

**Light, Pure, Delicious**  
—that sums the whole story of Preferred Stock Olive Oil. From selected olives, grown in sunny Italy.

**"Preferred Stock" Olive Oil**

is nutritious and wholesome. Good for both table and medicinal purposes.

**Allen & Lewis**  
Portland, Oregon

Every bottle of Preferred Stock olive oil good for 50 votes in Journal Contest




# Votes! Votes! Votes! Votes!

## WIN

Automobiles, Pianos, Trips to the 1915 Fair and Grafonolas

**STUDY THIS PAGE--IT TELLS YOU HOW**  
These firms and manufacturers have joined with The Journal in the **BIG \$5,000 TRADE AND CIRCULATION CONTEST!**  
Each label and purchase wins more votes

*The First Thing In The Morning!*

**GOLDEN WEST COFFEE**

Steel Cut No Chaff

One good cup deserves another—good to the last drop, and the flavor uniform to the last spoonful in the can—flavor retained by inner parchment seal and friction top! Insist on it for breakfast

Roasted and Blended By  
**CLOSSET & DEVERS**  
Superior Coffee—Tea—Spices  
PORTLAND, OREGON

Save the containers or labels they have a value of 2 votes for each cent of purchase



**Swastika Graham Crackers**

Fresh and delicious, delivered to you in sanitary moisture-proof packages.

AT ALL DEALERS.

All Swastika Brand or any Pacific Coast Biscuit company package good for double the vote of purchase price.

Snowflake wrappers good as follows:  
10c packages.....40 votes  
25c packages.....100 votes

**Pacific Coast Biscuit Co.**



**A 5 Room House Wired**

and fixtures installed under the terms of our Special Home Wiring offer for from

**\$13.75 Up**

depending upon the quality of fixtures. Payment may be made in six monthly installments.

Phone Commercial Dept.  
A-6131—Marshall 5100

**Portland Railway, Light & Power Co.**

Receipts from electric store or for light bills of private residences good for 2 votes for each cent represented.

**Albina Fuel Co., Inc.**  
Main office 453 Goldsmith  
Branch Offices Throughout the City

**COALS**

KNIGHT  
ROCK SPRINGS  
MENDOTA

Our Summer Prices on Coal are still in effect.

**WOOD**

DRY SLAB  
NO. 1 DRY FIR  
SEASONED POLE OAK

Our sales slips have a voting value of one vote for each cent.

**First Aid to the Hostess**

When unlooked-for company comes, you'll feel perfectly secure with

**Otter Clams**

in the pantry. Delicious broths, chowders and bouillions prepared in a few moments. All the fresh sweetness of flavor retained.

At all grocers, 15¢—2 cans 25¢  
The labels are good for 30 votes



**TIP-TOP BREAD**

TRADE MARK REG. U.S. PATENT OFFICE

Use These—The Only Three Loaves

Three Quality Loaves

Good for Votes in the Journal Contest

And votes in The Journal Contest with every one of them! All up to the high standard of

THE **Log Cabin Bakery**

FRESH, WHOLESOME AND DELICIOUS

Ask Your Grocer for Them by Name!

Every label good for 15 votes.

**LOG CABIN BAKING CO.**

**ROMAN MEAL BREAD** GOOD FOR INDIGESTION

**BIG LOAF BREAD** LOG CABIN BAKING CO.

**Ask Your Grocer**

for the following brands of soap to obtain the coupons for prizes given by The Journal:

**LUCKEL'S STEAM-REFINED BORAX**  
**ROYAL WHITE GOLDEN STAR**  
**BABY ELEPHANT**  
**LUCKEL'S NAPHTHA**  
**DEWDROP WASHING POWDER**

Wrappers have a voting value of 2 votes for each cent of purchase

**Standing Sentinel**  
over cheerful, chubby babies

**Purity Milk and Cream**

is pure, pure, pure!

Absolutely the finest milk delivered in Portland today. Guarded in every step by modern science.

