Acknowledgment Given of Great Benefit Derived From Support of Home Concerns by Press.

INDUSTRIAL GAIN SHOWN

Local Newspaper Provides Ideal Way for Reaching the General

E. N. Strong, in charge of the "pro ducing" department of the Oregon Life Insurance company, writes The Journal: "I also want to pay tribute to the newspaper advertising. Our salesmen all agree that our advertising program, and the loyal support given to home industries by the press, has increased our business very materially."

all their transactions from a business Will it ever be possible to pry open the understanding of all men to the actual effects of newspaper publicity? Advertising in a reputable paper is an inexpensive method of speaking with the public, and if the copy he properly that class to which the benefits of life

prepared, containing always veraclous statements, it will impress its truths upon all those persons interested in the

Buyer and Seller Alded

cluded as seemed satisfactory to the

procure policies of insurance. But it does

interest them in life insurance. Its iter

ation and reiteration sets readers of the

company's well and honestly prepared

announcements, to thinking. It has the

effect of centering their minds upon the

importance of procuring protection for

those dependent upon the insured-per-

sons requiring care and sustenance at

that time and after the insured has

passed from life. All wise men of the

world-the thinking ones who look upon

Some Are Indifferent

she had read.

parties at interest.

"FEED Pię-a-Boo"

Mr. Hograiser!

Feeding Your Hogs

"Pig-a-Boo"

DIGESTER TANKAGE

with their ration is a profitable investment. These figures prove it: 1/2-lb. "Pig-a-Boo" fed each hog each day with their

ration will add 34-lb. to 1 lb. more pork per day, than would

14 lb. "Pig-a-Boo" costs 3c; 3c-lb. of pork will bring 12c on

basis of pork being worth 16c lb. at shipping point. This

neans a profitable return of 300 per cent on the investment.

"Pig-a-Boo" Is a Ration Balancer

to Be Fed With Hog Feed

It Means That Hogs Can Be Marketed Two Weeks Sooner

States Food Administration from Mr. economic change from war to armistice

Herbert Hoover, London, Dec. 24th, con- can be overcome, there will be over-

Wheels Like a Wheelbarrow

Every pound of pork products we can unable to determine what the volume of

Pig-a-Boo

export next July Europe will need, and this task is."

veys this message:

Send for Free Booklet

DEPT. E

UNION MEAT

COMPANY

NORTH PORTLAND. ORE

THE MACHINE WITH

A GOOD CLUTCH

It's a big safety feature, for you can start

the engine easily and quickly without the

THE THOMAS IS AN ALL-

STEEL AND IRON OUTFIT,

It is strictly a ONE-MAN OUTFIT with

the output of at least 8 men, capable of

25 CORDS OF 4-FT. WOOD

Simple 4 H. P. Engine, with gear-drive.

ON WHEELS

IN TEN HOURS

Write today for Big FREE Folder

THOMAS

ENGINEERING

WORKS

E. Water and Morrison PORTLAND, OREGON

demand. For another month we will be

insurance should effectually appeal. Usually they are heads of families, and their death would leave their dependents often wholly without means. Destitution and suffering would result. An advertisement of men's shoes would not engage the attention of a society bud of the feminine order, no Newspaper advertising focuses the at tention upon the duty they owe their families, and when the life insurance more than would a whole page announcesalesman calls their minds have been so ment of a sale of women's hosiery entice cultivated that half his task has been oney from the purse of a recluse bachelor. One would appeal to men and the completed before he speaks a word. Pubother to the opposite sex, each, according to the presentations of the advertiselicity had paved the way and made his work comparatively easy. nent, being interested to the extent of

But there are business men and mantheir wants of the article of which he or ufacturers apparently not possessed of sufficient discernment to see far enough ahead to realize the profit to both them And it would be the means of directly selves and their desired clients to be had from newspaper publicity. To them the benefiting the advertiser. It would inluce the reader to visit his place of busiadvertisement which does not "pull" a ness and most likely to invest in that customer directly to their store or shop which was offered for sale. It would is a failure. And it must do its "pulling" bring the would-be seller and would-be immediately on publication, otherwise the money paid for it is that much buyer together, thereafter to leave all transaction in their hands, to be conthrown away.

No matter how much seed it has sown and no matter the richness of the harv-It is not likely that the advertising of est it is sure to bring, it did not instantly the Oregon Life entices any great numbring the seller and buyer face to face. per of men or women to the company's and the advertiser was not enriched inoffice in the Corbett building, there to stanter, therefore advertising is a failure.

