods that are misleading, contributes his share to the lack of confidence in the integrity of business. "The federal government is taking a hand and is bringing about great reforms in the manufacture and sale of articles intended for human food. Why not extend this reform to the articles intended for human wear and use? New York state has undertaken to protect its citizens and 'all wool and a yard wide' means just that and nothing less. "I believe that the owners of the business structures that have been and are now using these overdone statements of value want to quit it. Away down in their hearts, they know it is not right. I hear several of them say so.

Deceiving Public.

"There is so much that is good, why encourage its opposite? Every successful enterprise depends on its friends. The newspapers and the stores in this city are the products of the friends of each. Both owe a duty to their friends and to themselves, and my earnest hope and belief is that both will come to realize it at no distant date. "There is also another example of advertising so called, that in my opinion should be corrected. I refer to the unsightly cloth signs we see plastered across the fronts of a hundred stores reading something like this: 'Bankrupt stock, 25c on \$1. Forced to move by high rent. Sheriff's sale. \$50,000 stock at less than cost.' And this in a store that couldn't hold \$5000 worth of goods. Upon investigation it will be found that many of these big affairs are only big 'fakes.' "Besides attempting to deceive the public, this class of advertising is hurtful to the interests of our city. They produce a bad effect on visitors, and the Portland Ad club can do much to remedy this condition. I hope it will."

OREGON IRRIGATION CONGRESS FEB. 19-21

A great deal of interest is taken in the coming Oregon Irrigation congress to be held in the assembly room of the Commercial club this city February 19, 20 and 21. This will be the first congress of its kind to be held in the state and it will be under the auspices of the Oregon Development League. It is planned to form an Oregon Irrigation association and thus make the congress a permanent annual affair. The call for the meeting in February was issued yesterday by Secretary C. C. Chapman of the Development League, and he invites all persons interested to bring to the attention of the meeting any question that might be discussed. State officials, government engineers, executive officers from cities and towns in the state and representatives of development and commercial organizations, will be invited to attend the congress.

TAXPAYERS TO HOLD MEETING THURSDAY

Taxpayers and others interested in the welfare of the county are invited to meet Thursday afternoon at 2 o'clock on the second floor of the courthouse. The session will be the first of a series planned for a conference of county officers and taxpayers. The meeting has four objects, namely, to show the taxpayers the condition of county affairs; to get taxpayers' suggestions on county expenditures; to urge county officers to keep down expenses, and to suggest means of reducing the present high levy. County Judge Gleason will preside at the meeting.

COLDS CAUSE HEADACHE. LAXATIVE BROMO Quinine, the world wide Cold and Grip remedy, removes cause. See signature E. W. GROVE, 25c

Effect of Great Kidney Remedy Is Soon Realized

I feel it my duty to let you know what Swamp-Root did for me. I was bothered with my back for over twenty years and at times I could hardly get out of bed. I read your advertisement and decided to try Swamp-Root. Used five bottles, and it has been five years since I used it, and I have never been bothered a day since I took the last bottle of it. I am thoroughly convinced that Dr. Kilmer's Swamp-Root cured me and would recommend it to others suffering as I did. My husband was troubled with kidney and bladder trouble and he took your Swamp-Root and it cured him. This was about five years ago. You may publish this letter if you choose.

Mrs. MATTIE CAMPBELL, R. F. D. No. 2, Gobleville, Mich. Subscribed and sworn to before me this 13th day of July, 1909. ARVIN V. MYERS, Notary Public, for Van Duren Co., Mich.

Letter to Dr. Kilmer & Co., Binghamton, N. Y. "I have what Swamp-Root will do for you. Send to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. It will convince anyone. You will also receive a booklet of valuable information, telling all about the kidneys and bladder. When writing, be sure and mention the Portland Daily Journal. Regular fifty-cent and one-dollar size bottles for sale at all drug stores."

LABOR INDORSES WOMAN SUFFRAGE

State Federation Adopts Resolutions in Meeting at The Dalles.

At a meeting of the State Federation of Labor, held at The Dalles Monday, resolutions favoring women's suffrage were unanimously passed. The resolutions, which were presented by Attorney W. M. Davis of Portland, were as follows: "That, whereas, the question of equal suffrage will be placed upon the ballot at the next election, in November of this year, in the following form: 'In all elections not otherwise provided for by this constitution, every citizen of the United States, of the age of 21 years and upwards, who shall have resided in the state during the six months immediately preceding such election, and every person of foreign birth of the age of 21 years and upwards, who shall have resided in this state during the six months immediately preceding such election, shall be entitled to vote at all elections authorized by law'; and, whereas, it appears from the initiative petition which has already been filed in the words above set forth, that it does not restrict the ballot in any manner, but gives women equal rights of voting with men; and, whereas, women are naturally less selfish and more sympathetic than men; and, whereas, there does not appear to be any reason why women should not have equal rights with men in voting; Be it therefore, Resolved: That the State Federation of Labor of Oregon, hereby assembled, recommend and indorse the initiative petition which has been heretofore filed with the secretary of state, giving

women the right of suffrage in the state of Oregon; and be it further Resolved: That this body recommend to every subordinate body in the state of Oregon that equal suffrage be indorsed in the state of Oregon, and that every voter in the state of Oregon members of this body, or any subordinate body, use their utmost efforts and vote for said initiative ballot at the next election to be held in November."

