

Fill Your Windows With LIVE Merchandise

To Every Merchant Who Sees This Advertisement:

NATIONAL Newspaper Window Display Week beginning next Monday, October 11th, offers every retailer an opportunity to reach out after more business.

The live goods you have in stock are those that are advertised by the makers in this and other good newspapers.

These are the goods for which there is a direct demand. You can turn this direct demand into sales over your own counter if you let the public know, through your show windows, that you sell these standard articles.

Every time a manufacturer advertises his products which are sold by you in the newspapers he is making customers for your store. You can help him make these customers by keeping your show windows attractively decorated with this live merchandise.

National Newspaper Window Display Week is a movement that will extend all over the North American continent. It is bound to encourage many other manufacturers to spend money in advertising which creates direct demand upon your store.

This newspaper has furnished you with signs to paste upon your windows during next week when you show goods advertised in these columns. If you want any more of these signs we will gladly furnish them free of charge.

Make this Window Display movement a big success in this community. This is a good time to reach out after more business.

Every Movement of this Kind is Bound to Hurry Along the Prosperity Which is Within Sight

SPORTS



BIG TEAMS READY TO CLASH IN SERIES TO DECIDE WORLD TITLE

ALEXANDER AGAINST RED SOX IS THE WAY DOPE SHEET READS TODAY.

BY GEORGE R. HOLMES. (United Press Staff Correspondent.) PHILADELPHIA, Oct. 8.—Baseball's biggest battle-field was cleared for action today, and the combatants, Phillies and Red Sox, stripped in fighting trim for the conflict that will end another world series heralding into baseball history.

Seldom in baseball history have two teams stood on the brink of a world's series clash with so much generality of opinion regarding their relative merit.

Never has one player, and one alone, carried the burden of his side's offense and defense on his shoulders to such an extent as does the Big Nebraskan this breezy October day.

That question has probably been asked and answered a million times since the vanguard of the world series crowds began drifting into the city. All others faded into insignificance in crowded hotel lobbies and streets. One never heard "What can the Red Sox do?" It was "What can Alexander do?"

Long before daybreak there was a sleepy stream of bleacher fans lined up on either side of the box office window for the coveted tickets. Some intended seeing the annual classic; some didn't. The latter class was taking a long chance of selling the bits of pasteboard for from three to five, and even ten, times what they paid for them.

That Alexander will pitch the first game goes without saying, although the tactician Moran has not said as yet. But Alex is Philadelphia's only ace—it can be played, then pulled back and played again, and quite probably again.

It seemed probable this forenoon that Ernest Shore would get the call from Bill Carrigan, although in some quarters it was predicted that Dutch Leonard, Boston's prize southpaw, might be sacrificed.

Baseball men themselves, players and managers, were pretty much divided on the outcome. National leaguers—those who have battled faithfully at the writhing slants of Alexander through a long, weary season—are for him, strong. They don't

think he can lose. On the other hand, American leaguers, who have worked against Boston's prize trio—Shore, Foster and Leonard—can't see how the American league entry can lose.

One thing that the American League adherents pointed to with much confidence was the result of the recent Detroit-Boston series wherein the Red Sox really won the pennant. They pointed to the fact that Detroit with Cobb, Crawford and Veach—one of the strongest batting clubs baseball has seen in years—couldn't do anything to the finely balanced staff of Carrigan. And what chance, they queried, has a comparatively weak hitting aggregation like the Phillies got against them.

On the other hand, Philadelphians pointed to the fact, undeniable, that the clan of Carrigan never has faced a pitcher of Alexander's caliber. At last accounts the arguments stood a draw. It will take the games to decide.

Early indications pointed to a mammoth crowd attending the first game. Both cities are fairly hectic over the series, particularly Philadelphia, as this is the first National league pennant she ever boasted in thirty-odd years' striving. When Boston is hot, it follows necessarily that all New England is.

Whoever pitched today, one thing was assured—as classy an exhibition of tense pitching moments as a world series crowd ever saw. Either Shore, Leonard or Foster are certainly worthy of anybody's steel, even Alexander's.

Princeton-Syracuse to Meet Tomorrow

GAME LAST WEEK SHOWED TIGERS' WEAKNESS—HARVARD MEETS CARLISLE.

