

AMUSEMENTS.

TONIGHT.
Edison—Vaudeville.

Forerunner of New Bill.
Coming events cast their shadows before. Manager Sharkey has a good bill in contemplation for next week. The bill this week is a fine one, and the Edison has been doing a packed business. Next week the bill will contain some novelties that will be new to Salem. The Edison is ever on the lookout for good people to entertain its patrons. The matinees are becoming a feature of every Saturday, as the children's admission is reduced to 5 cents, and the nominal price brings out the little ones en masse. Watch for next week's announcement. Bigger and better than a circus. The Edison has been tried, and the Salem people know.

Red Feather.
One of the finest numbers of "Red Feather" is the stein song, "The Prince of Good Fellows," sung by one of the finest male choruses seen in New York this season. It has a swinging refrain that is heard frequently now in college gatherings. It will be sung by the original voices when Grace Van Studdiford appears here.

New Edison Theatre

E. P. Starkey, Manager.

Week commencing April 24, 05. Gathering of vaudeville celebrities.

CARLETON OSTRANDER,
World's premier mandolin virtuoso; a musical revelation.
LAHL & O'NEIL,
German stars, presenting the laugh-producing "What Is It Is It?"
MASTER LE ROYAL,
Greatest boy pianist living; prince of the ivory keys.
LAMBERT & STANLEY,
Celebrated singers, dancers and punsters, direct from New York.
MISS ETHEL COSETTE,
Favorite Illustrated Songstress.
EDISON-O-SCOPE,
Motion pictures from the greatest filmmakers.
Matinees Wednesday and Saturday at 3 p. m. Change of acts Thursday night. Admission 10c.

The Toggery

Has just received a full line of the latest

Summer Neckwear

In shades and shapes that are strictly down-to-date

Such as

Jade Green, Tangerine, Violen, Aurora, Gooseberry, Almond Green, and Glase Silks.

Building New Residence.

Judge Hubbard is erecting a new cottage on his lots on 12th street, near the passenger depot. Brown Bros. are driving a well for him. Thursday they had a mishap, and lost about 20 feet of heavy pipe, on account of the breaking of a drill. They were unable to remove the pipe from the well, and are now driving another hole within a short distance of the first one. Mr. Hubbard will occupy the residence when it is completed, having sold his property on 13th and Leslie streets.

HOLLISTER'S
Rocky Mountain Tea Nuggets
A Bony Medicine for Bony People.
Brings Golden Health and Renewed Vigor.
A specific for Constipation, Indigestion, Liver and Kidney Troubles, Pimples, Eczema, Lupine Blood, Bad Breath, Sluggish Bowels, Headache and Backache. It's Rocky Mountain Tea in tablet form, 25 cents a box. Genuine made by HOLLISTER DRUG COMPANY, MADISON, WIS.
GOLDEN NUGGETS FOR SALLOW PEOPLE

PERTINENT POINTS FOR ADVERTISERS

By the Journal Ad Man.

Don't expect big results after your first few ads, as people may have only seen your ad once or twice, and are just beginning to take notice of it.

When advertising a leader don't feel that you must make your usual profit on the article mentioned. Remember, first, you must get the people to come to your store, then, if the goods are satisfactory, they will surely come again.

Running a business without advertising is like a horse's walking on two legs—it is not done well, but you are surprised to see it done at all.

A "busy store" is merely the answer to a simple problem of store management—to find the ratio between publicity and sales, and to regulate things accordingly.

How long since you have had to buy new hinges for your store doors? Are they lasting too long? Store advertising is hard on hinges—wears them out faster than anything else.

"Do as the Romans do"—BUT DO IT BETTER THAN THE ROMANS DO IT! Your competitors advertise—do as they do; BUT DO IT BETTER, and do more of it.

Take away from this city the homes in which this newspaper is read and there would remain a curious fragment and ruin of a city—with a population poorer per capita than that of any community in the world.

"No victories are accomplished without enthusiasm," but you can't be enthusiastic in a straight-jacket. Give your advertising "elbow room," or you can't put much enthusiasm into it.

