"THE BEST YOU'VE GOT"

A HEART-TO-HEART TALK ON GIVING CUSTOMERS WHAT THEY WANT.

Preferred Stock Fills the Bill for Consumers Who Appreciate High Quality and Moderate Prices.

When a customer asks for the "best you've got" you've no right to assume she wants anything else but the "best there is."

The "best-you've-got" customer is a profitable one to cultivate and you should always meet her with the "best-there-is" goods.

A 10c can of corn won't satisfy her if she knows there is a better grade for 12c. It's quality she wants, and the few cents' difference won't cut any ice with her.

This class of customers is not so rare as you might think. A good many people would use better groceries if merchants would take the trouble to educate them in grocery qualities.

A little persuasion, a little demonstration, an occasional complimentary sample of something unusually nice, makes trade, paying trade—especially if it's toned up with judicious doses of printer's ink.

Some grocers seem to think that their chances for a blissful hereafter depends upon their selling cheap groceries. If they start out with a fancy grade of Corn that's worth 15c, they think they're bound to swap that brand off for something "almost as good" for 12½c.

Then comes the 10c stage, then the "3 cans for a quarter," and finally they get to the place where the "best they've got" is such that self-respecting people would rather go without than buy.

That's not the right track. Educate your trade up to the highest possible standards. The American people are proverbially good livers, and seldom stick at a penny if they're sure the added penny brings added quality.

Let the "best you've got" always be the "best there is."

Moral: Handle and push Preferred Stock Goods.

The reputation of Preferred Stock goods—Table Fruits, Vegetables, Oysters, etc.—is always made. Every tin under the beautiful red, white and gold label embossed and bearing a cap with statement of Extra Fancy quality over the signature of Allen & Lewis is a guarantee of a responsible firm that only the choicest stock is used, and is carefully graded and packed. The best dealers everywhere now recognize that this brand is not only the most satisfactory to handle, but in the long run the most profitable. One tin helps to sell another—the customer is gratified—and all danger of dissatisfaction is insured against. Confident that all goods under this Brand are the finest offered in the Northwest trade. The Journal cannot too highly recommend their purchase.

Preferred Stock Vegetables are the choicest selection of Maine, Wisconsin, New York and California packs, an equal to fresh Garden Vegetables. In purchasing these goods the motto has not been "How Much?" but "How Good?" A tin of Preferred Stock Tomatoes (solid pack) will contain almost twice the quantity of Tomatoes in the ordinary California tin. Hence in the long run are far the cheapest to use.

This season many new varieties are introduced for the first time under this label, such as Tomatoes Enchilados (with Green Peppers), Baby Crimson Beets, Sunset Cream Pumpkin and Squash, Superfine Sifted Melting Peas, etc.

In Evaporated Fruits the line is packed only in 5-pound round friction top, full weight tins, under the beautiful Preferred Stock red, gold and white label, 12 tins in a case. To introduce the goods the firm will assort cases to suit buyers.

The fruit in each variety is the very best that can be procured and in this package will keep moist and bright and also free from worms and dirt, for an indefinite time.

The Table Fruits under this label are all 2½ lb. extras, packed in heavy syrup containing only the finest California and Oregon products. In fact everything bearing a Preferred Stock label can be depended upon to be the best at any price; a trade winner in every sense, fulfilling every claim that is made for it and backed by a guarantee of being the finest by the sellers whom it should be added are responsible for their claims and have a reputation of which many firms might well be proud.

MEETING OF GAME WARDENS

(Journal Special Service.)

HELENA, Mont., July 19.—State Game and Fish Warden Scott has gone to Mammoth Hot Springs, in the National Park, to attend an important conference of game wardens. The wardens will discuss matters pertaining to their duties and especially try to bring about uniformity in the fish and game laws. Among the states represented at the conference are Oregon, Washington, Utah, Wyoming, Minnesota and Idaho. Representatives of the Northwest territory are also expected to be present.

TWO LOSSES.

A Miss Cherrin reported to the police yesterday that she lost a gold watch at Shields' Park while viewng the performance.

