

SALEM PRESS CLUB BANQUET

To the Salem Advertisers at
The Willamette Well
Attended

REFRESHMENTS WERE DISCUSSED
AFTER WHICH SUBJECT OF
ADVERTISING WAS DISCUSSED
AT LENGTH AND GENERALLY
AND INTERESTINGLY.

The Salem Press Club entertained representatives of the dry goods trade in Salem last evening, at 8 o'clock, at the Willamette Hotel. A very palatable lunch was discussed by those present, after which toasts were responded to by E. Hofer, president of the Press Club, being the master of ceremonies.

The first address was that of A. Holtz, the advertising man of the Meier & Frank Co. of Portland, and said to be the highest salaried ad writer in Oregon. Mr. Holtz expected to be present, but he found this impossible, and his address was read by Hon. Frank Davey. It is regretted that room cannot be found for the entire address. Short reference is made to it elsewhere.

This was followed by an address by Mr. E. G. Jones, the chief advertising man of the Oregonian, at Portland, and probably the highest salaried man in the Northwest holding a position of this kind. Mr. Jones could not be present, so his address was read. It is an able paper, and it is found in full at the conclusion of this article.

At the conclusion of the reading of the address of Mr. Jones, Mr. D. A. Dinsmore, ad writer for Jos. Meyers & Sons, of this city, was called upon, and he responded with very interesting and instructive remarks, which are printed elsewhere in the Statesman this morning.

Mr. Dinsmore also gave some illustrations of actual experience, showing that it pays to advertise in newspapers.

Mr. C. D. Minton was next called upon, as representing the advertising solicitor. He spoke very highly of the business people of Salem who use advertising space. He said there has been great growth along these lines in the past five years, until the lot of the advertising solicitor has become a pleasant one, because he is looked upon as a necessity and a help in securing, enlarging and holding trade.

In the same behalf Mr. A. P. Hofer spoke of his experiences. He showed up some advertising fakirs and demonstrated the small value of most of the "schemes" that are worked by outsiders.

Mrs. Anna A. Culbertson, who writes the ads for Stockton's, of this city, being called upon, spoke entertainingly. She said Salem and the surrounding country have the best people to advertise to in the United States. They buy a better class of goods than any other people. This is true of residents of country and city alike. They are responsible. This makes the work of the ad writer with something good to write about much easier than it would otherwise be.

Mrs. M. E. Fraser was called upon and responded pleasantly, also Col. J. L. Stockton, Henry W. Meyers, Al. C. Hopf, of Dairyville's, Al. Hurst, the new ad man for Holverson's, O. P. Dabney, and others.

The meeting was voted by all present a very successful one, and useful, in giving opportunity for the exchange of friendly greetings by men engaged in the same lines of business, and for the comparing of notes and experiences.

B. H. Carter, the great walker, who is completing a walk around the world, was present and gave an interesting talk concerning his experiences in most of the countries of the world.

The following were present:

E. Hofer, Mrs. Anna A. Culbertson, Mrs. Rose Gibson, Osburn, Mrs. M. E. Fraser, J. L. Stockton, R. J. Hendricks, C. D. Minton, Scott Bosworth, Frank Davey, A. P. Hofer, Henry W. Meyers, D. A. Dinsmore, Al. C. Hopf, E. H. Flagg, Al. Hurst, O. P. Dabney, J. W. Cochran, Murray Wade, of Portland; B. F. Jones, of Toledo; B. H. Carter, of London, England; A. W. Prescott, George W. Jones, F. F. Toews.

The address of E. G. Jones follows: "No subject has claimed greater attention in the industrial and commercial world during recent years than the one of legitimate advertising. From a sporadic growth extending over half a century or more, ante-dating what may be called present era of modern advertising, the subject of exploiting honestly made goods in a way that has benefited the buyer and seller alike, may be said to have been the effort of bright minds during the past quarter of a century alone.

"Today the expenditure for advertising is looked upon as a wise investment, within the lines of a strictly legitimate outlay, by the most progressive business men of the country. Many of the great fortunes made in commercial pursuits are the direct results of wise advertising methods, methods adopted by far-seeing men who realized, first, that any effort to sell commodities over a wide distributing territory, or within a restricted territory, or the necessity for claiming the largest possible share of the buying public's attention, and second, after people had been induced to visit the stores owned by the advertiser, the wise policy of using his patrons well, a little better than these same people would be used by their competitors who did not advertise.

