

Holverson's January Economics

Remnants One-Half Price...

Seems as though everyone was waiting for this sale. Every short piece of dress goods that lately accumulated has been placed on the bargain counters. There'll be lively selling here today.

Free to Our Customers

We're going to give away free each day to the person making the largest cash purchase, a piece of Genuine Roxane Art Ware. This ware is now on exhibit at our store.

Mrs. Savage made the largest purchase yesterday.

Straight Fronts and Girdles 45c each

The kind other stores ask you 75c for. Splendidly made and trimmed with lace. Colors pink, blue, white, drab and black.

Unlaundered Shirts 37c each

The regular 50c kind. They are the best 50-center we know of. The material is good and the workmanship such as you seldom get outside of dollar shirts. All sizes and sleeve lengths.

Holverson's

Every garment in the cloak and suit department reduced one-third.

Holverson's

Dalrymple's Suits and Skirts

We are determined to close out every suit and jacket during January to be ready for entirely new lines next season.

Our entire line of this season's latest style garments at less than the price of the materials.

Note the difference between selling prices all season and present prices:

- \$ 10 Suits or Jackets at \$ 6 67.
- \$ 12 Suits or Jackets at \$ 7 95.
- \$ 15 Suits or Jackets at \$ 9 95.
- \$ 20 Suits or Jackets at \$13 34.
- \$ 25 Suits or Jackets at \$16 88.

There'll be lively selling while stock lasts, so we advise early choosing to secure the plums.

Dalrymple's

We Wish You a Long, Happy New Year

And incidentally wish to call your attention to the fact that we are still doing the best watch repairing and old jewelry made into the newest fashions in this city and our prices are also the most reasonable. We are the originators of low prices.

- Watches Cleaned 75c
- Main Springs 75c

AND WARRANTED.

CHAS H. HINGES Watchmaker and Jeweler. 295 Commercial Street.

Oregon Fire Relief.

The Oregon Fire Relief Association has just completed a very successful year's work. There has been during the year 1931 a net increase of insurance in force of more than two and one-half million dollars. Come to the annual meeting next Tuesday, January 14th at the Opera House in McMinnville and learn other facts regarding the business done. Some questions of vital importance to the welfare of the Association will be considered. All members who can arrange to do so should be present. 1544 w

Something New. Think of it. Heinz's Strawberry and apricot Preserves. Heinz's apple butter in bulk to be retailed out of nice clean stone jars and just received at Branson & Ragan's.

The St. Elmo restaurant is becoming more popular every day. It has a large patronage and is putting up excellent meals.

CASPERIA The Kind You Have Always Bought

BIG SALE

1-8 off on every purchase---biggest Bargains ever known
Now is the time to buy shoes



The nicest made Wrappers in Salem with washable corset waists, all included in the big reduction.



3.50 shoes now 3.08 We have the best shoes in town for stout ladies, so our customers say

The latest tailoring and the best material in our Men's clothing
We have Dandy new Yoke Overcoats, \$5 to \$20. Men's Suits \$4.50 to \$20

Muslin Underwear. Embroideries—none are cheaper. None are prettier. You we have the nicest dress goods or we have the cheapest dress goods just what ever suits your purse and fancy, all included in this big sale. \$1.00 per yard Dress Goods now 87 1/2c. These are only illustrations of the big general reduction.

STOCKTON'S

General Albar of Colombia has seized the Steamer Lan Taro to attach to the rebel fleet.

NEW GRAND OPERA HOUSE
ENGAGEMENT EXTRAORDINARY
OF
The Day of Atonement
BY PHIL F. ROGOWAY.
WEDNESDAY EVE, JAN. 15.
SOMETHING ENTIRELY NEW
A SALEM CAST OF 45 PEOPLE.
Special Scenery, Gorgeous Costumes, Special Music.
Sale of seats opens at the box office Wednesday morning at 9 a. m. Regular prices, 75c, 50c, and 35 cents.