Seneca Fouts' Policies.

(Salem Bureau of The Journal.) Salem, Or., Jan. 17.—Seneca Fouts is the fifth candidate for the office of district attorney for Multnomah county to file his petition with the secretary of state. Fouts' slogan will be "Progressive Republican for La Follette-Roosevelt policies. With the people and down with monopolies."

"LEADING MAN" BUYS SUMMER HOME HERE

For once Ernest Lambert, the funny English leading man with Anna Held, believes he'll have no chance to raise both hands and exclaim "My error! My error!" For he has bought a building site in Portland and expects to make it his summer home in the future. He's already talking over plans for a bungalow that he hopes to occupy next summer.

The property purchased by Mr. Lambert is in Palmyra, on the north slope of Mount Fabor and was sold him through G. H. Peabody for the Fred A. Jacobs company for \$3000. Mr. Peabody and Mr. Lambert are old friends, and knew each other well in Paris and New York. "There is no sense in my spending my summers amid the heat and dust of Long Island when I can come to Portland," said Mr. Lambert today. "I believe Portland is the ideal place to live and I'm going about to get a house on my property without any delay. Theatrical people in the east are talking a lot about Portland as the finest place to live in the United States and it looks as though there could be a big colony of us here in a few years."

women the right of suffrage in the state of Oregon; and be it further Resolved: That this body recommend to every subordinate body in the state of Oregon that equal suffrage be indorsed in the state of Oregon, and that every voter in the state of Oregon members of this body, or any subordinate body, use their utmost efforts and vote for said initiative ballot at the next election to be held in November."

ROYAL BAKING POWDER

Absolutely Pure

The only Baking Powder made from Royal Grape Cream of Tartar

NO ALUM, NO LIME PHOSPHATE

Player Pianos Cheaper

When purchased at PLAYER-PIANO HEADQUARTERS. ALL THE LATE MUSIC, TOO.

YOUR DUTY

To investigate our selling plan, our liberal terms and see for yourself that our prices are away down. Nothing but HIGH GRADE instruments handled—but we sell them at close prices. Old instruments taken in at their actual worth.

REED-FRENCH

Think Pianos—Think Reed-French

THE MONEY-SAVING PIANO STORE

FOUR BLOCKS NORTH OF WASHINGTON AT SIXTH AND BURNSIDE

START the New Year Right! Throw Away Your Beer Opener

—and use the convenient NEW CAP that requires no opener, to be had only on

Edel Kräu

—the quality BEER

Quarts \$1.75 dozen. Pints \$1.00 case of 3 dozen. Delivered everywhere. Bottles exchanged. Phone your dealer or grocer or

PORTLAND BREWING COMPANY MAIN 708 A-5325

OREGON HOTELS

Hot and Cold Water Long Distance Phone IN EVERY ROOM

Hotel Lenox

COR. THIRD AND MAIN STS.

E. D. & V. E. JORGENSEN, Props. & Mgrs. RATES \$1.00 & UP

"Buy It At Moyer's"

If you buy at Moyer's before the end of our great sale you will save money. All the year round we sell better clothing for less money than others; during our sale we sell it at a reduction that gives it to you as cheaply as ordinary dealers can obtain it from the makers. Practice economy—"Buy it at Moyer's."

\$10.00 Men's New Suits	\$2.50 Boys' Knicker Suits	50c Men's Underwear	
\$7.85	\$1.95	39c	
\$15.00 Men's New Suits	\$3.45 Boys' Knicker Suits	75c Men's Underwear	
\$11.50	\$2.95	59c	
\$20.00 Men's New Suits	\$5.00 Boys' Knicker Suits	\$1.00 Men's Underwear	
\$14.50	\$3.35	79c	
\$25.00 Men's New Suits	\$6.00 Boys' Knicker Suits	\$1.50 Men's Underwear	
\$18.50	\$4.35	98c	
\$3.00 Men's Trousers	25c Men's Ties	\$1.00 Men's Shirts	
\$2.25	19c	69c	
\$4.00 Men's Trousers	50c Men's Ties	\$1.50 Men's Shirts	
\$3.00	35c	95c	
\$5.00 Men's Trousers	Three 50c Ties	\$2.00 Men's Shirts	
\$3.75	\$1.00	\$1.25	
50c Boys' Shirts	\$1.00 Boys' Sweaters	50c Boys' Knicker Pants	50c Boys' Waists
39c	83c	39c	39c
75c Boys' Shirts	\$1.50 Boys' Sweaters	75c Boys' Knicker Pants	75c Boys' Waists
59c	\$1.15	50c	59c
\$1.00 Boys' Shirts	\$2.00 Boys' Sweaters	\$1 Boys' Knicker Pants	\$1.00 Boys' Waists
73c	\$1.35	75c	75c

MOYER

First and Morrison Second and Morrison
First and Yamhill FIVE STORES 87-89 Third Street
Third and Oak

OREGON HOTELS

PORTLAND HOTEL

The largest and most magnificent hotel in Portland; unsurpassed in elegance of accommodations or excellence of cuisine. European plan, \$1.50 per day and upward.