Must Hammer Away Continuous advertising of anything of merit is the superstructure of its success. The thing advertised must be that which the advertising represents it to be. Newspaper publicity will build up this foundation a business sound and substantial as a rock, a fact well illustrated by such advertising as that of the little colored twins. Ghiradelli's and Baker's chocolate, Bull Durham tobacco, etc. A portland manufactures

standpoint—are the most liberal patrons would be most likely to say: "Everybody knows my chocolate, my obacco, my cleansing powder, my chew-But there are those indifferent to its coffees my hument," or whatever else he handled. "I have advertised my goods importance. And these are mostly of a dozen times. They are good and the best advertising is that which one realizes from one customer telling another about that which I make."

This is a mistaken idea. How many persons go prancing around the country voluntarily extolling the merchandise they have brought? How many preach the excellencies of a piece of machinery And if they did, how many ears would they speak to? Perhaps a dozen pairs a month, while a newspaper like The Journal talks to 250,000 pairs a day!

Your "satisfied customer" would not, in 50 years, attract as great a number of hearers as would this newspaper in one

A retired merchant, who accumulated a competence, largely by use of print-er's ink, in a letter to The Journal on January 18, remarks:

Wants Goods Listed "The Journal tells us to patronize home industry. How can we? We have no means of knowing what articles are produced here. Is there a manufacturers' association? If so, why not publish a list of their wares once a week, or once a month, on once a year? In that way

IMPROVED

DRAG SAW

- with the

CLUTCH

Costs No More

Than Others.

Cuts as Fast

as Any Drag

Saw Made

and

WEARS

LONGER

Write for illustrated de-scriptive folder prices and terms from

BEAVER MOTOR PRODUCTS CO.

238 Hawthorne Ave., Portland, Or.

that has made good

Portable Gasoline

BRINGS A SAVING TO FURNITURE BUYERS

Portland Manufacturers Watchful of Interests of Patrons, Says G. O. Hesse of Local Concern.

Furniture manufacturers of Portland pool cars to all points 100 to 200 miles of a carload of our goods. When it is received we call up other factories and if they have orders for the same point we combine our shipments, thus filling the car and effecting an important saving in freights. The buyer is the one who benefits, as our furniture always is sold f. o. b, Portland, and it is an arrangement which expedites transportation, as the full car is not subject to the delays of that one having consign-

ments for stations along the way. "Business is fine. We have had good year, and our president and manager. Fred Jenning, is in the best of spirits. Ours is upholstered furniture ing gum, my razor blades, my teas and and mattresses. Our upholstered goods range from the highest grade, equaling the best turned out in the east, down to medium price goods.

"Our products cover a territory embracing, principally, Oregon, Washington, Idaho and Northern California, as well as a fine local patronage. Portland dealers and their patrons are generous buyers of our wares. It is my impression that our people are beginning to realize the importance of home payrolls. They can see that which is plain to us all, that in order to have money with which to do business we must not drive it out of our reach by spending it for that which is made in far away towns and cities."

The factory of this corporation is at 1249-1259 Macadam street. It has two buildings of three full stories, covers 10 street numbers, each about 200 feet long. Its equipment is strictly modern and in every particular up to date. The stock of the company is all owned by Mr. Jenning and Mr. Hesse.

we would become familiar with names of the things made here.' The writer goes on to name eastern made goods advertised in Portland papers until all readers instantly recognize them, and the persistency of their manufacturers in presenting their wares to the fidence in their goods, hence their enormous sales in preference to our home manufactured products. The exmerchant knows from experience the value of publicity, and like many others. wonders that Portland manufacturers, knowing that eastern manufacturers are doing a thriving business in this market, will not emulate their example of stimulating trade and themselves cultivate the acquaintance and confidence of our people. He doubtless thinks it strange that our home folk have not the foresight and enterprise of the easterner He had when he was in business.

Portland Factory Is in Receipt of Pleasing Letter

Theodore Bergmann, president and principal owner of the Theodore Bergmann Shoe Manufacturing company, was pleasantly surprised the other day by receipt of a letter from Captain Richard V. Dennison, with the United States expeditionary force in France. It was dated at Paris, January 14, and among other things stated a desire to "tell you, in my own way, the great comfort the shoes you made for me in October, 1917, have given me during this war in

"I have been one of the few during these many rainy months who could boast of dry feet. They (the shoes) have been the envy of many, I can assure you; so much so that when I was wounded I had to sleep with them under my head as a pillow until I finally reached base hospital 202 at Orleans. France, where I carefully took a receipt for them and was able to wear them

on my discharge. "They are as good as new save that they will need a pair of new soles in the near future. I write you feeling you will be interested in knowing you did more than your bit in starting me off to battle with the best pair of shoes in the army."