Buggies IN THE DAYS TO COME

The few days of sunshine that we have had of late have set people to thinking of buggies and light road wagons for spring. Several have been in to see what we have in that line, and have found that as usual the Studebaker line can be depended on for good reasonable goods at right prices for high grade work. We can furnish cheaper if it is needed.

We have the best and latest in all lines, including the neatly pneumatic "bikes" wagons that will be so popular during the coming season again. Heavy road and driving backs of all sorts, village wagons, delivery wagons, carriages, etc., etc.

F. A. WIGGINS
255-257 Liberty St. Salem.
Farm Machinery, Wagons, Buggies, Bicycles, Sewing Machines.

Mr. and Mrs. T. B. Jackson will leave for San Francisco about April 1, to remain for about two years. Their only daughter resides there and the change may benefit Mr. Jackson's health.

Mr. and Mrs. C. E. De Lashmutt have gone to San Francisco to reside. They have visited at the home of W. G. Robbins for several weeks.

Mrs. W. D. Washburn of Brownville has returned home after visiting her cousin, Mrs. M. L. Skiff of this city.

Wm. F. Muir, a Portland attorney, was in the city today, having business before the Supreme court.

Miss Laura Epley has gone to Turner and Jefferson to visit friends.

Co. F. Election Tonight
Members of the Salem militia company have received notice that an election will be held tonight at the armory to fill vacancy caused by resignation of Captain Lyon and first lieutenant Harry Young. There will be a spirited contest.

The La Corona Cigar
is the standard of quality. Has no equal, and always gives satisfaction. Aug. Hucksstein, Salem.

General Albar of Colombia has seized the Steamer Lan Taro to attach to the rebel fleet.

STATE VALUES RAISED

Oregon Assessments Show Increase Values.

Total Taxable Property in State now \$141,398,513.

The last assessments by counties have been received at the office of the Secretary of state and show raised valuations in all counties. The figures compiled in the state department show an increase of over \$24,000,000 in the assessed valuation of all the property in the state, as compared with last year. Owing to an increase of about \$500,000 in the value of taxable property is now \$141,398,513, as against \$117,398,513 in 1930. The total valuation is now higher than it has been in five years before. There is an increase in the total value of every class of property except tillable land, which shows a decrease of \$2,000,000. This decrease is more than made up by the increase on what is called nontillable land, which has gained \$5,000,000. Among the classes of property which show heavy increases are street railway beds, which have doubled in assessed valuation; merchandise, which has increased \$1,300,000; town and city lots, which have grown in value \$7,500,000, and improvements on city lots, which show an increase of \$3,500,000.

In 1891 the total assessment in the state was \$151,700,186, and increased to \$168,088,905 two years later; a decrease then began and has kept up until this season. The new law making an apportionment of state taxes among the counties on a fixed ratio has brought about the increase in assessed valuations. Under the old law assessments were cut in order to avoid state taxes, but now the burden is the same, regardless of assessed valuation, and the counties are better off if they assess property at somewhat near its cash value.

It should be explained that the assessment returns show a decrease of 160,000 acres in the area of tillable land, so that the decrease in assessed valuation is thus explained. As a matter of course, assessors differ in their views as to what constitutes tillable land, and it happens that this year the assessors were a little more liberal towards property owners than usual. Some assessors count as tillable land only such land as is actually under cultivation, while others list in this class all land that can be made to produce crops by cultivation. Nontillable land has increased over 500,000 acres. The following table shows by counties the gross value of all property for the two years, 1930 and 1931. Every county shows an increase, except Benton, Douglas, Harney, Lake, Malheur and Yamhill, and these counties show but a slight decrease. Multnomah shows the heaviest total increase. But some others will be seen to show nearly as large a percentage of increase:

