

ADVERTISING HAS REAL VALUE, SAYS A BUSINESS MAN

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 Public.

E. N. Strong, in charge of the "producing" 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."

prepared, containing always veracious statements. It will impress its truths upon all those persons interested in the subjects it treats. An advertisement of men's shoes would not engage the attention of a society had of the feminine order, no more than would a whole page announcement of a sale of women's hosiery entice money from the purse of a recluse bachelor. One would appeal to men and the other to the opposite sex each, according to the presentations of the advertisement, being interested to the extent of their wants of the article of which he or she had read.

Insurance should effectually appeal. Usually they are heads of families, and their deaths would leave their dependents often wholly without means. Destitution and suffering would result. Newspaper advertising focuses the attention upon the duty they owe their families, and when the life insurance salesman calls their minds have been so cultivated that half his task has been completed before he speaks a word. Publicity had paved the way and made his work comparatively easy.

POOLING OF FREIGHT 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 from this city, says G. O. Hesse, secretary of the Portland Furniture Manufacturing company. He said: "For example, one of our traveling salesmen takes an order at Boise for part of a load of our goods. When it is received we call up our 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 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 other furniture consignments for stations along the way."

FEED "Pig-a-Boo" DIGESTER TANKAGE. 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 3/4 lb. to 1 lb. more pork per day, than would be possible ordinarily.

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 3/4 lb. to 1 lb. more pork per day, than would be possible ordinarily. "Pig-a-Boo" is a Ration Balancer to Be Fed With Hog Feed. It Means That Hogs Can Be Marketed Two Weeks Sooner. Send for Free Booklet DEPT. E. UNION MEAT COMPANY NORTH PORTLAND, ORE.

Wheels Like a Wheelbarrow The THOMAS PORTABLE UNIVERSAL DRAG SAW. THE MACHINE WITH A GOOD CLUTCH. It's a big safety feature, for you can start the engine easily and quickly without the saw operating. THE THOMAS IS AN ALL-STEEL AND IRON OUTFIT, ON WHEELS. It is strictly a ONE-MAN OUTFIT with the output of at least 8 men, capable of cutting 25 CORDS OF 4-FT. WOOD IN TEN HOURS. Simple 4 H. P. Engine, with gear-drive. Trussed steel frame—no wood to warp or strain. When not sawing wood, the THOMAS can be used for many other purposes. Write today for Big FREE Folder. THOMAS ENGINEERING WORKS E. Water and Morrison PORTLAND, OREGON

BEAVER DRAG SAW. The IMPROVED Portable Gasoline DRAG SAW - with the CLUTCH that has made good. Costs No More Than Others. Cuts as Fast as Any Drag Saw Made and WEARS LONGER. Write for illustrated descriptive folder and terms from BEAVER MOTOR PRODUCTS CO., 238 Hawthorne Ave., Portland, Or.

Butzer's Garden Specials. HERE IS A SAMPLE SPECIAL OFFER VEGETABLE GARDEN NO. 1—40c Postpaid. CATALOGUE PRICE 85c, SPECIAL PRICE 40c. POSTPAID. 1 Pkt. Beans 1 Pkt. Corn 1 Pkt. Parsley 1 Pkt. Tomato 1 Pkt. Cabbage 1 Pkt. Lettuce 1 Pkt. Parsnip 1 Pkt. Turnip 1 Pkt. Carrot 1 Pkt. Peas. BUTZER'S SEED STORE 188-190 Front Street, Portland, Oregon

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, are prepared to do this work. Repairing of aluminum wares is no common work, and heretofore has not been done in this city.

Portland Factory Is in Receipt of Pleading 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 in preference to his, in my own way, the great comfort the shoes you made for me in October, 1917, have given me during this war in France.

Pioneer Die Plant Is Handling a Big Volume of Orders. The Western Tool & Die works is 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 possession.