"The names of A. T. Stewart, John Wanamaker and Marshall Field are enough in themselves to warrant the assumption that in commercial pursuits highest success is attained by the use of advertising. As a corollary to this statement, a careful study of the business conditions of a city, say like Portland, will convince even the man who has preconceived ideas that advertising does not pay, that the business people who have made the most money in Oregon's metropolis since the memorable panic of '93 are the men who have recognized clearly the value of advertising and who have backed their good

Judgment by regular expenditures for judicious advertising.

"There is the taint of the charlatan and his methods that in the prejudice of the layman, still sticks to the subject of advertising generally. In this connection it may be well to recall to the fact that many honorable pursuits of today were once under the embargo of proscription by organized society. Three centuries ago, for instance, actors were listed as rogues and vagabonds. Even as late as the early part of the nineteenth century all social recognition was refused members of the dramatic profession by people of standing and probity, who made any attempt to lead well regulated lives. As the drama today even has not been purged of all that is bad, features objectionable to the sight and to the tastes of a virtuous people, so advertising still remains listed as one of those pursuits in which the way of the fakir and the charlatan is made easy.

"While intelligent advertisers, those men who discern to a purpose, and who make regular and large appropriations for advertising purposes neither countenance nor recognize what are best known as 'fake' advertising propositions, it still remains as a fact that the leading cities of the country are persistently and without hindrance, mulched out of large amounts on which the advertising promoter (and the dishonest man, generally, waxes fat. The efforts of the advertising fakir redound to the discredit of even legitimate advertising, and as a natural sequence, in the minds of the unthinking, which includes within its boundaries many business men of standing, a stigma attaches to the subject of advertising generally a prejudice like every deduction of a warped judgment, that it is extremely hard to overcome.

"In many of the professions where individual preference depends largely on the favorable recognition of a purchasing public, advertising that is paid for is wholly bad. The stand against advertising taken by physicians, for instance, is not the logical sequence of a consistent course. The reputable physician who advertises is not called upon to follow in the footsteps of the quack. He may seek the indirect methods of advertising that even the most representative physicians resort to. How much more becoming to his dignity and to his sincerity, however, would it be for the man of standing in the profession to announce through the public press, his office hours, the college degrees from which he holds diplomas, and the leading hospital or hospitals in which he has enjoyed the benefit of a full post-graduate course in practical clinics? If reputable physicians advertised generally, there would be no room for quacks. Dignified advertising by the professions would educate the people from whom the physician like men in other pursuits derive their support, and it would tend to correct many of the abuses that physicians of the regular schools have long incurred in vain.

"Advertising seriously studied and honestly followed as a calling is a pursuit that has already claimed the attention of many of the brightest minds in the country. There is no feature connected with their business that commands more serious attention from the management of many of the leading industrial institutions of the East today than that of advertising. The advertising of these houses is handled by men of capacity, many of them college bred, men who command salaries ranging from \$5,000 a year up to \$25,000 a year, and even more.

"The amount of serious attention given to advertising, even by the most representative men of the country, is not appreciated by the reading public. Every general passenger agent of a leading trunk line of railroad in America today, for instance, understands fully the value and the methods of good advertising. A striking instance of success in the advertising field is found in the career of Mr. George P. Rowell, head of the advertising agency of George P. Rowell & Co., New York, publisher of 'Printers' Ink,' and of the American Newspaper Directory. Mr. Rowell is a representative man in a business way, he stands high socially, and he is a man of such strength of character that he could only be a success in any calling that claimed his attention. Mr. Rowell has devoted his whole life to the study of advertising. In this pursuit he has not only amassed a fortune in his individual right, but he has through his work of handling advertising successfully, made fortunes for men engaged in legitimate lines of business where failure alone would have been recorded without the prop of good advertising.

"The publishers of all the leading newspapers in the United States today are men who have thoroughly mastered the science of advertising. Publishers who have made the greatest success of advertising are men who have worked along the lines that promised the greatest individual benefit to the advertiser himself. Advertising that does not pay the man who buys the space, can not be made profitable to the publisher. That is the space to sell. Like success in anything else, the greatest benefit accrues to the publisher when he is able to gauge the wants of his patrons accurately. The publisher who caters as carefully to the needs of his patrons as he does to his own selfish ends, best subserves his own interests.