| County | 1930 | 1931 |
|------------|------------------|------------------|
| Baker | 2,966,200 00 | 3,508,080 00 |
| Benton | 2,706,074 00 | 2,329,177 00 |
| Clatsop | 4,896,844 00 | 4,896,844 00 |
| Clatsop | 2,822,919 00 | 3,084,947 00 |
| Clatsop | 1,800,000 00 | 1,630,000 00 |
| Columbia | 2,914,614 00 | 3,029,288 00 |
| Curry | 1,798,000 00 | 1,892,434 00 |
| Douglas | 1,900,000 00 | 1,840,750 00 |
| Grant | 1,441,000 00 | 1,788,427 00 |
| Harney | 2,016,740 00 | 2,229,160 00 |
| Jefferson | 2,947,974 00 | 3,210,024 00 |
| Josephine | 3,311,312 00 | 3,414,785 00 |
| Lincoln | 1,912,078 00 | 2,267,049 00 |
| Linn | 1,626,229 00 | 1,914,975 00 |
| Lincoln | 6,284,000 00 | 6,207,440 00 |
| Linn | 7,247,270 00 | 7,877,910 00 |
| Malheur | 1,094,800 00 | 1,285,700 00 |
| Marion | 7,748,208 00 | 8,094,024 00 |
| Multnomah | 3,191,240 00 | 3,826,024 00 |
| Polk | 3,429,374 00 | 4,131,007 00 |
| Wasco | 2,100,000 00 | 2,100,000 00 |
| Tillamook | 1,404,347 00 | 1,612,270 00 |
| Umatilla | 6,527,347 00 | 6,108,514 00 |
| Union | 2,746,000 00 | 2,746,000 00 |
| Wallowa | 1,221,071 00 | 1,604,191 00 |
| Wasco | 2,234,284 00 | 2,508,253 00 |
| Washington | 3,258,400 00 | 3,910,427 00 |
| Wheeler | 800,000 00 | 1,244,428 00 |
| Yamhill | 2,268,748 00 | 2,177,349 00 |
| Totals | \$128,738,701 18 | \$141,398,513 00 |

You Will Find
if you study the history of successful merchants that two things are essential to success in business—good business methods and newspaper advertising.

Each plays its own important part but you cannot build the structure rightly with either alone. One dovetail into the other and makes perfection. Newspaper advertising will help you a greater business through a wider acquaintance. It gives the merchant entree to the homes of all its readers. The dealer who fails to use the best newspaper has failed to grasp his opportunities. He will in the end put his hand into his own pocket and pay for the mistake.

Try an ad in the Enlarged JOURNAL PERSONALS.

Thos. Kays, of Pratum, was in the city today.

Co. F. Election Tonight
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The La Corona Cigar
is the standard of quality. Has no equal, and always gives satisfaction. Aug. Hucksstein, Salem.

General Albar of Colombia has seized the Steamer Lan Taro to attach to the rebel fleet.

DANIEL FRENCH IS DEAD

Prominent Capitalist of The Dalles No More.

He Lived to Start a Great Enterprise in That City.

News reached Salem Sunday of the death of Daniel M. French of the firm of French & Co., and partner in many enterprises in that city and the eastern Oregon country. He passed away at six a. m. at the age of 76 years, coming to Oregon in the early sixties and locating in the Columbia river valley, doing a large business in mail contracts, live stock, banking and general merchandise. The firm is the largest in that section, rating from \$750,000 to \$2,000,000. There were four brothers and they were cousins of W. S. Ladd of Portland. Three brothers were at The Dalles, and one at Port Townsend, Wash. Joshua French was in partnership with Daniel, but Smith French was also interested in other ways. The latter is said to be very low from heart trouble.

Daniel M. French was also a member of the firm of French & Lord in the cattle trade, and sheep and wool business, operating wool warehouses at The Dalles and other points. The firm that Mr. French is interested in have large interests in Umatilla county.

