

20th Annual July Clearance Sale

Remember--There are only 3 more days of this Great Clearance Sale

Everything in our store is reduced EXCEPT OVERALLS AND CONTRACT GOODS.

Men's, Women's and Children's Suits, Men's, Women's and Children's Shoes: Piece Goods of all Kinds. Trunks and Valises, Millinery, Muslin Underwear, Separate Skirts, Dusters for Men and Women, Underwear and Hosiery for Men, Women and Children.

Hats, Shirts, and Neckwear for Men, Art Goods, Crockery and everything else in the Women's line.
Don't wait—take advantage of this last chance—buy now.

Clearance Prices on your every day China, Plates, Dishes, Cups and Saucers

18c Clearance Sale Price	12c
25c Clearance Sale Price	17c
30c Clearance Sale Price	20c
35c Clearance Sale Price	25c
40c Clearance Sale Price	28c
50c Clearance Sale Price	30c
60c Clearance Sale Price	38c
75c Clearance Sale Price	48c
\$1.50 Clearance Sale Price	95c
\$1.60 Clearance Sale Price	\$1.00

There is included in the above products of one of the best known domestic manufacturers, and it includes plates of all sizes, coffee and tea cups and saucers, bakers, jugs, platters etc. Goods carefully packed for out of town customers.

..The Peoples Warehouse..

Where it Pays to Trade

Everybody Can Read Plain Talk.

--and "make good" what you claim.

ADVERTISING TALK NO. 9.

Don't be too dignified. Neither be ill-bred. There is a happy medium.

Some merchants put themselves on top of a pedestal when they begin to write advertising copy, and the result is they shoot way over the heads of the people for whom the advertising was intended.

Straight from the shoulder, heart to heart talks are the kind that draw trade, but for some reason or other some merchants get as far away from this style as possible. Between every line of the advertising you may read: "You may buy my goods, but don't be too familiar."

On the other hand there are advertisements that get entirely too familiar. They contain extravagant statements that disgust you with their coarseness and apparent insincerity.

Successful advertising is simply a case of writing confidence into your copy. Truth is always recognized and dishonesty cannot be disguised.

The adv. writer who treads on unsteady ground is sure to get "called," like the circus strong man did on one occasion.

A theatrical man of New York who once piloted a circus through the West tells the following story about him:

"I was featuring an Italian as 'Biancilli, the Strong Man from Rome.' One day, while traveling from Kansas City to Omaha in a day coach, the strong man and myself were seated just ahead of a tall man with side whiskers. Whether or not the man overheard our conversation, I am unable to say, but after a time he leaned over and tapped my companion on the shoulder saying:

"Excuse me sir, are you not Biancilli, the strong man?"
 "Biancilli admitted that he was.
 "Is it true that you can lift two and a half tons in harness?"
 "Yes."
 "You can hold two men at arms length?"
 "Yes, I can."
 "You can put up five hundred pounds with one arm?"
 "Yes."

"Then," concluded the man with the side whiskers, 'would you kindly raise this car window for me?'"

Like the strong man, the advertiser will most certainly be called upon to prove what he claims.

It stands to reason then that he shouldn't claim too much, and he should write in such a frank, open manner that the public will believe what he says and consequently throw their trade in his direction.

Simple words and homely phrases, embodying a frank selling argument, comprise advertising dignity. They are better than all the high-sounding generalities and flippancies in the world.

Advertisements cost dollars—it doesn't help matters to throw away dollars on words that don't do any selling.

The newspaper likes to see you put the cloak of dignity and sincerity about your advertisements, because it knows that you will win success with this kind of an advertising campaign, and if your newspaper advertising is successful you will continue it.

Josh Billings says: "Tell the truth in your ads and you will get bizness."

There is a certain indescribable pleasure about shaking hands with a gentleman. It's the same way with an advertisement. If it has REAL dignity you like to shake hands with it.

FROM THE SPORTING WORLD

MULLIN AND BURGO SEEK OTHER FIELDS

That Barney Mullin and Walter Burgo find slugging matches with themselves as the principals to be profitable and will make an attempt to stage their third bout in Wallace, Idaho, is indicated by the following which appeared under a full length cut of the Boston pug in the Spokane Inland Herald.