It is quite probable that not another shoe factory in America made a war record equal to that of the Bergmann concern. Of 15,000 pairs built for the government not one was rejected or received an unfavorable criticism

Pioneer Die Plant Is Handling a Big Volume of Orders

The Western Tool & Die works 4s the oldest industry of its kind in Oregon. It was established in 1893 and bought in 1899 by Andy Fritz, who still is owner of the concern, located at 109 Third street north It is the largest institution of its kind on the North Pacific coast. It has the largest assortment of dies. It has one of the best equipped die factories in the country. It does the largest business of any, its owner declares. Its clientele compasses all of the Pacific coast between San Francisco and the British

In direct competition with Chicago it recently won a contract for 1,300,000 stampings for a factory at Waukegan, Ill. Added to its other orders then on its books, the enterprise had more than 2,000,000 stampings before it, in addition to its regular orders for dies. Steel reinforcements for railway brake shoes, about 10,000 monthly, is an important factor in the company's business. This comes to it unsolicited and with great

Pertinent Questions Reveal Facts About Portland Industry

Payrolls and Progress, the monthly publication of the Home Industry eague, referring to some of Portland's nanufacturers, asks:

"Do you know that the Doernbecher

Portland Dentist

Invents Facing for

for artificial teeth and backing for the

would appreciate this invention. The

tooth is so attached to the plate that

one may be removed and another sub-

stituted without removing the plate from

the mouth, and the tooth has a rein-

forcement in the shape of a gold biting

the fastening of the tooth to the plate

is so arranged that the pressure of the

bité does not have a tendency to force

the tooth backward on the plate, the

effect of which is to prolong the life of

Now that he has his patent, Dr.

Cooperstein is perplexed as to what

course to pursue to turn it into a source

of profit. He says there are but four

artificial teeth manufacturers in the

United States, and as the big fish have

the rather unpleasant habit of swallow-

ing the little ones, he may have to establish a factory and manufacture the improved tooth himself.

Shoe Company Is

Something different from the ordi-

nary is represented in the new repair

department of the Knight Shoe com-

pany, 342-344 Morrison street, at Broad-

Will A. Knight, the manager. A large

SPECIALTY FOUNDRY & MACHINE WORKS

small Brass and Iron Castings

E. 3408

GARAGES, READY CUT and PORTA-BLE HOUSES, CHICKEN COOPS, WOODSHEDS.

Contract Work Solicited

Davis-Scott Belting Co.

Oregon Made Pure Oak Tanned

Leather Belting

108-110-112 Union Avenue Tel. East 308 Portland, Oregon

Millmade Construction Co.

Pendleton Woolen Mills

Pendleton, Or. MANUFACTURERS OF

Pure Fleece Wool Blankets

Indian Robes, Steamer Rugs, Bath Robes and Auto Robes

"Superior" Mattresses

re not surpassed on earth. They are

made in Portland by the

United Mattress & Pad Co.

427 Hancock St. East STO. Have Us Renovat or Make Over Your Used Mattresses.

ENGLISH BREAKFAST TABLES, FOLD-ING CAMP TABLES, JUVENILE CAMP FURNITURE

West Coast Specialty Co.

MANUFACTURERS FURNITURE
AND WOODENWARE
100 North Fifth St. Portland, Oregon

E. 7th and Belmont

TE ESTATE

Showing Big Gain

Eight men are employed, said

Repair Business of

surface protecting the porcelain. And

Those having artificial teeth

Manufacturing company, Portland furniture manufacturers, is one of the largest institutions of its kind in the world? Or that the Dennos Food company is one of the big infant food manufacturers of the country and sells its product all over the civilized world? Or that the Vogan Candy company is the biggest candy manufacturer in the West, and sells Vogan's chocolates from the Pacific to the Atlantic? Or that the Portland Rubber mills' Non-Skid soles and heels are famous in practically every shoe repair shop west of the Rockies? Or that the name 'Bergmann' on a logger shoe means 'sterling' to the men of the big woods of the

remendous bunch of others do notand never will-no more than that few know that the Lambert Pubber & Tire company, 125 Grand avenue north, had been kept in Fortland, would have een worth millions to this city. It has just opened a tire factory in Akron, Ohio, that will have 5000 employes within a year, and 10,000 before 10 years rolled by. These workers never will be subject to the vicissitudes of war or other conditions. The industry live as long as automobiles are used. It should not have been permitted to get away from Portland.

