PERTINENT POINTS FOR ADVERTISERS

By the Journal Ad Man.

There are many "Breakfast Foods," but only one 'Store Food"—and that is **Newspaper Publicity.** This food comes in different grades and qualities—but the poorest quality of it has some merit, and the best of it will keep any store that ought to live at all in good health and vigor.

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Half an ad. is better than no ad, at all, in spite of Browning's phrase: "Better far be unrevealed than part revealed."

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Carlyle said: "A well-written life is almost as rare as a well-spent one." A well-advertised store is quite as rare as a well-managed one—for the one thing implies the other.

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The actual size of a store will soon catch up with the size of a store's enterprise. A store that is advertised like a big store will soon be a big store.

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There is no reason why your watch should not keep correct time on some particular day of the week—nor why your store should "run slowly" on certain days. Advertising may be so adjusted as to eliminate "dull days."

"Character must be kept bright as well as clean." And it's not enough to have a good store—it's light (which is publicity) must be kept shining.

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"One cannot eat one's cake and have it, too." Nor can one advertise a store adequately without cost. But the advertiser who is not afraid to "eat his cake" will usually make enough money to buy a bakery.

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There may be some big ads of big stores that are poor ads, but there is rarely a small ad of a big store that is a good ad.

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"In every crooked path you will find the footsteps of those who have gone before." If you conclude to retrench in your advertising expenditures you will find that course well-worn, too, with the footsteps of those who are now forgotten.

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When the readers of a paper are able to judge the relative importance of stores solely from the relative amounts of advertising space they use, mercantile advertising will be on the right basis.

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Last year's high water mark in your advertising should represent this year's daily average—that is PROGRESS.

Plan Great Union.

Winona Lake, Ind., May 12.—Outward and visible signs are already to be seen here that a great denominational gathering is on tapis. Nearly all available room in hotels and boarding houses have been reserved, and men of ministerial garb and countenance have already arrived to complete the final arrangements for the Presbyterian general assembly, which convenes here next Thursday for a session of two or perhaps three weeks.

It will be the largest gathering of representatives of this denomination that has been held in the century of its existence. It will, moreover, be one of the most important. Church union, the question of a ritual for Presbyterian services, the proposal for separate presbyteries for colored members and plans for a Presbyterian cathedral at Washington, D. C., are the principal features in the program. The choice of a moderator is still a matter of speculation. The leading candidate at present appears to be the Rev. James D. Moffat, president of Washington and Jefferson college.

The general subject of church union is to come before the assembly in various forms. The movement for union with the Cumberland Presbyterians has carried in both bodies, but with a small majority among the Cumberlands, and with the opposition of some of the largest presbyteries of the Presbyterians, so that obstruction effort is anticipated. The plan for a congress of federation of churches will call forth animated opposition, as many feel that there are already too many organizations. It is a scheme for an alliance of reformed churches holding the Calvanistic system throughout the world. A separate movement will culminate for union with the Reformed Presbyterian church.

The overture for separate presbyteries for colored people has been carried but the colored commissioners will make an attempt to stay the operation of the overture, the passage of which they strenuously opposed.

Probably the warmest discussion of all will be over the report of the committee on "forms and ceremonies," practically a ritual for the church. The movement for a Presbyterian cathedral in Washington, "to suitably represent Presbyterianism in the national capital," will be introduced by Justice Harlan, but it will be remanded to the presbytery of Washington for the incipient action. It is reported that if the assembly acts affirmatively Justice Harlan will resign from the supreme bench and devote his time to raising funds and otherwise aiding the cathedral movement.

JOHN SHOLUND,

Merchant Tailor

Experienced cutter and fitter. Will guarantee all work Also cleaning, pressing and repairing.

Opera House Block. Court Steet

SALEM SAW MILLS

Manufacturers of all kinds of Fir Lumber. Submit your specifications to us when in the market for building material.

The Chas. K. Spaulding Logging Co.

SUCCESSORS TO CAPITAL LUMBERING COMPANY.

SALEM. OREGON

Mills at Newberg and Salem.

ASK FOR

EPPLEY'S PERFECTION BAKING POWDER

IT IS SUPERIOR TO ALL OTHERS.

RURAL TELEPHONE LINES IN WILLAMETTE VALLEY

Quietly but Persistently, Friends of Rural Telephone Lines Have Taken the Heart of the Valley

Second Line Reaches Independence This Week and Another is Projected That Will Link Together East and West Sides

Many people will be surprised to learn that Independence is becoming a center of the Independent Rural Telephone system. Quietly but persistently, farmers of Polk, Benton, Linn, Lane, Marion, Clackamas and Yamhill have been working the past year until the heart of the Willamette valley is almost a complete network of lines owned and operated by themselves. They also own their instrument and pay no dividend declaring corporation on the outside.

Farmers have been dissatisfied with the system of paying annual rental for phones, while in most cases they are compelled to build their own lines and with the service generally under the old system. They have been looking for an opportunity for a change and the establishment of headquarters at Corvallis by the Independent phone supply house a year ago, afforded the opportunity. The Independent people, co-operating with the people of Corvallis, have installed in that city one of the most complete and up-to-date telephone systems in the West.

The result has been that the Bell company is practically driven out of Corvallis. The Independent system does not stop at the corporate limit of Corvallis. Lines radiate in every direction, until nearly the whole of Benton county is in direct communication with Corvallis. Lines extend on into Polk, into Linn, and on up the valley. So popular has the Independent system become with the country folks, that for the past six months it has hardly been possible to keep supplied the demand for phones and switchboards.