Dan French never held office but was a prince among business men and took hold of everything with a powerful grasp and tremendous energy. He has been in failing health for some time and his one wish was to live to see the new flouring mill started and it was only last week that it was accomplished and his wish was gratified and he touched the button that gave the first turn to the wheels of these new enterprises.

Mr. French was married twice, his surviving wife having been a Salem lady, Miss S. A. Adams, by whom he has three children. She was reared in this city and moved to The Dalles with her family about 30 years ago.

The funeral will be held Tuesday at 1 p. m. in Salem people who have gone to attend the funeral are Ex-Gov. Moody, and Miss Jeanette Meredith, a niece of Mrs. French. Dr. Chas. Adams, who was here on a visit, has also gone to be present at the funeral.

A Dalles special says Mr. French died at his residence, after a prolonged illness of pernicious anemia.

He was born in Orleans County, Vermont, June 16, 1828, receiving his education in the district schools of that vicinity, leaving his New England home in 1850, he spent a year or two in Louisiana, starting west in 1853 to join his two brothers, Joseph and Joshua, who had preceded him to California. En route he was shipwrecked on the ill-starred steamer, Golden Gate, which went ashore with her 1400 passengers on the Coast, near San Diego.

For nearly 10 years Mr. French engaged in business with his brothers in Calaveras County. In 1862 he came to The Dalles, establishing the mercantile house of French, Gilman & Co. Here he was shortly joined by his brother, Joshua W. French, the business continuing until 1877, when it was sold to Brooks & McFarland. In 1877, the French Bros' business holdings were merged into the banking house of French & Co., the first bank established in this section of Eastern Oregon. Besides his banking house, at the time of his death, Mr. French was president of the Arlington National Bank the Gilman-French Land and Livestock Company, and a director and chief promoter of the Wasco Warehouse Milling Company. He was twice married; first to Miss Geo. of San Francisco. A son and daughter were born to them, the son dying at the age of 5. The daughter, Mrs. Charles Pease, is living in San Francisco.

In 1876 he was married again. The three children, Mrs. Earnest Lueddemann, Paul and Constance, survive him. He leaves also three brothers, Joshua W. and Smith, of The Dalles, and Marshall French, of Port Townsend.

In Olden Times
People overlooked the importance of permanently beneficial effects and were satisfied with transient action; but now it is generally known that Syrup of Figs will permanently overcome habitual constipation, well-informed people will not buy other laxatives, which act for a time, but finally injure the system. Buy the genuine, made by the California Fig Syrup Co.

MARRIED.
JONES-IVERSON.—In Salem, Oregon Saturday, Jan. 11, 1932, at 3 o'clock p. m., Miss Carrie Iverson to Mr. Edward Jones, both of Brooks, Justice J. O'Donald officiating.

DIED.
COOK.—On Asylum Avenue, Saturday Jan. 11, 1932, Harry Cook aged 31 yrs. of consumption.
He was buried in the City View cemetery at 10:30 on Monday from the undertaking parlors of Rigdon & Clough. Two brothers of the deceased were in the city today from Tacoma to attend the funeral.

D. E. Hunsinger, Funeral Director, 107 State Street. Phone Red 2423, Salem, Oregon. Residence 390 Court. Phone Black 2181.

NEW TODAY.
PUBLIC SALE.—Of household furniture, farm stock and implements. Four miles northwest of Salem on the Lincoln road. Tuesday Jan. 21, 1932. Mrs. M. J. Magee. 1-13-32-1*

CHICAGO STORE

THE PEOPLE'S BARGAIN HOUSE.

THE CHICAGO STORE has certainly been a WONDER for the amount of Capital invested. It is safe to say that no store on the American Continent has ever done such a wonderful business. It is evident in this enterprise that the people appreciate sterling values, honest dealing and Rock Bottom prices, which is the foundation of this store. After Xmas we expected a slack-up in business but the people come just the same. We are here to meet them and welcome them and will give them the goods just exactly as advertised.

...SPECIALS FOR MONDAY ONLY...