BY GEORGE R. HOLMES. (United Press Staff Correspondent.) NEW YORK, Oct. 8.—Eastern football teams enter tomorrow on the third stage of the season's grind. In the west, the big fellows, after weeks of practicing, are making their second showings in intercollegiate combats.

Interest in the east is largely centered on the Princeton-Syracuse struggle at Princeton. The Tigers' start against Georgetown two weeks ago, was anything but auspicious, as they defeated the southerners only 13 to 8, in a game that showed many Princeton weaknesses. Since that time, however, Coach Speedy Rush has driven his men to the limit, and indications today were that the Tigers will go into tomorrow's game more like the Princeton of former years.

Harvard is expected to have a walkaway with Carlisle. The Indians are weaker this season than they have been in years, as was shown when Lebanon Valley College held them to a scoreless tie.

Yale undoubtedly will have a tougher time with Lehigh, but should win by a good score. The Blue rolled up a total of 37 points against Maine, which is indicative of a fairly good offensive aggregation. Uncle Sam's twins—the Army and Navy—swing into action against Gettysburg and Pittsburg. The marines are liable to find a tartar in the Pittsburgers and no one would be greatly surprised if Pittsburg would repeat its last year's victory. Last year the Pitt trimmed the Navy, 13 to 0.

With the possible exception of the Iowa-Minnesota game, the west didn't offer a very attractive program tomorrow. Chicago meets Northwestern in the only other big nine game but little interest is centered in it because Coach Slaggy's warriors have beaten Northwestern for so many years that its a Chicago tradition it might almost be called a habit.

The Iowa-Minnesota game, however, should be a hummer, because both teams are always strong and this year is no exception.

BIG EATERS GET KIDNEY TROUBLE

TAKE SALTS AT FIRST SIGN OF BLADDER IRRITATION OR BACKACHE.

The American men and women must guard constantly against kidney trouble, because we eat too much and all our food is rich. Our blood is filled with uric acid which the kidneys strive to filter out, they weaken from overwork, become sluggish; the eliminative tissues clog and the result is kidney trouble, bladder weakness and a general decline in health.

When your kidneys feel like lumps of lead; your back hurts or the urine is cloudy, full of sediment or you are obliged to seek relief two or three times during the night; if you suffer with sick headache or dizzy, nervous spells, acid stomach, or you have rheumatism when the weather is bad, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys; to neutralize the acids in the urine so it no longer is a source of irritation, thus ending bladder disorders.

Jad Salts is inexpensive; cannot injure, makes a delightful effervescent lithia-water beverage, and belongs in every home, because nobody can make a mistake by having a good kidney flushing any time.

TOP HOGS ARE HOLDING AT \$6

(Courtesy Thursday's Journal.) PORTLAND, Ore.—While top limits in the quotation list for swine were reduced 5c in the North Portland yards, the general market showed no change. Although a limited amount of business was recently shown at \$6.25, the general market for tops was not above \$6.25, therefore that price today shows no change.

There was a fair run of swine in the yards this morning, but selling was slow.

Eastern markets as a rule were slightly higher this morning.

General hog market:
Best light \$ 6.25
Medium light 6.00@6.25
Good to heavy 5.75@5.90
Rough to heavy 4.50@5.50
Cattle Market Stationary.
Market for cattle is practically stationary. The class of steers that sold at \$3.50 in the North Portland yards this morning was of substantially the same quality as brought a similar price Monday.

Congratulations!

You smokers of *Piedmont* Cigarettes have picked a winner. And simply because you liked them so much—simply because you knew a winner when you found one—you made *Piedmonts* the biggest 5c seller in this broad land.



10 for 5c

Also packed in packages of 20 for 10c

The Cigarette of Quality

We love to back a winner

That's why we announce that we now pack a coupon in every package of



A coupon that is redeemable for any of the multitude of presents in our illustrated catalogue. A coupon whose liberal value should double *Piedmont's* recording-breaking sales.

Liggett & Myers Tobacco Co.

OUR FREE OFFER During the month of October we will give copies of our illustrated catalogue of presents absolutely free. Just send us your name and address on a postal, or ask for one at our Premium Department, 331 Battery Street, San Francisco.

Table with market prices for various goods including cows, hogs, and sheep.

CLASSIFIED DIRECTORY

Table listing various services and businesses such as Funeral Directors, Attorneys, Auctioneers, and Veterinarians.

