

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

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.

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. 2d and Taylor Sts.
Phones—Main 1771—A-6531



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



"My grocer says it's the most popular bread"

People ask for it by name because they like it better than other breads.

Tip Top Bread

has a better flavor because it is absolutely pure. The highest grade flour, finest yeast and pure lard, only go into "Tip-Top."

Ask for it by name!

"Tip-Top," Roman Meal and Biglofa—the only breads good for votes in The Journal contest. Every loaf means 15 votes.

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.

Luscious, large whole tomatoes—
Can be served like fresh tomatoes, at far less expense. Not the "soup" ordinarily passed off as canned tomatoes.

Preferred Stock Canned Tomatoes
are grown in the famous Santa Clara Valley, California, famous for its large, sweet, firm tomatoes. Pleading to look at—delicious to taste. Insist upon "Preferred Stock."

Allen & Lewis
Portland, Oregon
Every can of Preferred Stock Tomatoes good for 15 votes in The Journal contest.

LOOK FOR THIS PACKAGE ON YOUR GROCER'S SHELVES
It stands for something better in CRACKERS

Snowflake crackers good as follows:
100 packages.....40 votes
250 packages.....100 votes

Pacific Coast Biscuit Co.
PORTLAND OREGON

Already Built Houses
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.

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 Bacon—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!

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. DANNELS, Manager B-1193

Damascus Butter Is Better! Try It!

Sold by First-Class Grocers.

Wrapper Labels Good for Two Votes for Every Cent Represented.

Damascus Creamery
PORTLAND OREGON

The First Thing In The Morning!

GOLDEN WEST COFFEE

Roasted and Blended By Specialists
40c Pound

Why Pay More—Packed in Oregon Always Fresh

Closset & Devers
The Oldest and Largest Coffee Roasters in the Northwest.

Containers or labels good for 2 votes for every cent of value.

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 safest 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.

CROWN FLOUR
(Unbleached)

Purity and Flavor Not Sacrificed For Artificial Color

Save your empty sacks for prizes.

INSIDE PARAFFINE CARTON

Double Carton Feature
Inside of all our cartons (except 30c 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 1915 Packard Sedan 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.

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, "Secret Service." Phone Main 2, A-5360.

Henry C. Schroeder (Furniture)—244 Russell. C-1774, East 3542
Bonham & Currier, 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. 1082
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. Phone 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 Wilhams Ave., C-1366, East 559
Howard Hardware & Paint Co.—1927 East Glisan. Tab. 2877

JEWELERS AND OPTICIANS
Jaeger Bros.—Jewelers and Opticians, 266 Morrison St.
Dillen 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-2518, East 537
Simola & Davis—45th Ave. and 62d St. Tabor 645

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 775
Woodstock Pharmacy—460 60th Ave. E. Sellwood 55
Phoenix Pharmacy—5616 Foster Road (Kern Park Sta.) B-2716, Tab. 465
F. L. A. Wilson—460 Jefferson. A-3421, Main 2069
St. Johns Pharmacy—St. Johns
Castleman'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—10th and Lovejoy. Main 1640
Matthieu Drug Co.—275 Russell St. C-1232, East 662
Auslund 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
H. F. Brandon—701 Hawthorne, East 873
Mt. Scott Drug Co.—Lents, Or. Tabor 1417
Love's Pharmacy—Grand Ave. and Burnside, East 341, B-1011
The Beaver Pharmacy—560 Umatilla Ave.
Link's Pharmacy—13th and Washington. Main 7233, A-4953

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. McCusiston, 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
Kasmussen & Co.—Paints, Oils and Brushes. Retail cash tickets worth 2 votes for every cent represented.
Portland Ky, 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 & Grant—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, 150 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's 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, 133 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.