Authorities willing, Wallace, Idaho, or Coeur d'Alene, may see a battle for supremacy between Walter Burgo, well-known middleweight contender and Barney Mullin, said battle to take place within the next three or four weeks. Burgo arrived in Spokane Sunday to look over the situation.

Burgo and Mullin have mixed in two trysts within the past six months and were scheduled to take the final leap in Pendleton, Ore., on August 4, but the sheriff interfered. In the first bout, on December 15, Mullin got a 15-round decision, but Burgo later got a 15-round draw after breaking his hand in the first round.

"While I'm here I want to issue a challenge to your man, Fritz Holland," said Burgo. "I will fight him anywhere the bout can be staged and have plenty of backing—in fact a man in Medford, Or., posted \$5000 on me for a go with the winner of the Longford-Ketchel affair which should have come off last July 4."

Burgo, by the way, fought Langford in Boston in 1903, and after giving the "Tar Baby" a wallop for six rounds, went out in the eighth when the police interfered. Burgo put Indian Joe Gregg out in five rounds at Las Vegas, Nev., a few months ago. He also fought a 20-round draw with George McPadden in 1898.

"Sports in Pendleton have a couple of thousand posted on Mullin and myself if we can only find some place to mix things," continued Burgo. "We had figured on Lind, Wash., but I just came from there, and they say nothing doing. The fight game is rather small pickings now."

CY YOUNG HAS GREAT RECORD TO HIS CREDIT

Cy Young, the veteran of veterans in the game of baseball, last week made a record that will stand for years to come when he won his five hundredth game in a major league company. Cy has been pitching in the big league for 29 years, and though now on the decline is still winning games for Cleveland. His complete record for the past twenty years follows:

Year	Team	W.	L.	P. C.
1890	Cleveland	10	7	.588
1891	Cleveland	27	22	.551
1892	Cleveland	56	19	.733
1893	Cleveland	34	17	.667
1894	Cleveland	25	22	.532
1895	Cleveland	35	19	.777
1896	Cleveland	29	16	.644
1897	Cleveland	21	18	.538
1898	Cleveland	24	14	.631
1899	St. Louis	29	18	.526
1900	St. Louis	29	18	.526
1901	Boston	31	19	.556
1902	Boston	32	12	.727
1903	Boston	28	9	.757
1904	Boston	26	16	.619
1905	Boston	18	19	.486
1906	Boston	13	21	.382
1907	Boston	22	15	.594
1908	Boston	21	11	.658
1909	Cleveland	19	15	.559
1910	Cleveland	3	6	.333
Totals		500	293	.631

A Foxy New Play.

The Chicago Cubs have devised a new way to beat the sacrifice fly, and judging by the way it has worked in the few times the Cubs directly interested have tried it, the new stunt spells more trouble for the batter. Johnny Kling, Johnny Evers and Joe Tinker are the men who are credited with the new plan to kill off the sacrifice fly thing, as they have been credited with a good-sized majority of the real brainy stuff which has made the Cubs the great machine they are.

The trick is worked like this: With a runner on the third corner, the batter puts a long fly to the outfield. Kling breaks away from the plate with the batter and beats it for the edge of the diamond, fronting whatever part of the field the ball has been hit into. Evers breaks directly for the plate, while Tinker, taking more time, times his sprint so as to cross the line between third base and home plate in time to slow up the runner, who starts the moment the ball touches the outfielder's hands.

Then, instead of shooting the ball home and taking big chances on the throw being wild, the outfielder relays it to Kling, known as the most accurate thrower the game has, who in turn whips it home to Evers covering the plate. Tinker, after performing his part of the play, which is to slow the runner coming home by crossing directly in front of him, but not blocking him, backs up Evers on the throw. It sounds difficult, but the Cubs' great trio have tried it out and have made good and the play mostly depends on the accuracy of the great Kling's salary arm.—Portland Journal.

COAST LEAGUE.

Sacramento 4, Angels 2. Sacramento, July 27.—With the Angels leading by two to one in the fifth inning yesterday Criger aeroplaned and walked three men, allowing the Senators to tie. In the sixth inning Boardman singled, La Londe doubled and Whalen, who pitched great ball all through the game, connected for a clean single. This bunching of hits gave the Senators a lead of two runs and by spectacular fielding they held their opponents safe for the balance of the game and took the opening of the series. President

Graham witnessed the game. Score: R. H. E. Los Angeles 2 6 0 Sacramento 4 7 0 Criger and Smith; Whalen and La Londe.

