WHAT WOULD YOU NEED?
HERB BUSTUM, THE BAGGAGEMAN, SAYS
ANY STATION AGENT WITH A FREE PASS AND
THE RIGHT TO CHARGE EXCESS BAGGAGE
OUGHT TO BE HAPPY. I TOOK HIM TO BE
HAPPY. I ONLY NEED AN

PACIFIC COAST LEAGUE
OFFERS 1914 SEASON WITH 3 GAMES TODAY

SPORTS

RUSSIAN DISCOUNT
CLAIMS OF VICTORY

Friday Night April 2

"Bobby" Evans
Lightweight Champion of Portland, vs.

"Billy" Farrell
Lightweight Champion of the Pacific Northwest.

15 ROUNDS 15 SHORT STRAIGHT QUIRNER BULLS
tWO GOOD PRELIMINARIES.

ADVANCE SALE ON TICKETS.
Tickets on Sale at Walsh's Drug Store and Charles Co.

THE SECRET OF ADVERTISING

Advertising is a very simple thing
—simplicity itself.

It can be summoned up in this way.

Having something to say—
Saying it in the right way—
Saying it in the right place at the right time.

And in the latter phase of the problem
the daily newspaper stands preeminent.

It is essentially the right place and
as it published day in and day out it
is easy to suit the words to the time.

Newspaper advertising is the most
productive form of advertising.