F. G. Lee, a carpenter, reports that he hung his coat and vest up in a building he was working on yesterday at Thirteenth and Hall streets, and that when he went to look for them they were gone. In the vest pocket was a valuable Elgin watch.

ALLEN & LEWIS
PORTLAND, - - OREGON

FRUITS VEGETABLES

PREFERRED STOCK

If you appreciate the combined advantages of

HIGH QUALITY

AND

Moderate Prices

And of course every good housekeeper does—it is to your advantage to demand

THE PREFERRED STOCK GOODS

OLIVES CATSUP

ALLEN & LEWIS
PORTLAND, - - OREGON

PURE FOOD

A Word to the Grocer —Good Times Demand Good Goods —The Dealers' Duty.

In the present age and generation, when the subject of pure foods has become a paramount issue in every state, and in every well regulated establishment catering to the public the matter of quality takes precedent over nearly all other considerations, it becomes necessary for the store-keeper to give the question more than a passing consideration. More particularly in the matter of canned and bottled food stuffs is adulteration and fraud praticed and in no few instances is this glaring deception followed to such a degree of harmfulness as to cause serious sickness and in cases of recent record, death. No retail dealer handling canned and bottled goods can afford the risk incurred by cheap goods; he becomes an accessory before the fact, should the sale of such prove a serious matter to the consumer, and he has knowledge or guartee that he is not acting in a criminal manner by allowing his customers to take desperate chances or courting serious consequences by reason of the sale of cheap and impure canned goods, etc.

Cheapness is positively the most dangerous character in tin goods. To be sold cheaply these goods must be packed with inferior qualities of fruit or vegetables or fish, and must as a matter of necessity, be given little selection in quality and as little time in packing as possible to allow of their sale at a low figure. The refuse of the higher grades are put up for the lower grades and if any dealer or handler of such stuff could be an eye witness to the scene of their operation, he would soon realize the truth of these remarks. In further pursuance of this most important subject, The Journal calls attention that the word, PREFERRED STOCK, on a package of groceries denotes the contents are PURE—FRESH—SWEET, and the best that can be obtained. All thoughtful grocers should handle the brand, for which the old well-known firm of Allen & Lewis are sole distributors.

TENT ON OLD CAMP GROUND

The Washington Militia Hold First Camp in Years.

(Journal Special Service.)

TACOMA, Wash., July 19.—Everything has been put in readiness at American Lake for the encampment of the Washington state militia to be held there during the coming ten days. The camp site is the same as that occupied by Camp Murray in 1892, lying on the east side of the lake on the Olympia branch of the Northern Pacific. Much interest is manifested among the guardsmen as it is the first encampment they have held since 1894. There is at present 12 companies of infantry and one troop of cavalry in the state organization, numbering 700 officers and men.

WESTERN TENNIS

(Journal Special Service.)

CHICAGO, Ill., July 19.—The turf courts of the Kernwood Country Club were thronged with devotees of tennis today at the opening of the annual western championships, singles and doubles. The tournament continues through the coming week. First, second and consolation prizes will be given in both singles and doubles. The winner in singles will meet Raymond D. Little, the old Princeton player, who won the honor last year for the championship. The winners of first place in the doubles will be the Western champions, and will be called upon to play the winners of the Eastern doubles at Newport next month, and the winners of that event will play at Newport for the championship of the United States.

TENNIS CRACKS ARE COMING

(Journal Special Service.)

LONDON, July 19.—The English lawn tennis team, consisting of the Doherty brothers and Pym, sail for the United States today to contest for the American championships. Their first appearance will be at Longwood the latter part of the month.

ASHLAND CHAUTAUQUA.

(Journal Special Service.)

ASHLAND, Or., July 19.—The 10th annual assembly of the Southern Oregon Chautauqua Association closed this evening. At the business meeting 6:30 the following officers were elected for the ensuing year: President, G. F. Billings; vice-president, E. D. Briggs; secretary, T. A. Hayes; treasurer, F. H. Carter.

Dr. Patrick Manson, the malaria expert, points out in a London periodical that malaria is far too frequently assumed to be present in patients when no such taint exists.