

Daily Democrat

F. P. NUTTING
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MONDAY, JULY 19, 1915.

NEWSPAPERS IN FRONT.

The outstanding feature during the recent convention of the Advertising Clubs of the World at Chicago was the prominent part taken by the newspapers. This is, of course, as it should be, but the fact is nevertheless worth recording, for while newspapers have always been boosting some person or party or thing, they do not often get such well merited opportunity to boost themselves, says the American Press.

The press of the country in the beginning seems to have decided that this convention offered a real opportunity to "show them," and in accordance with this decision the newspaper delegation at the convention was among the largest not alone in size but also in importance.

The convention served well to bring out the vast importance of the daily and weekly press in the affairs of the nation. This applies not only to business affairs—i. e., advertising—but to all other places of the nation's activity. Figures were presented showing that the business men of the country are spending annually \$225,000,000 on advertising in the newspapers. You can't fool the business man, and if he thinks it is worth while to spend this vast sum in newspaper advertising it is a sure sign that such advertising is well worth the money involved.

Newspaper advertising is today at the highest point it has ever reached and is climbing steadily. First of all the business man has come to recognize the newspaper as the best medium, and, secondly, the newspaper publishers themselves have come to recognize the responsibility which rests upon them in accepting this vast sum for advertising. They have cleaned house—they are still cleaning house—in their advertising columns. "Honesty" has become their watchword. The fakir, the schemer and other proponents of underhanded business methods are being kept out of the columns of the newspapers so that honest business may enter. Newspaper publishers large and small are evincing a desire to cooperate with the advertiser to show him how very much more merit there is in newspaper advertising than in any other.

CLAIRVOYANT AND PALMIST.

Madame LaMar, the gifted clairvoyant, who has been in Albany for the past three months, is located at 106 4th street, corner of Lyons, where she can be consulted daily, from 10 a. m. until 9 p. m. The advice she gives you is accurate and can be depended upon, whether it concerns business, investments, sales, lawsuits, changes in location, social, domestic or love affairs. If you are worried, sick or run down, she will tell you how to regain health, strength and success. Don't fail to consult this gifted woman. Remember the address, 106 Fourth St., cor Lyons. j13tf

A Bargain.

House and lot, 55 1-2 x 132, corner 3rd and Jackson streets, opposite high school building. Estate must be closed and will sell cheap. Call O. A. Archibald at First National bank. j12-24

FOR SALE—Rough Lumber at \$8 per thousand feet, cash. Call at Dr. Hill's sawmill. j14-21

FOR SALE—20 acres of Calapooia bottom land; 15 acres in cultivation, supplying Halsey with vegetables at present time. Midway between Halsey and Brownsville; distance 3 miles. Will take used auto as part payment on my equity. Balance terms. For particulars address M. F. C. care C. P. Talent, Brownsville, Ore. j12-19

The Pacific Coast Automobile Blue Book for 1915-16 on sale at Albany Garage. j28tf

MISFITS

MISFITS

When angry say Praznysz. That'll cure you.

Support home institutions. Keep your dollars at home all you can.

You jump in the dark when you send your money away to the mail order houses.

Trade with the men who pay the taxes. They are in Albany.

Albany is a business center that attracts attention because of its splendid transportation facilities, in and out.

A Portland man sued a Los Angeles woman for \$30,000 and then backed out. It was breach of promise. Perhaps he discovered his good luck.

One thing about these movie performers; they don't care anything about the size of the original audience.

A funny thing is that fish display artificiality as to whose hook they bite. They never will touch some people's bait.

Wis must be an uncomfortable state in which to live. The state legislature has been in session seven months continuously. Forty days uses up the average Oregonian.

Some one says: If there is a chance to boom business, boom it. Don't be a knocker. Don't pull a long face. Hope a bit. Get a smile on you. Hold up your head. Get a hold with both hands, then pull. Bury our hatchet. Drop your tomahawk. Hide your little hammer. When a stranger drops in tell him this is the greatest town on earth. It is. Don't get mulish. Don't roast. Be jolly. Get popular. Its dead easy. Help yourself along. Push your friend with you. Soon you'll have a whole procession. Be a good fellow.

The new Pacific Coast Tour Book or 1915-16 just arrived—Albany Garage. j28tf

The Albany Bakery
We Deliver to Any Part of the City
115-119 E. 3rd Street
Bell 560 Party R Home 419
H. J. FIRCHAU CO.



Don't swelter in a hot kitchen this summer. Come in and see our full line of

FLORENCE Oil Cook Stoves

"Look for the Lever"

The finest oil stoves made. Fully guaranteed. Whether you have decided to buy an oil stove or not, let us show you this line. Absolutely reliable—simplest to operate.

Hulbert-Ohling Hardware Co.
"The Hardware Men"
Albany



Successful 44 Years

in banking give assurance of safety to depositors of
THE FIRST NATIONAL BANK
Savings department maintained by
THE FIRST SAVINGS BANK
Where savings are safe.



Goodyear Fortified Tires

Cost Users \$5,000,000 Less

Our last price reduction—made February 1st—will save Goodyear users about five million dollars this year. And that was our third reduction in two years, totaling 45 per cent.

