

The Last Word in Pax Revolving Rubber Heels

After 1 month's wear After 3 months' wear

All Rubber Heels seem more or less alike when new. "PAX HEELS" remain like rubber heels the longest, give greatest comfort all the time, save your shoes, your money, your health.

A Trial Will Soon Prove

"Pax Heels" are sold at prices to suit all. They come in black, brown or gray rubber, all sizes. Your heels will not turn over, prevent all slipping and shocks and give three times the wear other heels do. They revolve automatically each step you take.

50c a pair at store, or postage free. Send sketch of heel with mail orders.

"What have you found most advantageous in the use of Rubber Heels?"

WE GIVE S. & H. GREEN TRADING STAMPS

Sold Only by

Armishaw Bros. & Carr

387 Stark Street.

"The largest and neatest shoe repairers and custom shoe makers on coast."

"Where the Air Is Tonic, and the Wind Is Wine."

An ideal place these hot days

Ye Cat'n Fiddle

Specializing

A la Pullman 35c Noon Luncheon
Exclusive Fountain Beverages
French Ice Cream, Fancy Sherbets
Dusky Dreams, the Candy Supreme,
Victoria Chocolates
Fresh Daily Hard Sweets and
Caramels

Afternoon Tea Theatre Suppers

What has brought the Cat'n Fiddle so much in prominence?

On Broadway---145---Theatre Row

Pianos and Player Pianos

We have the best line in the city. Look over the list and see. Besides, our prices are lower, on account of our low rent, and we sell on most reasonable terms. See us if you want to save money on a piano.

KNABE, the world's best; FISCHER, famous for quality; VOSE & SONS, sixty years of uninterrupted success; SHONINGER, a time-tested piano of superior quality; HOBART M. CABLE, the great favorite; KOHLER & CAMPBELL, the popular; and other well known, less expensive makes, in both pianos and players.

NOTICE—We will give to the winner of the first prize in this contest a credit of \$100, to all other cash winners a credit of \$75, and all who receive honorable mention a credit of \$50, to apply on the purchase of any of the above makes, providing our ad. is used in winning such prize. If you will call at our store, or write or phone us, we will give you pointers and literature that will assist you in writing a prize winning ad.

Kennedy Piano Company

226 Third Street, near Salmon.
Phone Main 1288

The Success of The Juvenile's Disposal Sale Has Been Instantaneous

Practically every article in the entire store is radically reduced in price and seasonable goods, such as OXFORDS, PUMPS, STRAW HEAD wear, WASH SUITS are going for half price.

If you did not attend Saturday, however, you may still profit tomorrow—the second great day. It is our firm purpose that this

\$15,000 Stock of Infants', Girls' and Boys' Wear is to be Sold in Eight Days

No far-seeing parent can afford to neglect so splendid an opportunity to replenish the children's Summer wardrobe as this. WE EXPECT YOU MONDAY.

Why is it advantageous to concentrate one's purchases of wear for juveniles at "THE JUVENILE"?

The Juvenile
Outfitters for Children

143 Sixth Street, just South of Alder.

\$25 IN GOLD

For Re-Writing the Ads. On This Page

First Prize \$15; Second \$5; Next Five \$1

The Journal Will Award These Prizes for the Best Re-Written Advertisements From This Page. Use Advertiser's Copy for Facts Upon Which to Build the Re-Written Advertisements

Rewrite each advertisement and bring or mail to The Journal. If your copy contains the best points of correction, value of salesmanship and attractiveness of appearance, it means \$15 to you.

If you do not excel along one line, try the others.

The merchants whose advertisements appear on this page will gladly give you information (phone or visit them). See character of merchandise they handle, familiarize yourself with their store—all this will help you in preparing a winning ad.

All that is then necessary is to substantially and attractively display your samples (drawings permitted) in the advertisements—tell the reader concisely your sale talk in such a manner that he is pleased and impressed with the facts, and, above all, where he can receive the benefits the advertisement offers.

Try each one—first study the copy before you—see where it could be improved—eliminate its faults—then add your improvements.

Rewrite each advertisement separately, using one side of the sheet of paper. Advertisements written on both sides will not be considered.

Send your advertisements to The Adman, care The Journal. Send them in before 12 o'clock, Thursday, July 10. Start at once—contest open to everyone.

SPECIAL PRIZES

To those giving the best answers to the questions asked in the different advertisements the merchants will give the following special prizes. Read each ad. carefully, filling the answers in on the dotted lines:

Sanitary Beauty Parlors—First prize, a \$22.00 New Life Vibrator, complete. Second prize, a \$5.00 Scalp Treatment Ticket.
Jimmy Dunn—Swell Norfolk Suit.
Cat'n Fiddle—\$1.00 box "Dusky Dreams."
The Lighthouse—\$3.00 Electric Boller.
The Union Dentists—\$5.00 Gold Crown.
The Juvenile—\$2.50 pair Boy's Scout Shoes.

Royal Shoe Co.—\$3.00 pair Men's or Women's Shoes.
Kennedy Piano Co.—Credit Memorandums. Read their ad.
Australian Iceless Refrigerator Co.—\$2.00 in cash.
Armishaw Bros. & Carr—Repair and sole pair of shoes and rubber heels.
Worrell's—Order for a \$2.50 Waist.