"Modern advertising has made the modern paper. As an educational factor in the uplifting of the masses, the newspaper occupies nearly as prominent a place as the public school itself. Without the revenue from advertising, the publication of the great newspaper of today would be impossible.

"The complete news service from all parts of the world, a source of knowledge that adds to the profitable enlightenment of the people as a whole, is handled better by American papers than this service is handled by the press of any other country on the globe. Millions of dollars annually are expended in gathering and editing this news, news that every day of the year is disseminated to even the remotest parts of the United States. Just what the deprivation of this news means to a reading public may be attested by a single experience in the publication of the Oregonian.

"During the labor riots in the Coeur d'Alene mining district a number of years ago, after several days' interruption of means of communication between the mining centers and the outside world, a special mounted courier was dispatched to the mining district with all the Oregonians he could carry. In the demand of the residents of the Coeur d'Alene for news, the courier was virtually mobbed when he reached the town. His slender stock of papers was soon exhausted. Copies of the Oregonian

he carried to the mines were readily sold at prices ranging from 25 cents to one dollar each.

"It is the man alone who has built up a successful modern newspaper that has any just appreciation of the task he has performed, and of the practically unassailable difficulties any other man would meet who should attempt to follow in his footsteps. The highest commendation the public can give the efforts of the successful publisher, is found in the anxiety shown to avail itself of the news service offered daily by a representative newspaper, when the public is temporarily denied this privilege. As a leading factor that contributes so largely to the success of modern advertising, the subject of legitimate advertising may well claim the attention of all the reading public.

"It is articles of merit alone that will stand the strain of persistent advertising. Dishonest methods of advertising will no more succeed than dishonest or questionable efforts in other pursuits. Among the proprietary preparations even, articles like Castoria and Scott's Emulsion of Cod Liver Oil are standards of excellence in their respective lines. Castoria is regularly prescribed in the practice of the leading physicians, and Scott's Emulsion is recognized as the leading preparation of medicinal cod liver oil on the market. These articles have been advertised persistently for years past, and their sale has built up princely fortunes for their proprietors.

"The Royal Baking Powder Company today virtually controls the manufacture and sale of high-grade cream of tartar in the United States. The appropriations of this company for advertising at different periods during the past 15 years have approximated one million dollars a year. Six years ago Mr. Hoagland, the proprietor of this company, was offered \$12,000,000 cash for his business by an English syndicate. The profits of the Royal Company at that time aggregated something like \$1,000,000 a year.

"There may be today on the American market baking powders just as good as Royal, but even the most eminent chemists do not contest the statement that in the scientific preparation of the Royal brands, the highest perfection has been attained.

"It will be found that the business men of Portland who advertise the most extensively, sell better goods at lower prices, than the firm that does not advertise. It is an axiom of advertising that large regular appropriations for securing publicity can not be made by firms who do not deal honestly with their patrons. Customers who frequent a store that is advertised largely, buy better goods at lower prices than can be sold by firms who do not advertise. The customer of the firm which advertises is waited on more promptly, and he is accorded better treatment generally than dominates the policy of the store run by the man who does not believe in advertising.

"In one store is shown the tendency to adopt modern methods, to perfect that matchless system of handling trade which benefits buyer and seller alike, an effort that carries with it the laudable desire to rapidly increase the volume of business regularly handled. In the other store is noted the careless methods of the provincial shopkeeper, who accepts the little business that comes to him, and who handles even this small trade badly. Competition today is so keen between different houses in all lines, that the one study of the progressive business men generally, is how to sell better goods than they have been handling at constantly lower prices. The one hope of compassing this end, as all progressive men know, is found in the efforts made to increase the volume of trade regularly handled. A business man may increase the size of his stock, he may enlarge his store, he may have reasonable goods to offer the public at prices below those of his competitors. He may have all these advantages, and more, and yet if he has not adopted some effective method of disseminating the information of his enterprise among the buying public, he will find that the heavy expenditures he has made in his attempt to add to his facilities have not been warranted by the results he has reaped.

