

# New Spring Dress Materials

Now on display

Gabardines, Serges, poplins, stripes and checks in wool goods

All wool challies in new patterns and colorings 50c yd.

March Designers now ready

## FLOOD'S STORE

334 West First Street

### Notice

The Elk ladies will entertain the men at a masquerade on Monday, February 15, at the Elks' Temple. All Elks are cordially invited. Costumes can be rented at The Toggery.

f 12-15

### Card of Thanks.

We wish to thank the many kind friends for their acts of kindness and sympathy, during the sickness and death of our dear husband and father, MRS. ADDIE BALTIMORE AND FAMILY.

## ROLFE THEATRE

Sunday and Monday

Movies of the Big Hamilton Fire, a complete reproduction in 400 ft. Everybody will want to see it so come early. Usual program in addition. Admission 10c and 5c

## The McDowell Shoe Co.

### Fashion-Favored Fifth Avenue Styles for Your Choosing

Your favorite is sure to be among the wide variety of authoritative models in our display of Spring styles. The arch-fitting properties combined with our scientific method of foot-fitting mean comfort as well as style.

236 West First Street

### MUCH GRAY MATTER NEEDED IN WORK OF ADVERTISING

University of Oregon, Eugene, Feb. 13.—There is more gray matter in the advertisements of the ordinary newspaper and magazines than in much of the literature of the world," said Merrill A. Reed, president of the Reed Advertising Agency and chairman of the educational committee of the Portland Ad Club, yesterday afternoon.

Mr. Reed was the first speaker to lecture to the students of the newly formed advertising club at the University of Oregon. Over 100 students are registered in this class. It is hoped that in the future a permanent department in advertising will be established in the new school of commerce at the university. Throughout the semester other speakers will be selected from the Portland Ad Club to speak to the class each week, many of the members of which are future advertising consumers.

Mr. Reed spoke on the subject of advertising in general, taking up the history of advertising, its evolution, development and uses in the modern business world. It was an introductory lecture. He spoke of the time when hand-bills were first used and the use of sign painting up on the rocks.

"Over \$70,000,000 yearly is spent for advertising in the newspapers and magazines of our country," said Mr. Reed.

"The best place for a young man who intends to follow the advertising profession is on a live, small daily newspaper. He must learn the entire shop from the picture process and the editorial department down to the mechanical department," concluded Mr. Reed.

### \$126,000,000 APPROPRIATION PASSES HOUSE

(By United Press Association) Washington, Feb. 13.—The Sundry civil bill carrying appropriations for \$126,000,000 passed the house today.

### WHERE EXPORTS WERE SENT

Canada Gets Most of Its Imported Foreign Goods From the United States. Washington.—What and how much the nations of the world bought from the United States before the outbreak of the war, as told by American consular officers, are discussed in "Commercial Relations of the United States," a volume of 272 pages, just issued by the bureau of foreign and domestic commerce. Four countries other than the United States offer each a market for over a \$1,000,000,000 worth of foreign products annually—the United Kingdom, Germany, France and the Netherlands. Great Britain bought \$2,000,000,000 worth, about 20 per cent of which is from this country; Germany, \$2,500,000,000, with 15 per cent from the United States; France, \$1,500,000,000, of which 11 per cent is from the United States, and the Netherlands, an important center for the transshipment of foreign goods, nearly \$1,500,000,000 in which American goods figure to the extent of about 10 per cent.

Belgium's annual purchases fall just short of \$1,000,000,000 in value, United States products supplying about 8 per cent, while Austria-Hungary, Italy, Canada, Russia, India, Australia, Argentina and Japan are next in order with imports ranging from \$722,000,000 to about \$300,000,000. These countries vary greatly in the proportion of their purchases from the United States, Canada taking 65 per cent and India 3 per cent. Brazil's imports exceed \$908,000,000, only 15 per cent of which are from the United States, which takes 40 per cent of the Brazilian exports.

### AT THE COURT HOUSE

#### Warranty Deeds.

Harry L. Whippis to Lillie Janet Whippis, Feb. 10, 1915. Lands in blk. 11, Goltra's park Add. to Albany, \$1.

Mary V. Riley to J. R. Metzgar and N. L. Feb. 8, 1915. Lands in block 37, Hackleman's 2nd Add. to Albany, \$10.

#### Marriage Licenses.

Otto Brandell, age 24, Lebanon, and Louise Bladen, age 25, Lebanon. Chas. S. Downing, age 41, and Alviria J. Piatt, age 40, both of Albany.

Superintendent Boetticher went to Salem this afternoon.

Miss Willetta Wright left on the noon train for Eugene to pass the week-end.

Mr. and Mrs. James Bond, of Halsey are in Albany visiting at the home of Mr. and Mrs. Claud Davis.

M. C. Brown, of Tangent, is in Albany today on business.

W. C. Cummings, of Halsey, is an Albany visitor today.

Bob M. Miller came in from Halsey today on business.

#### Visits in Lebanon—

Mrs. J. J. Lindgren was the house guest of Mrs. H. R. Ford of Lebanon the early part of the week. Mrs. Lindgren is a former Lebanon resident.

#### Will Give Last Lecture—

One of his best lectures in Albany was given at the Opera House last night by Prof. Alexander, who has been lecturing for the past two weeks. Prof. Alexander took for his subject, "Love and Marriage." At the conclusion of the lecture, two prominent couples were matched upon the stage amid the laughter of the audience. Prof. Alexander will complete his lectures tonight, by giving his best lecture on Character. The lecture tonight will commence at 8:15.

Members of Albany Tent K. O. T. M. are urgently requested to be at the meeting this evening. Business of importance.