- At 3 1/2 Best American Blue Calicoes, pretty Patterns, stripes and figures. Regular price 7c. Friday's price... 3 1/2c
- At 25c Boys' Sweaters, Fancy Striped Collars double thread, woven heavy and thick. Regular 60c, Friday's price... 25c
- At 35c Full size Blankets, Soft and Fluffy. Regular price 50c, Friday's price... 35c

McEVROY BROS.

COURT STREET, SALEM, ORE.

Rubber bicycle capes and ride through the storm.

Shoes that will wear well.

Embroideries and laces, new patterns.

Dress skirts, all wool for little money.

Hosiery in wool or cotton, best values.

Furs—one-third reduction in price at

Greenbaum's Dry Goods Store

Next Door to Post Office.

INTERNATIONAL POULTRY FOOD

A medicated poultry food which gives the most remarkable results. It prevents disease. It cures chicken cholera. It greatly increases the egg production and it makes chickens grow very rapidly. Put up in 25c, 50c, \$1.00 size packages, and 25 room gallons.

THE WONDERFUL EGG PRODUCER—The great increase in production eggs has given "International Poultry Food" a wonderful reputation through every state. We guarantee that it cannot be fed to hens at any time, winter, summer, without showing a large increase in eggs. You do not have to use food at an extra expense because it will make you more money after deducting its cost. One extra egg per month will pay the entire cost of feed and it often more than doubles its supply. It contains no poisonous injurious ingredients; has very superior merit.

It Gives a Glossy Plumage.
It prevents sickness, promotes health, causes young chicks to grow very rapidly, invigorates the fleshy organs, supplies material for muscle and feathers, and is beneficial during moulting season. It invigorates the egg-producing organs and hens will lay more in lot. It will prepare your chickens for market more rapidly than any preparation and has been used years by prominent chicken breeders.

Remarkable Cash Guarantee
Which is printed on every label. Buy, pay for, and use one 25 cent box or one 50 cent box, or one size box of "International Poultry Food" as directed and if it fails to fulfill our claims write to our office and we will refund your money. We will pay anyone \$1,000 in cash if we refuse to live up to this agreement.

INTERNATIONAL FOOD CO., Minneapolis, Minn.
Also Cheapest to Use.

Our 25 cent box contains 100 feeds for 12 fowls. Our \$1.00 size box contains 500 feeds for 12 fowls. You cannot afford to pay 25 cents per box for some feeds that only contain 25 feeds. 100 feeds for 25 cents is certainly very cheap and 25 cents a month to feed 12 fowls.

SOLD BY SAVAGE & REILLY
Poultry Supplies of all kinds. International Stock Food. ORE

Wheat Market.
Chicago, Jan. 13—Wheat, Jan., 82 1/2, May, 81 1/2.
San Francisco, Jan. 13—Wheat \$1.11 1/4 and \$1.10 1/4.

GOLD DUST FLOUR
MADE BY
The Sidney Power Co.
SIDNEY OREGON
Made for family use, ask your grocer for it. Bran and shorts always on hand.

A. T. WALN Agent
Good Things for Christmas
Are waiting for you here. We confectionery, plum puddings, raisins, mince meats, and a host of things that are all ready for you or that you will need in your Christmas cookery. If you order early, you are sure to have them ready in time. Be sure and see our fine assortment Christmas cookery.

To Our Friends and Patrons...
These new Sacks have arrived, and we are now prepared to supply all hands and the cook with

Wild Rose Flour
The highest grade goods ever offered in this market. Ask your grocer for it.

M. T. Rineman
132 State Street

Warranted to Give Perfect Satisfaction
Salem Flouring Mills Co.
LADIES—We are prepared to furnish you a sample of our "Wild Rose" free, enough to make a batch of bread. Call at office.

DEVELOPMENT
10,000 barrels Roche Harbor used in the development of the vicinity during the past year.
D. S. BENTLEY & CO
Sole Agents.