Butzer's Garden Specials. HERE IS A SAMPLE SPECIAL OFFER VEGETABLE GARDEN NO. 1—40c Postpaid. CATALOGUE PRICE 85c, SPECIAL PRICE 40c. POSTPAID. 1 Pkt. Beans 1 Pkt. Corn 1 Pkt. Parsley 1 Pkt. Tomato 1 Pkt. Cabbage 1 Pkt. Lettuce 1 Pkt. Parsnip 1 Pkt. Turnip 1 Pkt. Carrot 1 Pkt. Peas. BUTZER'S SEED STORE 188-190 Front Street, Portland, Oregon

Pertinent Questions Reveal Facts About Portland Industry

Payrolls and Progress, the monthly publication of the Home Industry league, referring to some of Portland's manufacturers, asks: "Do you know that the Doernbecher Manufacturing company, Portland furniture manufacturers, is one of the largest institutions of its kind in the world? Or that the Dennon 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 Yogan Candy company is the biggest candy manufacturer in the West, and sells Yogan's chocolates from the Pacific to the Atlantic? Or that the Portland Rubber Mill, Non-Skid soles and heels are famous in practically every shoe repair shop west of the Rockies? Or that the name 'Bergmann' on a Portland shoe is a guarantee to the men of the big woods of the West?"

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, are prepared to do this work. Repairing of aluminum wares is no common work, and heretofore has not been done in this city.

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. Nineteenth and Wilson Sts. SHEET METAL AND PLATE WORK FOR SHIPS.

THE W.G. McPherson Co. SHEET METAL AND PLATE WORK FOR SHIPS

ORDER YOUR KADDERLY FURNACE

Now, and we can give it best attention. Don't wait until the cold of winter. We make steel and boiler rivets. Will list for you.

J. J. Kaddery 130 FIRST ST. MAIN 1322.

COOPER 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 do to multiply their industries, he quite agrees with the man who said, "While fools we mortals be, we could not have meant Portland people, for if a blind man ran his hand 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 it if they are doing (or not doing) if the scales were off their eyes. They would use my cooperative remedy (The Merchant Tailor), at their convention at Atlantic City, which I have just attended, also decide to cooperate. Ask Harcourt of the KLV of G. O. W. of Portland, or to get together and do things, not look for others to do it for you."

GENERAL MANUFACTURING SPECIAL TOOLS AND DIES DESIGNED AND BUILT

COIN MACHINE MANUFACTURING CO. 984 EAST 17TH STREET SELLWOOD 100 PORTLAND, OREGON

THE VAUGHAN MOTOR WORKS AND FOUNDRY 471 EAST MAIN STREET

ICE MACHINES From the Only Complete Factory in the Entire Northwest ARMSTRONG'S McINTOSH ICE MACHINE CO. 648 THURMAN ST. BROADWAY 4291.

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

will be known as the Associated Welding & Brazing works, with J. W. Viggers as its manager. A large amount of new equipment has been installed—most modern appliances to be had—among them a device for welding aluminum wares and an electric welding machine. We are now prepared to do any class of electric welding, oxy-acetylene welding, brazing and bending of copper pipe and cutting of every description." Mr. Viggers says, "and we give special attention to boilers, tanks, engines, auto parts and heavy castings." The repairing of aluminum wares will convenience many persons. It is difficult work and not done in many places.

Portland Dentist Invents Facing for Artificial Teeth

Among recent Portland inventions for which letters patent have been issued is one of Dr. Louis Cooperstein, a dentist in the Swetland building, described by the patent as an "interchange facing for artificial teeth and backing for the same." Those having artificial teeth would appreciate this invention. The tooth is so attached to the plate that one may be removed and another substituted without removing the plate from the mouth, and the tooth has a reinforcement in the shape of a gold biting surface protecting the porcelain. And the fastening of the tooth to the plate is so arranged that the pressure of the bite does not have a tendency to force the tooth backward on the plate, the effect of which is to prolong the life of the tooth.