Home Concern Does Expert Welding and Aluminum Repairing

A Forest Grove writer inquires if there is a place in Portland where aluminum wares may be repaired. The Associated Welding & Brazing works 391 Everett street, is prepared to do this work. Repairing of aluminum ware is no common work, and heretofore has not been done in this city.

This organization supersedes th Mathews Welding & Cutting company. The concern is incorporated, and i under the management of J. W. Viggers, its secretary. Much new equipment has been added, including aluminum welding and soldering devices. Experts also do electric welding, oxy-acetylene welding, brazing and bending of copper

pipe and all kinds of cutting. Automobile repair work of every description is given expert attention, and from present appearances the company is in a most prosperous condition, bidindustries of its kind. Mr. Viggers and his associates are all men of experience as practical workers, are not afraid of soiling their hands, and personally supervise everything done in the shop.

Welding Company Is In New Hands Now

The Mathews Welding & Cutting company, 391 Everett street, has passed into the hands of new owners, and hereafter

THE W.G.McPherson Co.

SHEET METAL AND PLATE WORK FOR SHIPS

J. J. Kadderly 130 FIRST ST.

COOPEY SAYS:

After hearing from property owners, merchants and workmen in many manufacturing cities, of the great benefits they receive from having factories, which mean payrolls, and what they are ready to invest and to do to multiply their industries, he quite agrees with the man who said, "What fools we mortals be." Of course he could not have meant Portland people, for if a blind man ran his head against a brick wall, we would pity, not blame him. He would not have done it if he had good sight, and Portland people would not do as they are doing (or not doing) if the scales were off their eyes. They would use my cooperative remedy. The Merchant Tallors, at their convention at Atlantic City, which I have just attended, also decided to cooperate. Ask Harcourt of The Journal to have the word Cooperation printed in the school books and say it means, "All to get together and do things, not look for others to do it for you." CHAS. COOPEY & SON

SPECIAL TOOLS AND DIES DESIGNED AND BUILT The Most Perfectly Equipped Machine Shop on the Pacific Coast

COIN MACHINE MANUFACTURING CO. SELLWOOD 100 PORTLAND, OREGON

THE VAUGHAN MOTOR WORKS and FOUNDRY **471 EAST MAIN STREET**

Builds and repairs all kinds of machinery. Makes Vaughan's Celebrated DRAG SAWS, Produces FINE GREY AND SEMI-STEEL CASTINGS OUR SPECIALTIES—GAS ENGINE CYLINDERS, PISTONS AND PARTS
ALL KINDS OF CORED WORK Leonard Schad, Foundry Superintendent. Phone East 1108

ARMSTRONG'S

McINTOSH ICE MACHINE CO. 48 THURMAN ST.

AMERICAN BRONZE AND BRASS WORKS. BRASS, BRONZE, COPPER, ALUMINUM

CASTINGS

will be known as the Associated Welding room in the basement has been fitted 45 cents. Another feature of this de & Brazing works, with J. W. Viggers as its manager. A large amount of new equipment has been installed—most modern appliances. In charge of Gus Liden, who has been with the company 19 years. Repair orders from Bend, Pendleton, Antelope, Moro, the irrigated regions of Idaho and other ern appliances to be had—among them a device for welding aluminum ware and an electric welding machine. "We are now prepared to do any clas of elecplaces were booked in one day this week, and they come from the lumber camps tric welding, oxy-acetylene welding, and from shoe stores in all directions. brazing and bending of copper pipe and cutting of every description," Mr. Vig-Mr. Liden is now buying, at \$1.25 per pound, stock that once was sold him at



DRAGSAW
of Oregon. Send for Circular
Portland Machinery Co.
First St. Phone Main

IMPROVED DRAG SAW Marine, Steam, Gas and Oil Engine Work

Coast Engine & Marine Works Phone East 6845.

OREGON BRASS WORKS, INC. ' BRASS FOUNDERS AND MACHINISTS

Bronze, Brass, Copper, Aluminum and Composition Castings, Pinishing, Polish-ing and Plating—Sash Bars and Brass Railings cond and Everett Sts., Portland, Or. Phones Broadway 5373, A-2375.

OREGON PAPER BOX **FACTORY** 241-245 Stark St.

THE BEST THAT CAN BE MADE" F. Dielschneider, Prop.

Have you tasted KNIGHT'S NEW Rogue River CATSUP? It is delicious.

