

BUSINESS EXPERT TO SPEAK TONIGHT

W. H. Farley Appearing Here Under Auspices of Business Men's League

Owners of stores, managers as well as those who do the retail selling will have an opportunity to hear W. H. Farley, nationally known authority on merchandising tonight at 8 o'clock at the Chamber of Commerce, under the auspices of the Salem Business Men's League.

Mr. Farley has been speaking before various clubs in the west and yesterday appeared before the Salem Rotary club, speaking on "Better Business Methods."

Those who have heard Mr. Farley say that he handles many business facts in a manner somewhat different from the usual acceptance. For this reason, his talks have been received with unusual favor in the west and Mr. Farley is in demand at conventions where business methods are discussed.

The meeting this evening will be of special interest to those who wish to hear something new of the retail game. And for this reason, not only are men invited, but there is a general invitation extended to every woman in the city who is interested in that great subject, how to hold and please the customer.

At the Rotary club yesterday, Mr. Farley not only suggested several new ideas on business, but told a number of most interesting stories, all of which added greatly to the interest of the address.

BENEFIT DANCE PLANNED

EVENT SPONSORED BY SALEM ROD AND GUN CLUB

The Salem Rod and Gun club is giving a benefit dance at the Mellow Moon dance pavilion Friday evening, September 18. The proceeds of the dance are to go in as part of the \$1,000 that is to be given in prizes at the First Annual State Fair Trap shoot. This is to be given under the auspices

James J. Crossley

of Portland, Oregon hereby announces that he is a candidate for the Republican nomination for U. S. Senator at the May, 1926, Primaries.

Experience and qualifications: Raised on an Iowa farm. Graduated from Iowa university—academic and law departments—and post graduate at Yale. Served four years as County Superintendent of Schools. Served five sessions in State Senate. Served six and a half years as U. S. Attorney under Roosevelt and Taft. National Guard and Mexican border service and 29 months in World War from Oregon. Overseas with front line divisions in Champagne and Oise-Aisne and with Rainbow (42d) divisions in Argonne.

"Will work zealously for development of Oregon and support of measures for real benefit of farmers as suggested by their organizations."

"Favor World Court and Reform Senate Rules"

of the American Trap Shooters' association and is the first registered trap shoot of its kind to be held during Fair week at Salem for a number of years. It will be of more than ordinary interest to all sportsmen in the Willamette valley for it will draw the best shooters of the northwest to the event.

Salem is indeed fortunate in securing this attraction at such an opportune time. And it has been freely predicted that owing to the fact that the Salem Rod and Gun club has the best shooting grounds in the state, that this will undoubtedly be an annual event for the future.

DUNSMOOR BROS. KNOW PAINTING

Know How to Make Colors Blend and Not Shout at One Another

Dunsmoor Bros., Salem painters to the people of Salem who appreciate something outside of the commonplace, are finding themselves very, very busy. One job advertises another. In fact, they always refer prospective customers to those for whom they have worked already.

They are decorators and painters of both exteriors and interiors, but make a specialty of interiors. They employ stippling and Tiffany blending, the latest wall finish. They refer interested parties to any job they have done in Salem. They employ the highest grade of materials—the very best money can buy. They keep up their high standard, no matter how insignificant the job.

They finished the Prof. Roberts studio, upstairs, North Summer and Marion streets. They have been doing work on the D. B. Jarman house, and they are working on the new residence being built by Carl Webb.

Members of the partnership are W. P. and C. I. Dunsmoor. Their office is at 2218 State street. The phone number is 2230.

SERVICE HELD KEYNOTE

METHODS ARE MORE INTERESTING THAN PRICES

W. H. Farley, member of a large middlewest business house, who was a guest at the Wednesday noon luncheon of the Rotary club, gave an address on sales. Declaring that the modern customer cares more about the method used in selling to him than he does about the price he pays, Mr. Farley said:

"Only about ten per cent of the public is interested in price; the other ninety per cent is interested in service." He pointed out that business houses that give excellent service, even though their prices may be high, usually succeed. Mr. Farley is a pronounced progressive, and as for conservatism, he says:

"I hate this word conservative," he said. "What did a conservative ever do? A radical is usually wrong, but a conservative is always wrong."

Baffin Island is the third largest island in the world, yet little more is known of it today than when it was discovered 349 years ago.

Classified Ads Bring Results

HELLIG VAUDEVILLE PROGRAM IS LISTED

First Bill at New Theater Promises Much High Class Entertainment

For the headline act on the first Association Vaudeville bill at the Hellig theater there has been chosen a somewhat unusual feature, a male comedy quartette. The Knox Comedy Four is more than just a singing quartette. It is true that they sing, and sing well, but throughout their act has been woven a comedy plot that is said to be a riot from the entertainment standpoint. It is based on the idea of a singing teacher trying to pound vocal instruction into the cranium of a dumb pupil. The boys do some wonderful harmony singing in their vocal numbers, mostly all of which are of the comedy variety.