"In any discussion of the subject of advertising it may be said in conclusion, there are two factors which must demand the best attention of the advertiser. These are, methods of advertising, and the selection of profitable mediums.

"Without method, advertising cannot be made to pay. As an instance of this, I remember that a number of years ago, a prominent publisher of the East sent out an agent with a carload of standard books to be sold in Portland. This agent was authorized to expend \$50 for advertising in the Oregonian. On his asking him just what kind of advertising he wanted to do, he expressed himself as favoring the use of small space, to be run during a period extending over one month's time, the whole service to cost him not to exceed \$50. Here was something where the advertiser wanted to reach the ear of the public quickly and effectively. Any experienced advertiser will recognize clearly the impracticability of the agent's proposition to the Oregonian.

"I told the agent at once that he would reap no appreciable benefit from his expenditure for advertising after his ideas, in even as good a medium as the Oregonian. I suggested to him that he spend his full appropriation of \$50 in a single issue of the Sunday paper. He had something that the public wanted, and an announcement covering merits of his publication through the columns of the Oregonian in itself must possess a strong news feature that would appeal directly to the Oregonian's readers.

"The effects of this advertising were immediate. On Friday following the publication of the notice, the same agent called again at the business office with the statement that he had arranged for the sale of the entire carload of books, and that he had placed an order for a second car load by wire. He authorized the insertion of another advertisement in the Sunday issue following, with the statement that if this second insertion should cost him a little more than \$50 even, he would not make any protest.

"There are two things to consider in advertising. One is the direct news value of an advertisement, and the other is the necessity which may exist for forcing an advertisement on the attention of the reader by prominence in display, or by prominent location in the paper. Ladies, for instance, are constantly looking for bargains in staple articles of every day use. The advertising of leading dry goods stores

and department houses possesses a news value, little if any inferior to the value of news run under the most startling headlines of the day. Time table advertising of transportation companies, merchants' advertising generally, and other advertising of a strictly local character, has a news value in itself that commands the attention of the reader, to the immediate benefit and profit of the advertiser himself.

"On the other hand there is much advertising done at a profit where the reader's attention is gained only at the expense involved in the use of large space prominently displayed, where advertising is forced on the attention of the prospective buyer. A man for instance may have a very attractive offer to make covering the sale of especially desirable residence property, with a building clause attached. His offer may be just the thing that many people want, when these people have once been made to fully understand the merits of the proposition. The promoter in this instance, however, does not overlook the fact that the matter he may offer for publication possesses in itself no news feature unless he can force his advertising on the attention of the reader. His campaign, like the campaign of many others who have valuable commodities to sell (life insurance for instance), must be one of education and audacity. He must not only first gain the ear of the public, but he must be able to hold the public's attention after he has once been accorded this hearing, by plausibility and by enterprising methods that accord any man a recognition. In disposing of his property, he may be doing the purchaser a real benefit, yet his advertising if placed after the methods adopted by the successful merchant in seeking publicity, would only result in failure.

"The most important section the advertiser is called upon to make is the one of mediums. Men have grown gray in the attempted solution of this problem. One fact, however, confronts every man who may make any serious attempt to study advertising, successful advertisers do not patronize promoters of advertising 'schemes.' The fakir and the charlatan are given a scant hearing by the man who advertises after legitimate and effective methods.

"The best effort wide-awake business men can make is to get together and talk advertising. It is the consensus of opinion of generally among successful advertisers, that the one medium worthy of the greatest recognition, that can be called to the aid of the business man, in his efforts to exploit the merit of the goods he may have to offer for sale to the public, is the Daily paper of prestige and standing.

"A little serious attention to this subject will convince even the casual observer of the advantages of the medium which has an established circulation. A paper that is published regularly has a clientele of readers. The paper is something that is looked for, it is sought after, and if it is a paper that covers its own field, the territory in which its influence is supreme, matter that may appear in its columns is given an amount of publicity that can be secured through no other channel, at a cost that makes other mediums unavailable to the advertiser.

"Let the Salem Board of Trade, for instance, publish an attractive pamphlet. Let this pamphlet possess all features of fine typographical make-up, handsome illustrations and well written subject matter. After this pamphlet may have been issued, let the business men of Salem who may be most interested in the venture, attempt to circulate to advantage, 10,000 copies of this pamphlet through the agency of the Board of Trade. The promoters of this effort after the attempt has been made will have learned an object lesson on the subject of successful advertising.