Ask your Grocer. KNIGHT PACKING CO. Portland, Oregon

Hesse-Martin Iron Works

460-474 E. Taylor St. Engineers, Founders, Mechanics to Machinery, Contractors' Equipm Sawmill Machinery

PACIFIC COAST PRODUCTS FOR PACIFIC COAST INDUSTRIES

Rasmussen&Co. Makers of

Paintsand Varnish N. E. Cor. 2d and Taylor Portland, Oregon

Thayer, Shaver & Gulley Machine Co. General Machinists and Builders of

MARINE MACHINERY OF ALL DESCRIPTIONS 233-285 EAST WATER STREET

Portland Stove Works MANUFACTURERS OF HIGH GRADE

StovesandRanges ASK YOUR DEALER

Portland Furniture Mfg. Co.

COUCHES, LOUNGES, UPHOLSTERED FURNITURE MATTRESSES AND PILLOWS 1249-1259 Macadam Road Main 809—A-3513

Multnomah Trunk & Bag Co. Wholesale makers of Trunks, Suiteases, Bage, Telescopes, Auto Trunks, Etc. 80-86 E. Water t., Portland, Or. Phones East 24. B-2466.



Portland Non-Skids

Thousands Universal Tire Filler

GUARANTEED 100,000 MILES UNIVERSAL TIRE FILLER CO. 441-43 HAWTHORNE AVE., AT E. TTN Phone East 6810.

Are You Having Trouble MULTIGRAPH **MACHINE?**

Portland Electrotype & Stereotype Co.

WESTERN TOOL AND DIE WORKS

Third near Glisan. Andy Fritz, Mgr.
The best equipped plant on the coast devoted exclusively to the manufacture of PRESSED AND STAMPED SHEET METAL SPECIALTIES and Dies for producing them.

We Make For Ships, Awnings, Tents and Flags, Aquapelle and Oiled Clething, Horse and Wagon Covers,

Pacific Tent & Awning Co.

G. P. Rummelin & Son Mfg. Furriers C. G. Applegath
SUCCESSOR
Estab. 1870. Main 491.

WILLAMETTE BRASS FOUNDRY

Front and Hoyt Streets

AUTO DOCTORS FREE! WILLAMETTE GAS ENGINE &
MACHINE WORKS
East 3d and Burnside. East

Physicians say that Putney's

484 WASHINGTON ST.

PORTLAND PATTERN WORKS THE LARGEST AND SEST EQUIPPED ON THE COAST East 2896. 174 E. Water Res., Tabor 4478, Portland, Or.

"MADE IN OREGON" Portland Bolt & Mfg. Co. J. M. LEWELLYN, Mgr. 210 14th Street North Boltz, Rods, Upset Rods, Tools, Dies, Forgings Building Iron of All Kinda, Main 5488, A-2258.

PHOENIX IRON WORKS & FOUNDRY

PORTLAND, OREGON.
Engineers, Founders, Machinists, Bollermake
Building and Structural Iron Work. Noted
for Quick and Satisfactory Repairs.
We Guarantee Everytheepsirs. WILLAMETTE

PATTERN WORKS Phone East 793

\$61 East Water Street, Fortland, Oregon
PATTERNS AND MODELS
OF EVERY DESCRIPTION
HIGHEST GRADE WORK OUR SPECIALTY

BARRELS AND CASKS

Finke Bros. Cooperage Works
188 Medicon, Near Bridge.
Nata 9143

Broadway 1420. A-2685.

TELEPHONES

Broadway 8805—A-3805.

PORTLAND GALVANIZING WORK

PORTLAND GALVANIZING Coppensition

Pacific Stoneware Co. 695 Sherlock Ave. Portland, Oregon Everything in Postery

P. SHARKEY & SON Long Straw Horse Collars

W. F. ROSS & CO

Trussed steel frame-no wood to warp Butzer's Garden Specials When not sawing wood, the THOMAS contain more Seeds than the average Seed Envelopes. You do not pay for can be used for many other purposes. HERE IS A SAMPLE SPECIAL OFFER VEGETABLE GARDEN No. 1—40c Postpaid

CATALOGUE PRICE 85c, SPECIAL PRICE 40c, POSTPAID

1 Pkt. Beet 1 Pkt. Cucumber 1 Pkt. Onion 1 Pkt. Radish 1 Pkt. Cucumbe 1 Pkt. Corn 1 Pkt. Beet 1 Pkt. Beans 1 Pkt. Cabbage 1 Pkt. Carrot 1 Pkt. Parsiey 1 Pkt. Parsnip **BUTZER'S SEED STORE** 188-190 Front Street, Portland, Oregon