Publicity must first build that bigger

store for you—must make the architect and the artisan possible. Every day's JUDICIOUS ADVERTISING brings the new building and the new store nearer; every day's injudicious advertising postpones them.

"After a bad crop you should instantly plant again," is the creed of the farmer. And it's a pretty good policy for the advertiser—if he look to it that his seed is plentiful, and wisely sown.

Your "winter of discontent" may come in the middle of the calendar summer—unless your advertising campaign provides for "doing business" in all kinds of weather and all seasons.

A great deal of advertising fails because the advertiser becomes discouraged before he has a right to expect returns. Advertising brings many patrons to your store; salesmanship and the goods must do the rest.

A hand bill, most of the time, is a poor advertisement, as a large percentage of them contain too much reading matter. If you doubt this—think how many handbill ads, you stop and read thoroughly.

Satisfied customers make a good but slow advertisement, for they can't spread the news as well as an ad. in a good newspaper.

Never, in your ads, run down your competitors. Go ahead, tell about your own goods just as if you weren't aware that there was opposition.

Business nowadays is not obtained by easy-going methods; people, too, have changed with the times. Advertising carries the business man ahead, and the liveliest one gets there first.

Good Clothes

Good breeding and good clothes go hand in hand.

Every man will dress anew at spring time.

It's the "coming out" time for the young men, and for the men of riper years.

There is no one so dreary that his soul and spirits are not warmed up with spring sunshine.

Think out your wardrobe needs—think of the store that's best able to fill them.

If you think aught, your footsteps will be guided to this store. The best of everything in Clothes, Hats and Haberdashery await you at prices to please



The Shirt Store Of the Town

'Tis by reason of our immense shirt trade that we lay the claim to the distinctive term, "The Shirt Store of the Town."

We know that no concern gives the study of shirt fashions and shirt making more serious thought than we do.

The result is a high achievement in the shirt business not equalled elsewhere in our city.

Come to the Shirt Store for Shirts.

Salem Woolen Mill Store

THE BEST BAKING POWDER IS

Eppley's Perfection

ASK FOR IT

For Sale By all Grocers

NEW SHOES and Oxfords



We are receiving daily new additions to our stock of shoes and Oxfords, all the latest and most approved styles and qualities. We challenge any purchaser to buy the same style and quality for less money elsewhere.



E. L. IRVIN & CO
PRACTICAL SHOEMEN
326 State State

ARNOLD SHOWS MONDAY

Only one day more, and then the appearance of the E. J. Arnold shows in Salem. They exhibit here one week, commencing Monday evening, May 1st. The aggregation will arrive tomorrow forenoon, by special train, and immediately commence pitching the tents of the depot grounds.

The street railway company has completed arrangements to run special cars to the grounds all next week so that there will be no delay in handling the large crowds. Cars will also run as late as necessary. A special electric light wire has been run to supply sufficient light to the surroundings.

Next Saturday evening a public wedding will probably be held in the large tent. Mr. Arnold offers a handsome bedroom suite to the happy couple.

The band concerts and free acts on the grounds will commence promptly at 1:15 and 7:15 p. m. daily. The doors will open 15 minutes later.

The far-famed poses plastique, an artistic entertainment of rare refinement, will be one of the features of the Electric Theatre. This will prove a treat for the cultured and an uplifting and soul-satisfying hour for everybody. This exhibition is under the personal direction of that master artist, Jean Francois Mills.

Every act or show presented by Mr. Arnold is of the highest degree of merit. Nothing ordinary is tolerated, mediocrity is barred. Nothing that will offend the highest minded lady is allowed. There is not the semblance of salaciousness, not even a hint of indecency. Arnold's motto is "Fun can be spontaneous and infectious, and at the same time clean and wholesome."

Remember, Salem one week, commencing next Monday evening, May 1st, at 7 o'clock. Thereafter two performances daily, at 2 and 8 p. m.