Yet Note This

Yet Goodyear Fortified Tires embody many extras. Five are costly features found in no other tire. The rest are found in few.

If we omitted those extras, we could save on this year's probable output \$1,635,000. We could add that to our profits, yet Goodyear tires would look as good as now.

This year's improvements alone will cost us \$500,000 this year. All to give you ex-

tra wear. And we shall spend \$100,000 on research this year to find more improvements still.

They Are Yours

These extras belong to you. They mean less rim-cuts, less blowouts, less loose treads. They mean more rubber, more fabric, more mileage, less trouble. Most tire users know that, so Goodyear tires far outsell any other.

Prove it yourself this summer. It will bring you tire contentment.

Any dealer, if you ask him, will supply you Goodyear tires.

Men are now adopting Goodyear tires faster than we can supply them. We have never seen anything like it.



Goodyear Service Stations

Tires in Stock

ALBANY... J. L. Irvin

Another Ford Story—

A man was looking up in a tree, when asked what he was hunting for. "Oh, I'm looking for my Ford," he said. "Why, what happened?" "You see, I was cranking my machine, when the crank slipped and it got away from me and flew up into the tree."

Miss Elliott Coming—

Miss Dorothy Elliott, of New Wilmington, Penn., is expected in Albany tomorrow, after visiting the fairs in California. She will be the

guest of Miss Sue Breckenridge. Miss Elliott is a former teacher of piano music in Albany college, leaving here about ten years ago.

Returned from Drift Creek—

Dr. W. R. Bilyeu and A. B. Weatherford returned last night from their vacation trip to Drift Creek, Lincoln county. They had a fine time fishing. H. B. Cusick, who was with them, arrived home several days before.

WATCH FOR BROADWAY

ALBANY FUEL CO.

BOTH PHONES 277

Having decided to run a transfer and storage business in connection with our fuel business, we will store your goods and do your team work.

We have reliable men and our service is in all ways guaranteed satisfactory.

OUR PRICES:

Team work, per hour	50c
Slabwood, green, per cord	\$2.25
Slabwood, dry, per cord	\$3.00
Second growth fir, per cord	\$3.50
Old growth fir, per cord	\$4.00
Ash, per cord	\$4.25
Oak, per cord	\$4.75

We are agents for Castle Gate, Clear Creek and Mendota coal.

INVISIBILITY CROOKES TINT IS EVENLY DISTRIBUTED

The harmful rays are shut off by the Sir Williams Crookes glass, yet it carries a tint so imperceptible as to be invisible, on the face of the wearer.



E. C. Meade, Optometrist

The Lives of Your Loved Ones

may be depending upon the proper medicines dispensed rightly. It is a poor time for you to be careless when your prescriptions are filled.

You can't afford to take chances. This is a matter worthy of your serious thought.

We take pride in saying that a prescription never leaves our store unless it is properly and accurately filled.

We fill a prescription just as it is written or not at all.

Bring them to us.

Burkhart & Lee, Druggists

WOOD

Dry Block and Slabwood

Hammond Lumber Co.

Both Phones 358



Of course I'm healthy—I trade with Stearns' Ideal Grocery

ROYAL ANNE CHERRIES for CANNING

Use Campbell's Soups

PHONES 58

A QUALITY STORE

We sell the best at lowest prices

Watch Repairing

F. G. Will

Fortmiller Bros. Funeral Directors

Masonic Building, Albany, Or.

Both phones. Lady Assistant

VIREECK'S BATHS

First-class Workmen Only

Cor. First and Ellsworth Streets

This Bank Recognizes

the fact that the farmer of today, needs a checking account, the aid of a strong bank and the advice of its officers to the same extent as the firmer merchant.

Further, it cordially invites every farmer without a banking home to talk with its cashier today.

CAPITAL AND SURPLUS \$90,000.00

J. W. CUSICK & CO., Bankers Albany, Oregon

FISHER, BRADEN & CO. FUNERAL DIRECTORS AND UNDERTAKERS.

Undertaking Parlors, 3rd and Broadalbin.

LADY ATTENDANT Both Phones

Cabinet Work Albany Planing Mill

Al M. Stringer—House and sign painter. Glazing, Tinting, Paper Hanging. Estimates furnished. 229 Broadalbin St., Albany, Or. Bell phone 134-R. Home phone 506. m29a29

DUGAN & DENNY 231 Lyon St.

THE HOUSE FURNISHERS New and Second Hand Goods.

DALLAS DIAMOND Hard Wheat Flour

Sack \$1.60 Bbl. \$6.00

Store open Saturdays until 9 P. M.

M. SENDERS & CO.

Golden Rule Dairy

MILK and CREAM

2 Daily Deliveries. Both phones

H. M. PALMER, Prop.

FOR SALE—32 1/2 acres, 12 head cattle, 3 horses, 2 wagons, farm implements, crop, 15 stands bees, etc. J. J. Coats, Shedd. j14-21

THE BEST BAKED GOODS GROCERIES, PRODUCE and FRUITS

PARKER'S

"The Sign of Quality"

136 Lyon St. Both Phones

FISH

from the

D. E. NEBERGALL MEAT COMPANY

is always fresh. See the display in our sanitary case at SECOND AND LYON STS. Full line of salt fish.