A. SENDERS, R. K.

### READ OUR WANT ADS

Attention Subscribers! During the present month a large number of subscribers have sent in their checks in settlement of subscription accounts but no receipts have been mailed unless asked for by subscribers. During the month of February the mailing list will be revised and each subscriber will then be able to ascertain from the date on his paper that proper credit has been given on our books. dly wk jan 15 fl



Rev. J. D. Springston, of Portland, who will deliver an address tomorrow evening at 7:30 at the Methodist church on the subject, "Religious Education, and Social Efficiency."

## LECTURES Opera House

Every night by Prof. Alexander

SATURDAY—How to Read Character, by walk, handshake, way of wearing the hat, eyes, nose, mouth, and chin.

ADMISSION 25c

Consultations daily from 10 a.m. at Albany Hotel

## E. R. CUMMINGS' WOOD YARD

ASH, OAK, MAPLE, FIR, SLAB and BLOCK WOOD on hand at all times. All sawed wood under shed. Prices right, prompt delivery, exact measure.

OFFICE WITH VIERECK'S BATHS 144 West First Street

Office phones: Bell, 143J, Home 178. Residence phones, Bell 350, Home 146.

## A New Shipment of Children's Spring Shoes Has Just Arrived. They Are Fine



Medium high tops that are just right for this time of the year. Gun metal, kid and patent leather, made up into good, strong, serviceable shoes.

All sizes for children.

Sizes 5 to 8  
Sizes 8 1-2 to 11  
Sizes 11 1-2 to 2  
Different widths.

The Prices Range From \$1.50 to \$2  
Others as inexpensive as 75c

## FOLGER'S COFFEE SALE

One Week Only



45c. Coffee  
45c. Quality



Feb. 15th to 20th

WE REDEEM THEM

Hair Dressing and Manicuring Parlors on Mezzanine Floor. S. E. Young & Son. See Our Wednesday Specials Window 9

### SOCIAL

(Continued from Page 3)

sex, Leroy Wood, P. A. Young, E. D. Cusick, A. J. Rahn, Thomas Hopkins, Hans Flo, S. C. Worrrell, Burkhardt, Rowe, R. E. Mason, Nelson Wilber, Misses Willetta Wright, Flora Mason, Messrs Henry Vollstedt, and Fred Doherty and Mrs. Fred Nutting.

Complimenting Mrs. W. H. Hornbrook, who will leave soon for Siam, Mrs. F. Geselbracht and Miss Ella Meade were hostesses for the members of the D. A. R. on Monday afternoon, at the Geselbracht home on Broadalbin street. The rooms were prettily decorated for the occasion with pink carnations and pink hearts, suggestive of the Valentine season. After a short business session, the ladies passed a few social hours together, after which a dainty luncheon was served.

The Loyal Daughters of the Christian church will give a social tonight in the church, to the Loyal Sons. Decorations suggestive of the Valentine season will be seen in evidence and games and music will be the diversions of the evening, followed by refreshments.

Complimenting Mrs. W. H. Hornbrook, Mrs. J. L. White entertained a few ladies on Friday. Bridge and sewing was the pastime of the afternoon after which a dainty repast was served. Those present were: Mesdames W. H. Hornbrook, L. H. Fish, A. Austin, O. D. Austin, Z. Rudd, G. A. Flood, Glen Jenkins, Shaw and Kroschell.

Mrs. E. F. Sox was hostess for the Modern Travelers today, at her home on Ferry street. The program of the afternoon was very interesting and instructive, Mrs. Cooper having read a paper on "Our Great Expositions, 1876-1915," and Mrs. Stewart, having one on "Wide Use of the School Plant." These papers were followed by a short discussion, a social hour and refreshments.

The ladies of the Entre Nous club were entertained by Mrs. S. S. Train on Tuesday. "Bridge" was played at three tables. Mrs. W. H. Barker and Mrs. Martin were honored guests. Misses Alzina Parker and Margery Rowe assisted Mrs. Train in serving choice refreshments.

The Knights of Columbus gave an informal dance in Bussard's hall last

night. A three-piece orchestra furnished the music during the evening.

Mrs. Alex Power of Lebanon spent Thursday in Albany as the guest of Mrs. J. J. Lindgren.

The A. B. G. club gave a Valentine party last Saturday at the home of Mr. Charles Pfeiffer. A pleasant evening was enjoyed by the young people in playing games and music. The rooms were decorated with red carnations and hearts and choice refreshments were served. Those present were: Violet Nutting, Marciel Austin, Nathiel Donaca, Ethel Bussard, Onna Hofflich, Estelle Price, Vernon Henderson, Bruce Neeland, Mason Price, Lowell Simpson, Carlton Ross and Charles Pfeiffer.

Mr. L. E. Blain entertained the young men of his Sunday school class of the United Presbyterian church and

their lady friends on Friday at his home on Broadalbin street in honor of Mr. William White and his bride. The evening was passed in music and a social hour, followed by dainty refreshments.

Miss Violet Nutting entertained the members of the M. G. S. club this afternoon. Games and music were the amusements and refreshments served.

Crystal Assembly No. 19, United Artisans have invited a number of their friends and all visiting Artisans to meet at their hall Tuesday evening next, February sixteen to enjoy a talk from Dr. J. L. Hill (a member of the order), giving personal reminiscences of his trip "around the world." Albany's best musical talent will give a number of choice selections. Refreshments will be served by the committee having charge.

## Conserve Your Power --- Apply It Direct

The power wasted in belts, shafts, and pulleys would run many a factory—but it doesn't do any good.

## Electric Power Eliminates the Waste

Electric Power can be used to operate just the one machine you wish to use—or to run your entire shop. It will run your machines any hour day or night or every hour. Central Station Electric Power is economical because flexible, reliable and safe. It is power without the lost motion.

For information call 15 both phones.

## Oregon Power Co.

Telephones 15 306 West Second St.