If it's Pure Enough for Baby it's Pure Enough for You

All Labels good for 20 votes.



Tell your dealer you want

**Columbia BRAND**

**HAMS BACON LARD**

They Are Quality Products

The labels from Columbia products have the following values in The Journal's Circulation and Trade Campaign:

Columbia Brand Ham—500 votes  
Columbia Brand Pure Pork Sausage—50 votes  
Columbia Brand Lard—Small size, 125 votes  
Medium, 180 votes  
Large, 350 votes  
Columbia Brand Salad Oil—70 votes

If you buy Columbia products in smaller quantities, have your dealer give you a Columbia ballot and you will be entitled to votes on the basis of 2 votes for 1 cent.

**HOLLY MILK**

The one brand of evaporated milk that **WILL WHIP**

**SAVE YOUR LABELS They Are Valuable!**

Each label is worth 20 votes in The Journal's contest.

**GET HOLLY MILK And You GET THE BEST!**

**Paint Glass Varnish Kalsomine Doors Windows Roofing Paper Building Paper Beaver Board Lubricating Oils and Grease Automobile Oils and Grease**

Sold by

**RASMUSSEN & CO.**

N.E. Cor. 8d and Taylor Sts.  
Phone—Main 1771—A-6521

**These Rules Govern the Contest**

Over \$5000 in prizes will be awarded by The Oregon Journal to the persons receiving the largest number of votes in this circulation and trade campaign, which started Thursday, Sept. 24, 1914, ends Feb. 24, 1915.

The retail merchants mentioned herein will issue, with every cash purchase of 5c or over, a sale slip or coupon having a voting value of one vote for every cent. If you have a charge account with the merchant, the voting coupons will be issued when you present your receipted bill at The Journal Contest Department. These coupons or sale slips must be presented to The Journal's Contest Department within seven days from the date of issue to be credited to yourself or candidate you choose. The labels or trademarks of the articles mentioned in the "Manufacturers' List" appearing below will have a certain voting value. See manufacturers' list and advertisements for details.

Paid-in-advance subscriptions to The Daily, Sunday or Semi-Weekly Journal (dated after September 23), for one month or more, will have a voting value of one vote for every cent over 65 cents.

In case of a tie vote, the contestant bringing in the greatest amount of cash Journal subscriptions during the time of the contest will be entitled to the award on which the tie occurs.

**U. S. DRY CLEANERS**

Send all your dry cleaning here. Every care and attention is given the work, which is returned to you in all its freshness, the same as new material. Get your work done here and be pleased. Also get in on the big premium contest.

Our cash receipts for dry cleaning have value of 2 votes for each cent represented

**U. S. DRY CLEANERS**

East 262 J. DANNELLS, Manager B-1193

You'll relish the delicious flavor and the uniformity of

**Damascus Butter**

At All Reliable Grocers.

Wrapper Labels Good for Two Votes for Every Cent Represented.

**Damascus Creamery**

PORTLAND OREGON

**CROWN FLOUR**

(Unbleached)

Purity and Flavor Not Sacrificed For Artificial Color

Save your empty sacks for prizes.

**INSIDE PARAFFINE CARTON**

**Golden Rod**

**Double Carton Feature**

Inside of all our cartons (except 50c size oats and wheat), we are now placing a

**Paraffine Carton**

(illustrated above). This protection enables you to get our cereals in the same condition as when they leave our mill. We guarantee contents pure, clean and wholesome.

**Golden Rod Milling Co.**  
Cereal Manufacturers,  
Portland, Oregon  
Cartons have value of 2 votes for each cent represented.



**Grand Prizes**

The Grand Prize consists of a Five-Passenger Road Touring Car, 1915 model, fully equipped, the regular retail price of which is \$1250, will be awarded to the person having the largest number of votes of all the districts. This automobile now on exhibition at the Northwest Auto Company, Broadway and Couch street.