Next in importance comes another distinct novelty in the Le Petit Caberet which is enacted by Mantell's Mantkins under the direction of L. Ayers Mantell who has developed this art of entertainment to a well nigh perfect degree. Among the various numbers which Mr. Mantell presents with his human-like Mantkins is an ultra fashionable cabaret including the musicians, performers, waiters, guests, etc., a real circus sideshow; a Russian Ballet; imitations of well known movie and comic strip characters; Roman gladiators; Spanish bull fight and many other more or less intricate and difficult stunts.

For a genuine novelty surprise the palm must go to Sinda Dale and Dixie DeLone, two musical comedy favorites who present "A Musical Comedy Surprise." For a wealth of gorgeous stage settings and beautiful costumes there are few acts on the road that can equal let alone surpass them. Then they still have the big surprise which they spring at the close of their excellent routine of songs and dance.

Every now and then an act appears that has been developed into popularity as a result of war activities though most of these, unless especially capable have gradually vanished from the theatrical horizon. Not so however with V. C. Dorfield who was featured for two successful seasons with "Elsie Janis and Her Gang" while doing laudable entertainment work among the soldiers. This likeable young man fell into stage work as naturally as a duck takes to water with the result that he has continued independently since Miss Janis disbanded "Her Gang." With his "Trix & Chatter" he presents a

very clever and entertaining act consisting of magic and comedy chatter which combined with an irresistible personality makes him a favorite everywhere.

The show is rounded off with a beautiful singing and musical number by O'Brien Sisters and Mack in which saxophones, piano solos, singing and dancing combine to make a most enjoyable 14 minutes of diversified entertainment. The bill will be especially remembered for its array of unique novelty numbers and its all round wholesome entertainment.

Bits For Breakfast

In wood working— We should have a chair factory—

And a large furniture factory, and many specialty factories using wood.

We have vast amounts of oak, maple, ash and alder, and other kinds of wood that are useful in furniture making.

Time will be up next week, for organizing the second linen mill company for Salem, and getting down to the business of building the factory.

You did not realize what an asset we have in Salem in our colony of writers and artists, did you? These people are gregarious. The more we have, the more we will get. They will do much to put Salem on the map in large letters.

Georgia man wants to connect up with our people for marketing our loganberries in Dixie Land. We should give him the opportunity. Here is where the thorough organization of our loganberry industry would come in wonderfully well.

Mr. Guthrie is thinking of the name for the \$30,000 theater he is building on High street. It will be worthy of a good name. He has not authorized this paragraph, but he would no doubt welcome your suggestion, if you have one worth while. He is too modest a man to call it The Guthrie, which would sound all right.

The new theater which Mr. Guthrie is building will be one of the most beautiful in this state, or any other state or country. Salem will be very proud of it.

GRACE SCHISKA NAMED

EUGENE, Sept. 15.—Mrs. Grace Schiska today was appointed by the Lane county court as county treasurer to succeed Miss Edna Ward, whose resignation has been handed in to take effect October 1. Mrs. Schiska is a former city recorder and police judge of Eugene.

CARAVAN PLANNED TO HEAR SUNDAY

Fully 500 Are Expected to Attend Evangelistic Services in Portland

Plans are now under way for a caravan from Salem to go to Portland to hear Billy Sunday, who is holding revival meetings in that city. Either a chain of autos or a special train will carry the Salem delegation to the meeting, according to C. A. Kells, general secretary of the local YMCA, who has charge of the affair. A definite date has not yet been set for the trip, but it will be some time next week.

Several churches have signified the desire to cooperate in the success of the caravan, an announcement will be made from the various pulpits Sunday morning. Mr. Kells asserts that he expects a minimum turnout of 500, as a special section will be reserved at the tabernacle in Portland for the Salem delegation.

Billy Sunday, evangelist of national and international repute, and former baseball professional, is in Portland for a six weeks' revival campaign. He was invited there by the inter-church council of that city. Mr. Kells bases his claim for a large attendance on the fact that the tabernacle meetings are crowded to overflowing, and as a section will be reserved that will be large enough to seat all those who go with the Salem caravan, it will afford those of Salem who wish the opportunity of hearing in comfort the famous evangelist.

YOUNG BOB COMMENDED WASHINGTON, Sept. 16.—(By The Associated Press).—"I think young La Follette won his fight fairly and squarely and is entitled to the election," Senator Borah, republican, Idaho, said today in discussing the success of Robert M. La Follette in yesterday's Wisconsin senatorial primary.

The moons of the planet Jupiter were the first astronomical objects to be discovered with the use of a telescope.