Drain Tiles at

Cost as long as they last

ALBANY COMMISSION CO.

DINNER SERVED

Every Sunday for 50c.

at ST. FRANCIS HOTEL

Luncheon 11:30 to 2; dinner 5

to 8 p. m. j29tf

Cameron's

IS THE PLACE

FOR ALL KINDS OF

MILL WORK

Both phones Foot Ferry St.

THE STATE Inspector

Found our whole herd free from Tuberculosis.

FOR SAFETY FIRST

order

Hygeia Dairy

MILK and CREAM

Bell 510-L Home 2489

BUSINESS DIRECTORY

CLASSIFIED

WANT ADS

BUSINESS DIRECTORY

CHIROPRACTOR

ELMER C. GIPE

Chiropractor.

Rooms 5, 7, 9, 10, Cass & Bank Bldg. Nature cannot cure a disease unless the cause is removed. Chiropractic adjustments remove the cause.

DENTISTS

DR. W. R. BILYEU—Dentist, First National Bank building, Albany.

LAWYERS.

L. G. LEWELLING Attorney at law—Notary public Albany, Oregon.

DAN JOHNSTON, Attorney at Law Room 205 First National Bank Bldg

WEATHERFORD & WEATHERFORD, Lawyers, Albany, Ore.

C. C. BRYANT Attorney at Law 301-2 New First National Bank building, Albany, Oregon.

H. F. MERRILL Insurance and Loans City warrants bought and sold, Room No. 1, second floor, First Savings Bank building, Albany, Oregon.

B. M. PAYNE—Farm lands and city property for sale. Real estate loans. Fire insurance. Surety Bonds. Rooms 19-21, Cusick Block, Albany, Oregon.

REAL ESTATE & INSURANCE E. F. SOX Real Estate, Loans, Fire Insurance. First National Bank Building

FOR SALE—A 10 million timber claim in Douglas county for city property or good farm land. Home 1143. j16tf

FOR SALE—Central Ore. stock and alfalfa ranches, for Willamette valley farms, small commission, Ferguson, 501 Gerlinger Bldg. Portland, Or. j6a6 dly wk

REAL ESTATE FOR SALE—Farm lands, city property, timber lands, collections, money to loan. Insurance written in the strongest old line companies. J. V. Pipe, 203 W. 2nd St. dly wk tf

FOR SALE—Light roadster automobile. First class condition. Recently overhauled. Address "Roadster" care Democrat. a5tf

FOR SALE—Fine four acre tract, nearest in Sunrise, natural drainage, lays well. Call at Democrat office.

FOR SALE—High grade piano at a bargain. Phone 361-R. m18tf

Blue Book Touring Guides at Albany Garage. j28tf

FOR SALE—Upright piano for \$100. Call at 929 E. 7th St. j8A8

FOR SALE—Lots at corner 8th and Main, also corner 8th and Cleveland; also in Epauline addition, T. P. Hackleman a18 aug23

FOR SALE—5 room house, cor. 11th and Calapooia. \$8 per month. Call upon J. F. Powell, Albany State Bank Bldg. j16a16

FOR RENT—A modern 4-roomed apartment; also a fire proof store room. Enquire of Burgraf, 118 Second St. m3tf

FOR RENT—First class store room, First street. Call on Dr. A. Stark. m22tf

FOR RENT—Large store room with electric light fixtures, counters, shelving, all complete. Cheap. Apply or phone to Geo. W. Wright. m29tf

FOR RENT—Housekeeping rooms, centrally located. Free light, water and telephone. Phone 134-R. 112 West Third St. m15tf

FOR RENT—New 6-room bungalow, screened in sleeping porch. Call Bell 117L. j16-20

FOR RENT—5 room cottage, modern, Washington and 9th, \$12 per month. Call Mrs. N. A. Bidgett. j12-19

MISCELLANEOUS. FOR SALE—House, barn, lot, Water St. between Hill and Main, by owner. Address Ola Salvett, Albany. j12-19

WATCH FOR BROADWAY. DIGS WELLS—Now is the time to get your wells dug at reasonable prices. Address B. F. Comer, Albany, Ore. R. F. D. No. 2 or call at Burkhardt Add., near Nebergall's slaughter house. j12a12

WANTED—Competent girl for general housework. 632 Baker street. j6tf

WHEN answering classified ads, please mention the Democrat.

TO TRADE—Will trade second hand two seated buggy for saddle. See Rawlings, 121 Broadalbin St.

MOVED. C. H. Prochnow, the shoemaker, has moved his shop next door to the Democrat office. Repairing neatly done. j3jy3

MONEY TO LOAN. MONEY TO LOAN on good improved farm land. Call on J. V. Pipe, 203 West 2nd St. j2tf

Jones Book Store Subscriptions received for Magazines and periodicals. 333 West First St., Albany, Oregon.

STETTER'S FOR GROCERIES AND CROCKERY

Real Estate Loans & Insurance

Collins & Taylor

Hammel Hotel Building