A Second Grand Prize, consisting of a Six-wal Automobile, 1915 model touring car, fully equipped, the regular retail price of which is \$850, will be awarded to the person having the second largest number of votes of all the districts. This automobile now on exhibition at the Pacific Motors Company, Twenty-first and Washington streets.

Winners of the Grand Prizes will have no interest in the District Prizes.

**District No. 1**  
Consists of all territory west of the Willamette river and within the city limits of Portland.

**District No. 2**  
Consists of all territory east of the Willamette river and north of Burnside street, and within the city limits of Portland.

**District No. 3**  
Consists of all territory east of the Willamette river, south of Burnside street, and within the city limits of Portland.

**District No. 4**  
Consists of all territory outside of Portland.

**CASH SLIPS FROM THE FOLLOWING RETAILERS HAVE A VOTING POWER OF ONE VOTE FOR EVERY CENT**

Ben Selling—Men's Clothing, Hats and Haberdashery—Women's Apparel, Fourth and Morrison Sts.  
C. H. Baker—Men's, women's and children's Shoes, 380 Washington St., corner West Park  
C. H. Baker—Men's, women's and children's Shoes, 270 Washington St.  
C. H. Baker—Men's, women's and children's Shoes, 270 Morrison St.  
The J. K. Gill Co.—Stationery, Books, Office Supplies, Third and Alder  
The Juvenile—Children's Outfitters, Boys' Clothing, 143 Sixth St.  
Ray Barkhurst—Men's Tailor, Sixth and Stark streets.  
Portland's Emporium—Cloaks, Suits, Furs, Waists, Millinery, 124 Sixth.  
Baker Theatre, Baker Players—This week, "Officer 666." Phone Main 2, A-5360.  
Henry C. Schroeder (Furniture)—244 Russell, C-1774, East 3542  
Bonham & Courier, General Merchants—103 Jersey St., St. Johns, Or.  
W. E. Goggins, Shoes, Gents' Furnishings—104 Main St., Lents, Tab. 4141  
Sellwood Furniture Co.—Corner Tacoma and 13th. Phone Sell. 1682  
Isis Theatre, Motion Pictures—13th and Spokane.  
Myrtle Rose Dancing Club—Wednesday nights, Cotillion Hall, 14th near Washington  
Pangborn's Irvington Confectionery—15th and Broadway, C-1495, E. 2659  
Irvington Market—C. M. Wallace, proprietor, 351 E. Fifteenth st., N. Phones East 4327, C-1734.  
Parker Jordan Co., Dry Goods, 146 Killingsworth, Woodlawn 368

**HARDWARE, PAINTS, ETC.**  
Oregon Hardware Co.—Hardware, Sporting Goods, Cutlery, 70-72 Third St., near Oak.  
Nichols Hardware Co.—141 Killingsworth Ave., Woodlawn 547  
Eriksen Hardware Co.—554 Williams Ave., C-1366, East 559  
Howard Hardware & Paint Co.—1927 East Glisan, Tabor 2977

**JEWELERS AND OPTICIANS**  
Jaeger Bros.—Jewelers and Opticians, 266 Morrison St.  
Dillon Rogers—Jeweler and Optician, Killingsworth and Albina, Woodlawn 2863

**GROCERS**  
W. S. Cutler & Son—1009 Union Ave. N. C-1354, Woodlawn 1748  
F. H. Rupert—421 Jefferson St. A-1796, Marshall 1645  
J. Woolach & Son—19th and Broadway, C-2618, East 537  
Simola & Davis—45th Ave. and 62d St., Tabor 645  
J. B. Neuhauer—373 11th St. A-4232, Main 638