"Now, if the Salem Board of Trade with its high standing, its worthy aims and with its backing of the most representative interests in a prosperous city, find difficulty in securing profitable wide distribution of a worthy publication, what can be said of the advertising in special 'schemes' that have not character, not even stability nor respectability, not to say anything of good intentions behind them. It can be laid down as a general rule, that nearly all special advertising propositions not backed by some leading paper, or by some firm wholly representative in character, are failures. And yet there are men, all publishers know these men, who regularly prey off the public in their work of furthering the interests of advertising 'schemes' that are wholly devoid of any real intrinsic merits.

"Goods that will stand advertising must be reasonable. Advertising of these goods must be placed before the attention of the purchasing public promptly, and the medium selected for this advertising to be available, must carry a large distribution over a considerable extent of territory. Program advertising for general lines is not effective, because it does not reach possible patrons quickly enough. Circular advertising, unless made incidental to greater efforts in the use of newspaper space, is not good advertising, because the man who resorts to the medium of circulars for exploiting the merits of his wares, has not even the assurance that his circular matter will find entry to the homes or the stores of the people he may want to reach. The merchant knows, on the other hand, that the daily paper does enjoy a regular circulation. He himself reads the paper at his breakfast table, or by the glow of artificial light after his day's work is done. If it is a paper of standing and respectability, he will surely regard it as the best medium for the paper claims no less attention than he has given it from the remaining adult members of his family. This paper not only finds an entry to his home, but its welcome in the home circle is a cordial one. With the evidence of the value of daily newspaper advertising constantly before him, one of the marvels of modern times is, that the business man of any discernment will patronize the average advertising 'scheme,' advertising so far as the knowledge of the writer goes, that has never been credited with a single direct return for all of the money that has been wasted by good people through this channel.

"E. G. JONES."

CASTORIA.
The Kid You Saw Along the Coast
Ladies, for instance, are constantly looking for bargains in staple articles of every day use. The advertising of leading dry goods stores and department houses possesses a news value, little if any inferior to the value of news run under the most startling headlines of the day. Time table advertising of transportation companies, merchants' advertising generally, and other advertising of a strictly local character, has a news value in itself that commands the attention of the reader, to the immediate benefit and profit of the advertiser himself.

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Reduced Prices on Dry Goods and Millinery

All our trimmed and untrimmed shapes, plumes, tips, feathers, breasts, buckles and pon-pons, all new goods this fall, will be sold at

Greatly Reduced Prices

Hoods, wool or silk, white or colors, in great variety and reduced prices.

Shawls and fascinators from 25c up.

Wool hose, the 40c grade, for 25c a pair.

Cheaper ones for 15c a pair.

Umbrellas, bargains at \$1.00

Mackintoshes for ladies \$2.75, worth a dollar more.

Greenbaum's Dry Goods Store

Next Door to the Postoffice.

A Little Damp

But no damper on our business. You can save the price of umbrellas, storm rubbers and mackintoshes for the whole family by dealing with us. This is the proper season to secure good mattresses for your beds. We make the best and make all we sell, not an oz. of shoddy in our mattresses.

The House Furnishing Co.

Stores at Salem and Albany.

307 Com'l St.

Next to Postoffice.

MATTERS IN STATE COURT

Judge Burnett Held Brief Session and Makes Some Orders

MOTION FOR JUDGMENT ON PLEADINGS ARGUED IN BACKHAUS-BUELL'S CASE—A NEW SUIT FILED IN THE EQUITY DEPARTMENT OF COURT.

Judge Burnett held a short session of court yesterday in Department No. 1, and made orders in the following cases:

In the case of Geo. A. LaVie, plaintiff, vs. Walter L. Toozee, defendant, to replevin forty bales of hops; plaintiff's motion to strike out parts of answer sustained as to second specification, and otherwise overruled.

B. E. Roberts, plaintiff, vs. L. F. Amend action for money; default and judgment with order to sell attached property.

D. J. Fry, plaintiff, vs. A. G. and Mary L. Roberts, defendants; action for money; judgment for defendant on findings.

Thos. Sims, plaintiff, vs. Annie Stinson, defendant, action for money; settled.

