

25 \%opatulatime


## today and

 tomorrow onlyon every one of the finest stock of ladies' handbags in the northwest Special Pre-Holiday Sale of Ideal Christmas Gifts

Fram vanity boxes at $\$ 2.07$ to luxurious silk and leather bags at $\$ 15.00$. Hundreds of styles and prices-all newest designs. We bought too heavily and are giving you most of these bags at less than cost. This is a real opportunity! A genuine one-fourth off on Christmas presents just when you have to buy them.
COOK'S, Inc. Good Lether Goode
Between Alde the Morren




WE ARE FIGEDING
more feopliz evert dax
Rudeen's Cafeteria 311 Washington Bet. 5th and 6th - REASONS -

No substitutes are used in our cooking
Our food is made to taste better. A large pot of excellent Coffee
(two cups) with pure cream..... 3 C Tenderloin Steak SPECIALTenderloin Steak
Every Day, 5 to 8 P. M..... 50 e
We Serve Specials Every Day of the Weel LARGEST PIECE OF PIE IN CITY AT THE PRICE
Come and Bring Your Friends
Where You Get More and Better for Less Washington St. Just Below Sixth

## Larger

a standing start only 20 years ago

Had any man predicted that The Journal would, in 20 years, have a circulation in Portland, larger by thousands than that of The Oregonian-that man would have been simply laughed out of court. And with reason. It is only once in a great while that a young newspaper It is only once in a great while that a young newspaper
overtakes and passes a newspaper that has dominated a city for generations.
than the Oregonian
And yet this "impossibility" has been accomplished by The Journal. The authoritative figures which PROVE the fact were compiled, admitted and were published by The Oregonian itself. Of importance, too, is the fact-likewise admitted-that the circulation of The Daily Journal in the 125 mile radius of Portland is

"Quality", within 116 copies of the Oregonian's, according to last
folks in Portland
When newspapers lack circulation they ofttimes claim "quality circulation," - meaning that they circulate among the people of wealth and heavy buying power. The absurdity of such a claim in Portland - a city of well-to-do people - is easily shown by the fact that less than 2000 of the 56,000 families in Portland have incomes in excess of $\$ 3500$ a year. The Journal does not advance the foolish claim that it is the only medium read by the fortunate " 2000 ," but every informed person KNOWS that more substantial Portlanders buy and read The Journal than buy either the Oregonian, the Telegram or the News.
-and a far lower advertising rate Although advertisers "talk to" the largest family of Portland readers through The Journal, still The Journal's rates are far lessper thousand of circulation-than the second newspaper.

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## Daily Weekly Sunday

The Largest Afternoon Newspaper in the Entire Pacific Northwest