**DRUGGISTS**  
Huntley Drug Co.—4th and Washington, Portland, Main 3208, A-3105  
Edwin A. Robinson—23d and Washington, A-5357, Main 8169  
Rose City Park Pharmacy—57th and Sandy Road, C-2314, Tabor 2204  
Wallace Drug Co.—37th and Hawthorne, Tabor 773  
Woodstock Pharmacy—4610 60th Ave. S. E., Sellwood 954  
Phoenix Pharmacy—516 Foster Road (Kern Park Sta.) B-2716, Tab. 465  
F. L. A. Wilson—460 Jefferson, A-3421, Main 2069  
St. Johns Pharmacy—St. Johns  
Crestman's Pharmacy—Killingsworth and Albina, C-1474, Woodlawn 55  
Vernon Drug Co.—17th and Alberta, C-1511, Woodlawn 2294  
McGillivray Bros.—435 Durham Ave., Woodlawn 1810  
Allen's Drug Store—16th and Lovejoy, Main 1640  
Matthew Drug Co.—275 Russell St. C-1232, East 662  
Amplund Drug Store—110 North Sixth, A-2221, Main 8106  
Dickson Drug Co.—73 East 80th, B-1419, Tabor 764  
Gelman & Bader—Front and Gibbs, A-5877, Main 5403

**OUT OF TOWN MERCHANTS**  
Smith & Wilson—General Merchandise, McMinnville, Or.  
Grants Pass Hardware Co.—Grants Pass, Ore.  
Josephine Grocery Co.—Grants Pass, Ore.  
Cranfill & Robnett, Central Point, Ore.  
W. C. McCuiston, Bend, Ore.

**The following manufacturers and wholesale firms are represented in The JOURNAL Trade and Circulation Contest**

Allen & Lewis—Preferred Stock. Labels worth 50 votes  
Golden Rod Milling Co.—Cereals. 2 votes for every cent represented  
Portland Pure Milk & Cream Co.—Purity milk. Labels worth 20 votes  
Rasmussen & Co.—Paints, Oils and Brushes. Retail cash tickets worth 2 votes for every cent represented.  
Portland Ry., Light & Power Co.—Electrical supplies and residence light bills.  
Closset & Devers—Golden West Coffee, Tea, Spices, Extracts, Baking Powder, Nuraya Tea. 2 votes for every cent represented  
U. S. Dry Cleaners—Cash receipts good for 2 votes for every cent  
Albina Fuel Co.—Coal and Wood, retail; one vote for each cent.  
Log Cabin Baking Co.—Tip Top Bread. Labels good for 15 votes.  
Hudson & Gram—Otter Clams. Labels good for 30 votes.  
Crown Mills—Flour. 50-lb. sacks 330 votes. 25-lb. sacks 170 votes. 10-lb. sacks 80 votes.  
Luckel, King & Cake Soap Co.—Soaps. Wrappers count 2 votes for every cent of value  
Union Meat Co.—Columbia brand Hams and Bacon. Labels, 500 votes  
Lard labels, large, 350 votes; medium, 180 votes; small, 125 votes.  
Columbia brand Salad Oil, 70 votes  
Holly Brand Milk—Labels worth 20 votes  
Damascus Creamery—Butter. 2 votes for every cent of value.  
Pacific Coast Biscuit Products—Package label two votes for each cent of value. Double votes on Snowflake sodas, 10c and 25c packages.

**District Prizes**

**1ST PRIZE**—High-Grade Piano.  
**1st District**—A Haynes Bros' Piano, now on display at Graves' Music Store, 151 Fourth St.  
**2d District**—Kurtzman Piano, now being shown at Sherman, Clay & Co., 6th and Morrison.  
**3d District**—A Ludwig Piano, on exhibition at Wiley B. Allen & Co., Broadway and Morrison.  
**4th District**—A Bush & Lane Piano, now on the floor at Bush & Lane's, 433 Washington St.  
**2D PRIZE** for each District—A trip for two persons to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$50 spending money.  
**3D PRIZE** for each District—A trip for one person to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$25.00 spending money.  
**4TH PRIZE** for each District—A \$75.00 Columbia Grafonola.  
**5TH PRIZE** for each District—A \$50.00 Columbia Grafonola.  
**6TH PRIZE** for each District—A \$25.00 Columbia Grafonola.  
Grafonolas on display at Columbia Graphophone Co., 429-431 Washington street, and Graves Music Co., 151 Fourth street.