Frisco 3, Portland 0. San Francisco, July 27.—With the bases full and the game four innings old, Harry Sutor took up the burden for San Francisco at Recreation park yesterday afternoon and with a steady battery of puzzling twists blanked the visitors from Portland 3 to 0. Miller had been sent in at the opening, but his pitching form needed fixing and Captain Mohler ordered him to the bench after he had walked a man with two on bases. Score: R. H. E. San Francisco 3 5 2 Portland 0 7 2 Sutor, Miller and Berry; Gregg and Fisher.

Vernon 2, Oakland 1. Los Angeles, July 27.—Vernon took the series opener from Oakland yesterday 2 to 1. Doubles by Coy and Hosp, who held third for the Villagers, were responsible for the two tallies. In the second inning, Coy was advanced from second to the plate by sacrifices cleverly placed by Fisher and Lindsay. Stovall muffed a fly from Maggert's bat in Oakland's half of the third and Swander crossed the plate, saving the Commuters from a shutout. Score: R. H. E. Vernon 2 3 4 Oakland 1 5 1 Brackenridge and Brown; Willis and Mithe. Umpires, McGreevy and Toman.

Tacoma 1, Spokane 0. Tacoma, July 27.—Schmutz was invincible yesterday while the Tigers hit Killilly freely and won the second game, 1 to 0. Tacoma's hits went to waste until the eighth inning when Schmutz opened with a long double. Warren bunted him to third and Mott scored him with a drive past third base. The fielding on both sides was spectacular. Warren robbed Nordyke of a three-base hit by leaping in the air and knocking down a drive with his gloved hand and catching it before it touched the ground. Netzel was put out of the grounds for disputing a decision. Tacoma got the benefit of two decisions against Spokane on the bases. Score: R. H. E. Tacoma 1 10 1 Spokane 0 4 0 Schmutz and Blankenship; Killilly and Shea.

Vancouver 4, Seattle 0. Seattle, July 27.—Seattle had only one chance to score on Miller yesterday and he spoiled that by striking out Cruikshank with the bases full. Butler pitched good ball outside of the first and third when he was unsteady, permitting Vancouver to score four runs. Score: R. H. E. Seattle 0 3 1 Vancouver 4 5 6 Butler and Custer; Miller and Lewis.

Library Notes

Some Summer Books.

Summer is the time of novel reading. We soon tire of the last season's fiction and turn to the older fiction which has stood the test of five years or more. A few of the good old standbys less known than some of their more famous brothers, but less read for that very reason, are listed below.

"A Gentleman of France," by Stanley Weyman. It deals with the time of Henry Navarre, the beloved hero of the romance writers.

"Persuasion," by Jane Austen. A story of quiet English country life in which nothing happens of any moment but the interest of which depends upon the quiet humorous portrayal of life and manners.

"Three Brothers," by Philpotts. Dartmoor, England, is the place where the plot is laid as with all of the writers' stories. The book abounds in fine descriptions of the scenery and is full of the unconscious humor of the simple people described.

"Reds of the Midi," by Felix Gras. The last few years have seen the rise of a new literature in France, the Provencal. Gras is one of the most prominent writers of the Folbridge. The "Reds of the Midi" has its scene in the south of France near Avignon, during the period of the French revolution. The story is told from the peasants' standpoint.

"Old Creole Days," by George Cable. A Creole is a person of Spanish or French origin born in America. In the case of this particular set of stories the phrase "Old Creole Days" refers to the old French days of New Orleans. A more charming society than that that existed there would be hard to find.

"The Circuit Rider," by Edward Eggleston. This is a tale of old days in the middle west, a story of the country or the kind of country, to be strictly accurate, in which Lincoln was brought up.

Loss of Vitality is loss of the principle of life, and is early indicated by failing appetite and diminishing serenity and endurance. Hood's Sarsaparilla is the greatest vitalizer—it acts on all the organs and functions, and builds up the whole system.

Woman was made to be loved. Deprive her of affection and she fades and droops like the pretty flower deprived of moisture.

Weigh Yourself Before Using. Weigh yourself before commencing to use Samose, the great flesh forming food. The wonderful sale on this preparation since first introduced in Pendleton and the remarkable results following its use have made Koeppens such enthusiastic believers in the great value of Samose that they have given their personal guarantee to refund the money if Samose will not make thin people fat and restore strength and health to those who use it.