Repair Business of Shoe Company Is Showing Big Gain

Something different from the ordinary is represented in the new repair department of the Knight Shoe company, 342-344 Morrison street, at Broad-

SPECIALTY FOUNDRY & MACHINE WORKS Small Brass and Iron Castings Contract Work Solicited

Davis-Scott Belting Co. Oregon Made Pure Oak Tanned Leather Belting

Garages Ready Out and Portable House, CHICKEN COOP, WOODSHEDS.

Millmade Construction Co. Pendleton, Or. MANUFACTURERS OF Pure Fleece Wool Blankets

"Superior" Mattresses are not surpassed on earth. They are made in Portland by the United Mattress & Pad Co. 427 Hancock St. East 870. Have Us Renovate or Make Over Your Used Mattresses.

West Coast Specialty Co. MANUFACTURERS FURNITURE AND WOODWORK PORTLAND, OREGON

Hesse-Martin Iron Works 460-474 E. Taylor St. Engineers, Founders, Mechanics Marine Machinery, Contractors' Equipment Sawmill Machinery

Rasmussen & Co. Makers of Paints and Varnish N. E. Cor. 2d and Taylor Portland, Oregon

Thayer, Shaver & Gully Machine Co. General Machinists and MARINE MACHINERY OF ALL DESCRIPTIONS 223 - 225 EAST WATER STREET

Portland Stove Works MANUFACTURERS OF HIGH GRADE Stoves and Ranges ASK YOUR DEALER

Portland Furniture Mfg. Co. Makers of COUCHES, LOUNGES, UPHOLSTERED FURNITURE MATTRESSES AND PILLOWS 1249-1259 Macadam Road Main 809 - A-3513

Multnomah Trunk & Bag Co. Wholesale makers of Trunks, Suitcases, Bags, Telecases, Auto Trunks, Etc. 80-86 E. Water St., Portland, Or. Phone East 24. B-2466.

Non-Skid Rubber Heels

Pacific Stenware Co. 695 Sherlock Ave. Portland, Oregon Everything in Pottery

P. SHARKEY & SON Long Straw Horse Collars EAST OAK AND UNION AVE.

W. F. ROSS & CO. Manufacturing Jewelers, Diamond Setters, Watchmakers, Electrical Watchmen. Alky Building, Portland.

room in the basement has been fitted out with modern appliances, in charge of Gus Liden, who has been with the company 15 years. Repair orders from Bend, Pendleton, Antelope, Moro, the irrigated regions of Idaho and other places were booked in one day this week, and they come from the lumber camps and from shoe stores in all directions. Mr. Liden is now buying, at \$125 per pound, stock that once was sold him at

FORTY CORDS WOOD DAILY

DRAG SAW of Oregon. Send for Circular Portland Machinery Co. 62 First St. Phone Main 107

IMPROVED DRAG SAW A new idea in the clutch, so important as to almost double the value of the machine.

Coast Engine & Marine Works Successors to Supple & Matcovitch Foot of East Taylor St. Phone East 8285. Portland, Oregon

OREGON BRASS WORKS, INC. BRASS FOUNDERS AND MACHINISTS

OREGON PAPER BOX FACTORY 241-245 Stark St. "THE BEST THAT CAN BE MADE" F. Dielschneider, Prop. MAIN 1819

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 Marine Machinery, Contractors' Equipment Sawmill Machinery

Rasmussen & Co. Makers of Paints and Varnish N. E. Cor. 2d and Taylor Portland, Oregon

Thayer, Shaver & Gully Machine Co. General Machinists and MARINE MACHINERY OF ALL DESCRIPTIONS 223 - 225 EAST WATER STREET

Portland Stove Works MANUFACTURERS OF HIGH GRADE Stoves and Ranges ASK YOUR DEALER

Portland Furniture Mfg. Co. Makers of COUCHES, LOUNGES, UPHOLSTERED FURNITURE MATTRESSES AND PILLOWS 1249-1259 Macadam Road Main 809 - A-3513

Multnomah Trunk & Bag Co. Wholesale makers of Trunks, Suitcases, Bags, Telecases, Auto Trunks, Etc. 80-86 E. Water St., Portland, Or. Phone East 24. B-2466.