Folks! Today Is Positively The Last Day To See The Mighty Picture

THE IRON HORSE

IT'S THE TALK OF SALEM

Introducing to Salem the Newly Organized Association Vaudeville

Direct from the Keith and Orpheum Circuits

3 Shows Daily

2-7-9

HELLIG ASSOCIATED ADVANCED VAUDEVILLE

Hear the New Hellig Concert Orchestra

Mary Talmage Directing

BUSICK'S STANDARDIZED CASH STORES

Albany Woodburn Salem Corvallis

From Producer Direct To You

In order to eliminate needless delay and expense in placing fresh merchandise of quality in your pantry, we go direct to creameries, the packers, the millers and growers. In fact, no effort is spared in bringing the very best of nature's gifts from field and garden to your table at a minimum of cost.

<h3>Raisins</h3> <p>Market Day Seedless Raisins are a specially sweet, thin-skinned, delicately flavored variety grown without seeds. Packed ready for use in</p> <p>4 lb. packages at</p> <p>36c</p>	<h3>Brooms</h3> <p>Fairy Brooms are a four-sewed, polished handle Broom usually sold for 75c. We will sell a limited number of these at</p> <p>43c</p>	<h3>Flour</h3> <p>Eagle Brand Flour—an excellent all Hardwheat Flour equal to any Flour sold on this market, affords you a saving worth while</p> <p>49 lb. sack</p> <p>\$2.15</p>
<h3>Pineapple</h3> <p>Hawaiian Pineapple. The rare delicacy and ripe flavor of this fruit packed in No. 2 1/2 size tins, is really more delicious than the fresh fruit.</p> <p>2 large cans</p> <p>53c</p>	<h3>Citrus</h3> <p>Washing Powder</p> <p>A 25c pkg. of Citrus free with the purchase of one pkg. of Citrus Granulated Soap. A 75c value for—</p> <p>49c</p>	<h3>Coffee</h3> <p>All Brands of Coffee will be at least 2c per pound higher in a very short time. Save money by buying a liberal supply now.</p> <p>M. J. B. 1 lb. 54c</p> <p>M. J. B. 3 lbs. \$1.59</p> <p>M. J. B. 5 lbs. \$2.64</p>
<h3>Ripe Olives</h3> <p>Because of a mild, delicious nut-like flavor and nutritious, tempting food value, Ripe Olives are very popular at all dinners and luncheons.</p> <p>large size can</p> <p>20c</p>	<h3>Soap</h3> <p>10 bars of Crystal White Soap, regular value 50c; one 10c bar Cream Oil Soap—all for—</p> <p>39c</p>	<h3>Hill Bros. Red Can</h3> <p>1 lb. 55c</p> <p>2 lbs. \$1.07</p>

YOUR TABLE IS NO FURTHER FROM THE PRODUCERS THAN YOUR NEAREST BUSICK'S STORE

Peter Pan OPAL HUE Beauty Powder

COUPON - WORTH \$1.90

Present it, with \$1.10, at our Toilet Goods Section and receive a regular \$3 box of the wonderful new Peter Pan Opal Hue Beauty Powder!

That Strange Exquisite New Beauty Powder—the Sensation of the East! Comes in a Beautiful Black and Gold Box

Sealed in Silk

INTRODUCTORY OFFER

THIS COUPON IS WORTH \$1.90

Upon Presentation of This Coupon and \$1.10 You Will Receive a Regular \$3 Box of Peter Pan Opal Hue Beauty Powder

THIS IS AN INTRODUCTORY OFFER ONLY—and coupons must be presented ONLY tomorrow or Saturday.

Name _____

Address _____

This is an Introductory Offer Only—After the Sale the Price Will Be \$3!

Toilet Goods Dept.

THE CAPITAL DRUG STORE

J. H. WILLETT

405 State Street, Corner Liberty

Salem, Oregon

This Announcement Should Be of Interest to All Rooming Houses

Special Values

from the Downstairs Store

Sheets Cases Towels Tubings Blankets Sheeting

Bed Sheets, good quality 81x90, special \$1.25

Pillow Cases, good quality, 42x36, special 25c

9/4 Bleached Mohawk Sheeting, yd., special 49c

8/4 Bleached Mohawk Sheeting, yd., special 47c

42 inch Pillow Tubing, yd. 39c

Bath Towels, 36x18, Bleached, 2 for 25c

Bath Towels, 40x18, Bleached, each 25c

Crash Towels, 32x18, Bleached, each 10c

Crash Toweling, Stripe Border or Plain, yd. 19c

Bleached Terry Toweling, 18 inch, a yd. 25c

Bleached Terry Toweling, 20 inch, a yd. 29c

Barber Towels, each 7c

Feather Ticking, a yd. 27c

Heavy Wool Blanket, dainty color plaids 66x80, special \$6.65

Satisfaction Guaranteed on every purchase or your money cheerfully refunded

Kilbury Bros.

THE STORE FOR THE PEOPLE

"Can and Do"

Salem Store 466 State Street

Portland Silk Shop 383 Alder Street