G. J. KAUFMAN, Manager.

THE IMPERIAL

Oregon's Greatest Hotel

550 ROOMS. 104 SUITES

With Private Baths

NEW FIREPROOF BUILDING

MODERATE RATES

PHIL METSCHAN & SONS, Props.

Hotel Oregon

Portland, Oregon.

Wright & Dickinson Hotel Co., Props.

Hotel Seattle

Seattle, Wash.

Wright & Dickinson Hotel Co., Props.

Both hotels centrally located, modern in every respect and conducted on the European plan.

HOTEL CORNELIUS

House of Welcome

PORTLAND, OREGON

The Brown Bus Meets All Trains.

A high class modern hotel in the heart of the theatre and shopping district

ONE BLOCK FROM ANY CAR LINE

Rooms Without \$1.00 Per Day and Up.

Rooms with Bath \$2.00 Per Day and Up.

E. P. MORRIS, Prop. A. KRAUSE, Manager.

NEW PERKINS

Fifth and Washington Streets.

A Hotel in the Very Heart of Portland's Business Activity.

MODERN IN EVERY RESPECT

Electric Auto-Bus.

Cars to and from Union Depot every few minutes.

L. Q. Swetland, Mgr. C. H. Shafer, Asst. Mgr.

The Hotel Bowers

Eleventh and Stark Sts.—Under New Management

offers all the conveniences of a high class hotel, with all the comforts of a home. European plan, \$1.00 per day up. American plan, too. Famous for its grill, a la carte and table d'hote service at reasonable prices. Special rates to permanent guests.

F. P. WILLIAMS, MANAGER

Change of Time and Trains

on the

SOUTHERN PACIFIC

Which Took Effect Sunday, January 14th

SUNSET OGDEN & SHASTA ROUTES

SHASTA LIMITED

Now leaves Portland at 5:50 P. M. The schedule of this train between Portland and San Francisco has been shortened 40 minutes. Shasta Limited will hereafter make direct connection with the "OWL" at Port Coast for Los Angeles, reaching the latter city 13 hours sooner than at present. S. P. Agents at Portland will sell you through tickets and sleeping car accommodations to Los Angeles. No. 20, Ashland Passenger, arrives Union Depot 9:50 instead of 10:00 P. M.

INTERURBAN MOTOR CAR

BETWEEN PORTLAND AND NEWBERG.

Double daily motor-car service has been established between Portland (Jefferson street Station) and Newberg as follows: Leave Portland 9:45 A. M. Arrive Newberg 11:15 A. M. Leave Portland 6:50 P. M. Arrive Newberg 7:20 P. M. Giving four through trains daily between Portland and Newberg.

WEST SIDE AND YAMHILL DIVISION

No. 2, West Side train leaves Corvallis at 1:35 P. M., arrives Portland 8:20 P. M. No. 75, Yamhill Division, now leaves Union Depot at 4:10 P. M.; East Morrison street, 4:20 P. M., via Cut-off, instead of from Jefferson street Depot, arriving in Dallas at 7:30 P. M. No. 74, Yamhill Division, arrives via Cut-off at East Morrison street, 10:20 A. M.; Union Depot, 10:30 A. M., instead of via Jefferson street. No. 76, Yamhill Division, leaves Dallas at 2:15 P. M., arriving Jefferson street at 5:45 P. M.

CHANGES OSWEGO TRAINS

NEW TRAIN.

Leaves Jefferson St. 4:30 P. M. Arrives Oswego 4:55 P. M. Leaves Oswego 5:00 P. M. Arrives Portland 5:35 P. M. No. 101 leaves Jefferson street at 12:50 P. M. instead of 12:30 P. M. No. 108 leaves Oswego at 4:00 P. M. instead of 4:45 P. M. No. 114 leaves Oswego at 7:25 P. M. instead of 7:10 P. M.

THROUGH SERVICE TO TILLAMOOK

A new train daily except Sunday, Portland to Tillamook, without change, via the Southern Pacific and P. R. & N. now runs as follows: Leave Portland, via 4th st. 8:45 A. M. Leave Hillsboro 10:00 A. M. Arrive Beach Points 3:07 P. M. Arrive Bay City (Sta. for Bayocoon) 4:05 P. M. Arrive Tillamook 4:35 P. M. Returning will leave Tillamook at 1:00 A. M., Bay City (Bayocoon), 7:22 A. M., arriving in Portland 7:45 P. M.

Changes, Lebanon and Springfield Branches

No. 29 leaves Albany at 7:45 A. M., instead of 7:30 A. M., as at present. No. 45, Woodburn-Springfield train, arrives Lebanon at 8:15 P. M., Springfield at 10:25 P. M.

MORE DETAILED INFORMATION FROM FOLDERS JOHN M. SCOTT, General Passenger Agent