This is a strong guarantee, but Koeppens have seen so many of their customers who a few weeks ago looked like walking skeletons become plump and well solely through the use of Samose that they feel they cannot say too much to induce people to try it.

This marvelous flesh-forming food is assimilated as soon as it is taken into the stomach, makes good rich blood, tones up the weakened system, helps to assimilate the food and makes the user plump, well and rosy.

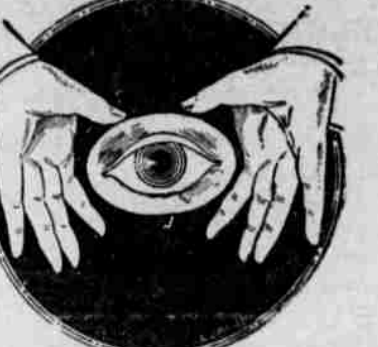
Drugs

Just Arrived

Quality Toilet Soap, fine floral odors, 10c cake, 3 for 25c. Look at our window.

SPECIAL—Duroy's Claret Soda, 5 cents. Delicious and refreshing.

F. J. DONALDSON,
Retailer Dr. 221st.



IF YOU CATCH YOUR EYE aching or watering, if you have frequent headaches, if the newspaper page occasionally seems to dance, YOU NEED EYE GLASSES. Have us test your eyes to determine just what sort best suited for you. Buying glasses without previous expert examination is a dangerous proposition.

A. E. SERUM
Optometrist
With A. L. Schaefer, Jeweler

Plumbing

"That's Our Business"
—and it's not a side line with us, but our specialty. All our time and attention is put into our plumbing work, insuring you a job that will last and satisfy.

We carry a complete line of heavy nicked fixtures, consisting of:
TOWEL RACKS
SOAP CUPS
SPONGE HOLDERS
TUMBLER HOLDERS
TOOTH BRUSH HOLDERS
TOILET PAPER HOLDERS
ROBE HOOKS
TOWEL BARS
STATIONARY WASH STANDS
BATH TUBS AND TOILETS

Have your plumbing examined by a competent man before the cold weather arrives—it will save you money and trouble.

BEDDOW & MILLER
EXCLUSIVE PLUMBERS.
Court and Garden Sts.
Phone Black 3556

Fort St. James

On Lake Stuart, BRITISH COLUMBIA

This is destined to be the Portland of British Columbia, on a navigable river and deep water lake with two trains running in next fall.

Letters pour into our office all day with applications for lots. To those who cannot come in we would do our utmost to make a good selection. Price \$100 and \$200 each. Cash \$25.00, balance \$10.00 a month. A few 40 acre farms joining Fort St. James townsite and Lake Stuart, \$50.00 cash and \$10.00 a month. You need not be a Canadian Citizen to Hold This.

You need not improve it, nor you need not reside on it. All this land is on or near the railroad, Grand Trunk Pacific, Alaska Yukon, and Canadian Northern railroads. Rich farm lands, \$8.50 per acre, \$3.00 cash, and balance \$1.00 per acre per year until paid. APPLY CANADIAN NORTHERN LAND COMPANY, 304, 305 and 306 Lewis Building, Portland, Oregon.

DRUGS

Use this for unsatisfactory conditions, indigestion, irritability of stomach, nervousness, headache, dizziness, fainting, and all ailments of the blood.

Sold by Druggists, or sent in plain wrapper, by express, 27 cents, for \$1.00. 3 bottles \$2.75. Circular sent on request.

DOORS - WINDOWS

BUY DIRECT AND SAVE MONEY

You can if you order your sash, doors, windows, etc., direct from us. Send for catalogue of building needs and compare prices, which are actual wholesale.

You or any competent builder will find that what we send you is FULL VALUE AND BEST QUALITY. If not, your money positively refunded.

WE SAVE YOU MIDDLEMEN'S PROFITS

Send us list of material you need and we will prove that we save you from 1/4 to 1/3 on the bill.

One price to everybody. Sell anyone. Ship anywhere. Send for catalogue.

O.B. WILLIAMS CO., SEATTLE

3 75 UP

"SAVE THE MIDDLEMEN'S PROFITS FOR THE CHILDREN."

Bears the Signature of *Chas. H. Fletcher*