A. F. Backhaus, plaintiff, vs. F. W. Buells, et al., defendants; motion for judgment on pleadings argued.

An Action For Money.
A complaint was filed yesterday in Department No. 2 of the state circuit court in which the Pacific Coast Press Corporation is plaintiff and Dr. Grace Albright, of this city, is defendant. The plaintiff is a corporation with headquarters at San Francisco, and in the complaint alleges that on or about the 30th day of August, 1902, it was delivered to the defendant, at her request, the Universal Cyclopaedia, consisting of twelve volumes, and that the price agreed upon was \$70. It is alleged that by the terms of the contract the defendant was to pay \$5 upon the delivery of the books, and the remainder in monthly installments of \$10 each, until the whole amount was paid.

It is alleged that no payments have been made upon the said contract excepting the sum of \$15, and that there still remains due the plaintiff the sum of \$55, which the defendant has neglected and refused to pay, and for these causes the plaintiff asks judgment against the defendant for the sum of \$55, and for the costs and disbursements of the action. John H. and C. L. McNary are attorneys for the plaintiff.

THE WEDDING BELLS RING

MR. CHARLES TILLSON AND MISS MYRTLE WILLIAMS—QUIET HOME WEDDING.

(From Thursday's Daily.)
Mr. Charles D. Tillson and Miss Myrtle Williams were married last night at 8 o'clock at St. Paul's Episcopal church in the presence of a large number of invited guests.
The ceremony was pronounced by Rev. Wm. Conroy, after which a recep-

tion was held at the home of the groom's parents, Mr. and Mrs. W. C. Tillson, on Center street.

The newly wedded pair departed on the overland train for a journey through the southern part of the state, to be gone a few days, when they will return to this city to make their home.

Quiet Home Wedding.

A quiet home wedding took place at the home of Mr. and Mrs. P. J. Larson, at No. 59 Commercial street, at high noon yesterday when their daughter, Miss Olive K. Larson, was united in the holy bonds of matrimony to Mr. S. P. McCrackin, the ceremony being very impressively performed by Rev. C. A. Rubing, of the United Evangelical church, in the presence of only a few relatives and a very few friends of the contracting parties.

Both of these parties are well known in Salem, especially the bride, who has spent the greater portion of her life here, and is highly esteemed and popular, while the groom is a skilled wood worker, and is rapidly rising in his profession with every promise of success.

The happy couple departed for Portland yesterday afternoon for a few days' sojourn before settling down in this city to future happiness and content.

GOITRE!

An Esteemed Resident Being Cured of Goitre.

Considered incurable by the Medical Profession in General, but Being Cured by Dr. Darrin.

Dr. Darrin, the famous specialist, is now accomplishing a cure in this city with his electrical treatment that will astonish the medical world. Mrs. Amos Wood, one of our pioneers, and known throughout this whole section, has been afflicted with a goitre and had given up all hopes of being relieved of it until Dr. Darrin came to Woodburn. Mr. and Mrs. Wood, who are still remembered for their great hospitality in golden days at their prairie home, have hosts of friends for miles around who will be overjoyed to hear that Mrs. Wood is being successfully operated upon, and they know that Mr. Wood, a man of strict probity, never magnifies anything. His communication speaks for itself.

To the Editor: Before taking treatment of Dr. Darrin, in Salem, my wife had been afflicted with a goitre (large neck) of thirty years or more. It had grown to an enormous size and gave her much trouble, interfering with circulation and causing pain in the head. She also had an abscess of the inner ear, causing partial deafness, and was almost insane with pain.

Dr. Darrin's treatment has so far reduced the goitre about one-half, and pains are so much improved that she is comparatively comfortable.

I most earnestly commend Dr. Darrin's electrical and medical treatment and can be referred to any time at my residence on Cleveland street, Woodburn.
A. WOOD.

A CARD OF THANKS—
We take this means of expressing our deep gratitude and sincere thanks to all who during our recent severe affliction, the death and burial of our beloved daughter and sister, Maudie, extended their benevolent aid and comfort.

MR. AND MRS. W. H. EDWARDS AND FAMILY.