Non-Skid Rubber Heels

Pacific Stenware Co. 695 Sherlock Ave. Portland, Oregon Everything in Pottery

P. SHARKEY & SON Long Straw Horse Collars EAST OAK AND UNION AVE.

W. F. ROSS & CO. Manufacturing Jewelers, Diamond Setters, Watchmakers, Electrical Watchmen. Alky Building, Portland.

Thousands of Portland People are enjoying the benefits of Universal Tire Filler. AND SAVING MONEY AT THE SAME TIME. No Punctures—No Blowouts. We have the names of a large number of satisfied users, of which you may have a copy for the asking. GUARANTEED 100,000 MILES IS NOT A LIQUID—NEVER HARDENS. UNIVERSAL TIRE FILLER CO. 441-43 HAWTHORNE AVE., AT E. 7TH Phone East 9810.

Are You Having Trouble WITH YOUR MULTIGRAPH MACHINE?

Portland Electrotype & Stereotype Co. 92 Front St., Portland Main 9194

WESTERN TOOL AND DIE WORKS Est. 1870

We Make SAILS For Ships, Aviators, Tents and Flaps, Angouille and Other Clothing, Canvas, Cotton, etc.

Pacific Tent & Awning Co. First and Anthony. Phone 849, 1081/A-1081

G. P. Rummelin & Son 124 2d, near Wash. St. Mfg. Furriers C. G. Applegath Estab. 1870. Main 481.

WILLAMETTE BRASS FOUNDRY Brass and Bronze Castings, Aluminum, Copper, Special Alloys

AUTO DOCTORS We Cure "Em Quick, and Do Not Rob You. FREE! WILLAMETTE ENGINE & MACHINE WORKS East 2d and Burnside. East 898

Physicians say that Putney's VENTILATOR beneath the window is the perfect preventive of influenza and other throat diseases. See it at 484 WASHINGTON ST.

CHAS. G. OLSEN, Prop. PORTLAND PATTERN WORKS THE LARGEST AND BEST EQUIPPED SHOP ON THE COAST East 23rd, 174 E. Water St. Tel. Taylor 4478, Portland, Or.

"MADE IN OREGON" Portland Bolt & Mfg. Co. J. M. LEWELLYN, Mgr. 210 14th Street North

PHOENIX IRON WORKS & FOUNDRY PORTLAND, OREGON. Engineers, Founders, Machinists, Boltmakers, Builders and Repairmen. Specialties: Castings, Patterns, Dies, Forging, Tool and Satisfactory Repairs. We Guarantee Everything.

WILLAMETTE PATTERN WORKS Phone East 799 901 East Water Street, Portland, Oregon PATTERNS AND MODELS OF EVERY DESCRIPTION HIGHEST GRADE SERVICE

BARRELS AND CASKS And All Kinds of Cooperage at Finck Bros. Cooperage Works 188 Madison, Near 84th. Main 9148

MIRRORS MADE and re-finished: polished glass plates for desks and home furniture; plate glass for window shades; sandblast signs; west coast guaranteed OREGON MIRROR & BEVELING WORKS Broadway 1420. A-2085. Tenth and Davis

Telephone: We Make It Broadway 8405 - A-2805. Best Portland GALVANIZING WORKS and Electrical Galvanizing, Copperplating, MATHY LEISER, Manager, sandblast signs; west coast guaranteed OREGON MIRROR & BEVELING WORKS Broadway 1420. A-2085. Tenth and Davis

Pacific Stenware Co. 695 Sherlock Ave. Portland, Oregon Everything in Pottery

P. SHARKEY & SON Long Straw Horse Collars EAST OAK AND UNION AVE.

W. F. ROSS & CO. Manufacturing Jewelers, Diamond Setters, Watchmakers, Electrical Watchmen. Alky Building, Portland.