What Shall We Have
To eat for Sunday dinner is the burning question of the busy housewife on Saturday. Don't worry, but order a nice juicy steak or roast from K. G. Cross' meat market on State street. Anything else you might suggest can be had at that old reliable place, the place that never disappoints.

Takes Charge Monday.
J. W. Harritt, the well-known and popular groceryman of this city, formerly one of the members of the firm of Harritt & Lawrence, who recently sold to Baker & Son, has purchased the grocery store of I. Steiner & Co., on State street, and will take charge of the place Monday. They will commence invoicing today, and expect to be all ready for business early Monday morning.

Mr. Harritt is well-known in this city, having lived here the greater part of his life. He has been in the grocery business for over 14 years, and understands it thoroughly. He has made many friends, and all are glad to know of his new opening.

He will be glad to see his old customers, as well as new ones, and all are assured of the same courteous treatment which Mr. Harritt has accorded them in the past.

Little Girl Lost.
The 8-year-old daughter of Mr. A. Lucas, the barber operating a shop on State street, could not be found last evening, and for a time it was thought that she had fallen in the creek. Almost the entire neighborhood joined in search, and the little one was finally found several blocks away, visiting at the home of a friend of the family.

New Bank in Silverton.
Articles of incorporation were today filed with the county clerk by C. P. DeGuire, Nicholas Feres, O. L. Hatteberg, McE. Carpenter and Marion Palmer, of Silverton, for the establishment of a bank, to be known as the People's Bank. The capital stock is \$25,000, which is divided into 250 shares of \$100 each.

Will Build Cottage.
H. C. White has let the contract for the building of a modern seven-room cottage on the corner of Front and Union streets. Work will begin Monday.

Miniature Corn Crib.
John Hunt, one of Oregon's oldest pioneers was in town yesterday on business. Mr. Hunt lives about 12 miles east of Salem, in the region of the Waldo Hills, and is known to all the residents thereabout as a most successful farmer. While in town he made arrangements for the transportation to Portland of a number of things to be on exhibition in the Marion county exhibit at the Lewis and Clark fair. He brought these to town with him today and left them in charge of Derby & Willson. One of the exhibits consists of a miniature corn crib, built

to represent the kind farmers used in the early pioneer days. The crib is fashioned from small fir trees, roughly cut, and is unique and serviceable.

In addition to this he has two fine boxes of potatoes, one of the Burbank variety, and another of the Early Rose. These potatoes are far above the average size, and Mr. Hunt sends these to the fair in order that people may see what excellent tubers can be grown on the high lands, and will also help to correct the mistaken impression among growers generally that potatoes and other vegetables of this variety cannot be successfully raised on the elevated lands. It is the opinion of Mr. Hunt that potatoes of a high grade can be grown on the high lands as well as the low lying ground.

Grand Excursion

Given By Order of

Railway

Conductors

To Portland

Sunday, May 7th

Fare for the round trip, including admission to the Exposition Grounds and sacred concert in Festival Hall.

\$1.50

Train leaves Salem at 8:30 a. m., and returning trains leave Portland at 5:30 p. m. Tickets for sale by all station agents and conductors on trains.

WE DON'T PRIDE OURSELVES ON THE CHEAPNESS OF OUR GOODS, BUT WE HAVE A LINE OF LAWN MOWERS THAT CAN NOT BE BEAT FOR THE MONEY, AND WHEN IT COMES TO GARDEN HOSE WE ARE BETTER PREPARED TO FURNISH YOU THAN ANY HOUSE IN SALEM. SCREEN DOORS MADE OF SOUTHERN PINE, AND VERY ORNAMENTAL, AND THE PRICE IS RIGHT. WE ALSO HAVE WINDOW SCREENS TO FIT ANY WINDOW.

AND DON'T FORGET TO ASK FOR CARD SHOWING COLORS OF OUR READY-MADE HOUSE PAINT. WE ALSO CARRY PAINT BRUSHES. YES, WE HAVE SOME TINWARE, AND WE GUARANTEE OUR PRICES. COME AND SEE US.

MANNING & FERGUSON.
SALEM, OREGON.