Going Out of Business Sale

**\$75,000 Stock Reduced
SUITS, COATS, DRESSES**

No Reserve—Everything in This Great Sample Store Must Go!

Forty Suits, Values to \$20.00 Forty-odd Coats, Values to \$20
\$7.95 \$3.98

Sixty Suits, Values to \$30.00 Fifty-odd Coats, Values to \$25
\$12.45 \$4.95

Why do you prefer buying your Suits at Worrell's?

WORRELL'S SAMPLE CLOAKS AND SUITS
Cor. 6th and Alder, Opp. Oregonian.

Royal Shoe Company

229 Morrison Street, Between First and Second Sts., Mulkey Bldg.

Our Annual Green Tag Shoe Sale

Starts Thursday, July 10th, 9 A. M.

Men's Shoes

\$4.00 and \$4.50 men's \$2.50
Walkover Oxfords—pr.

Women's Shoes

Women's Shoes and Oxfords. Special at, pair 95c

DO WE GIVE BARGAINS? ABSOLUTELY.

Carpet Slippers for men, women and children at, pair 39c

Children's Shoes

Mary Jane Pumps

95c \$1.45 \$1.85
Children's Girls' Big Girls' sizes sizes sizes.

All our ladies' and children's White Canvas and Nubuck Shoes and Oxfords on sale at 1/2 PRICE

Why will you attend our Green Tag Shoe Sale?

ROYAL SHOE COMPANY 229 Morrison St. Bet. 1st and 2nd

"Shoes for Everybody at Cut Rate Prices"

Sanitary Beauty Parlors

We Make Women Beautiful

14 Large, Airy Rooms, 400 to 414 Dekum Bldg., 3d and Washington

Switches Made Out of Combing.....95c
We Dye Hair Any Color, Guaranteed

Switch Dye, Any Color.....\$1.00
13 Scalp Treatments for.....\$5.00
Corns Removed from Both Feet.....75c

Hair Dressing.....25c
Face Massage.....25c
Manicuring.....25c
Shampooing.....25c
Children's Hair Bobbed.....25c

Why has our business grown so large?
Why are our prices so reasonable?

First.....
Second.....



Out They Go!

Clearance of Men's Summer Suits

I simply will not carry them over. They are all strictly this season's styles, including NORFOLKS—well tailored, perfect in fit and every detail.

REMEMBER THIS! I am NOT paying \$500 to \$1500 a month rent on the ground floor. My rent is only \$30 a month.

CHOOSE EARLY! One dollar deposit will hold your suit.

How does Jimmy Dunn do a successful business without the aid of show windows or outside signs of any description?

Jimmy Dunn Room 315 Oregonian Building
TAKE ELEVATOR

The Old Reliable What Our Guarantee Means

The Union Painless Dentists is incorporated under the laws of the state of Oregon, and the company is responsible for the guarantee that goes with all the work that leaves this office. This affords the public absolute protection against inferior workmanship and materials.



FIFTEEN
YEARS'
GUARANTEE

Our Specialty
Is Pleasing
Our Patients

READ THESE PRICES

Full Set of Teeth.....\$5.00
Bridge Work or Teeth Without Plates.....\$3.50 to \$5.00
Gold Crowns.....\$3.50 to \$5.00
Porcelain Crowns.....\$3.50 to \$5.00
Gold or Porcelain Filling.....\$1.00 UP
Silver Fillings.....50¢ to \$1.00
Whalebone or Gold Dust Rubber Plates.....\$10.00
No Charge for Painless Extracting When Other Work Is Done.

How can the Union do it for less?

Union Painless Dentists

(INCORPORATED)

221 1/2 MORRISON ST., CORNER FIRST—ENTIRE CORNER
Phone Main 5936. Open Evenings

THE LIGHT HOUSE

All Its Name Implies

WE WIRE HOUSES, STORES, BUILDINGS
LET US GIVE YOU OUR ESTIMATE

We can save you money on Fixtures, Electric Lamps, Gas Burners, Mantles, Gas Globes—in fact, we save you money on everything in the lighting line, gas or electric.



What does its name imply?

Why should we wire your house?

Why should every one get our prices before making final purchase?

1.....
2.....
3.....

WHY BUY ICE??

WHEN THE

Australian Iceless Refrigerator

Will Keep Your Foodstuffs Better? No Mold Nor Disagreeable Odors.

COSTS NOTHING TO OPERATE

Food Chamber Is Always Cold, Sanitary and Perfectly Ventilated
Two Gallons of Water Runs It for 24 Hours
The Cooling Is Done by Evaporation of Water

SATISFACTION GUARANTEED

See Them in Operation at Yamhill Sanitary Market

LOCAL AND COUNTY AGENTS WANTED

County Agents Call
Room 248, Edwards Hotel, Grand Ave. and Belmont St.

Australian Iceless Refrigerator Co.

Factory and Office, 449 East Yamhill St. Phone East 3064

Extra Prize of \$3.00 for Best Answer to the Following Question:

Give reasons why a refrigerator that gives both coolness and ventilation is better than one that gives only coolness without ventilation.