The progress of the Independent system in Linn county is marked. In one town, Scio, 100 of the Bell phones were removed in one day to be replaced with the farmers' system. Albany also is taking up the Independent system.

A few months ago the citizens of Independence held a meeting and discussed the question of installing an Independent system in that city. Action was not taken at that time, but money was subscribed to build a line of poles to Monmouth to connect with a rural line from the Airlie and Lewisville neighborhoods. The poles were set and wired and connection made and for the past two months it has been possible to talk with Airlie and Lewisville people from Locke's drug store. Since the establishment of this line with the one drop the town people have rested, but outside people have not. Poles are now being set by the farmers who are coming into Independence from the south. The crew of workmen will reach town this week. The line is coming from the Buena Vista neighborhood, and its patrons and promoters are such men as Ed. Harmon, James Prather, Willard McClain, G. W. McLaughlin, Harvey Nash, Geo. Wells, Geo. Bolter and A. Gobat. There are others to come on. This line lacks but three-fourths of a mile of connecting with a line direct to Albany. This gap will also be built so that Independence and Albany will be talking on the free rural line in a few weeks. This same line also touches within three-fourths of a mile of a line running north from Corvallis into Polk county and this connection will be made which places Independence in connection with Corvallis.

Another line is being projected into Independence from Oak Grove on the north. J. C. White was in town a few days ago and announced that the matter would be taken up as soon as his crops are laid by. This line from Independence to Oak Grove thence on north is an important link in the valley rural system, for it is the purpose to carry it north to a point opposite Woodburn and cross the river making connection with the Marion and Polk county systems.

The way farmers of the Willamette valley have taken hold of and pushed the matter of acquiring a telephone system of their own in face of opposition of a strong corporation proves that the farmers are It in this country. They are not worrying about the cities. Already they are in a position to say to Portland or Salem, "You need connection with us as much as we with you." The matter of establishing a telephone system of their own is the most advanced step yet taken by the farmers of the Willamette valley toward establishing their independence and power. There is no question but what the cities will be soliciting the valley farmers for connection with their system which is a rapidly growing net work of the entire valley.

Keep the Balance Up.

It has been truthfully said that any disturbance of the even balance of health causes serious trouble. Nobody can be too careful to keep this balance up. When people begin to lose appetite, or to get tired easily, the least imprudence brings on sickness, weakness or debility. The system needs a tonic, craves it, and should not be denied it; and the best tonic of which we have any knowledge is Hood's Sarsaparilla. What this medicine has done in keeping healthy people healthy, in keeping up the even balance of health, gives it the same distinction as a preventive that it enjoys as a cure. Its early use has illustrated the wisdom of the old saying that a stitch in time saves nine. Take Hood's for appetite, strength and endurance.

Pound Masters Sale.

Notice is hereby given that under the provisions of ordinance No. 429 I will on

Thursday, May 18, 1905,

at 1 o'clock p. m. at the pound in the city of Salem, sell at public auction, the following described impounded animal, to-wit:

Sorrel horse, four white feet, unshod, branded C-4.

Unless the above described animal is claimed before said date, sale will be without reserve.

Dated Salem, May 13, 1905.

J. C. MARSH,
Deputy Found Master Ward No. 5.

HARPER WHISKY

PURE AND MELLOW
RICH AND DELICATE.

For Sale by
SCHREIBER & CO.

Would You "Worry" for Five Cents an Hour

Your work is probably hard enough—after you have subtracted the "worry" from it.

It will be a bit too hard for you if you cultivate the luxury of worrying

Because you need a new clerk, or new servant, or partner, or stenographer, or more business capital—none of these things **need** to worry you.

A Want Ad. big enough to be effective will cost you less than twelve hours of worry at five cents an hour. And the chances are that your want can be filled in twelve hours or less. Is is worth five cents an hour to secure immunity from worry?

PLACE YOUR WANT AD IN THE JOURNAL.
It will bring results.

MADAME DEAN'S FRENCH FEMALE PILLS.

A Safe, Certain Relief for Suppressed Menstruation. NEVER KNOWN TO FAIL. Sold (Sure) Speedy (Satisfactory). Guaranteed or Money Refunded. Sent prepaid for $1.00 per box. Will send them on trial, to be paid for when relieved. Sample Free. If your druggist does not have them send your orders to the UNITED MEDICAL CO., BOX 74, LANCASTER, PA.

Sold in Salem by S. C. Stone.

PHOTOS

The Right Kind—the Kind That Will Please You at the

TROVER—CRONISE STUDIO

All Orders Promptly Attended to and Satisfaction Guaranteed

Eldridge Block, Commercial Street.

THE SOUTHERN PACIFIC COMPANY

Will place on sale at all stations on Oregon lines special tickets to Portland return on account of the Lewis and Clark Exposition, under the following conditions:

Individual Tickets.

Rate—One and one-third fare for the round trip.

Sale Dates—Daily from May 29th to October 15th, 1905.

Limit—Thirty days, but not later than October 31st, 1905.

Parties of Ten or More.

For parties of ten or more from one point (must travel together on one ticket both ways) party tickets will be sold as follows:

Rate—One fare for the round trip.

Sale Dates—Daily from May 29th to October 15th, 1905.

Limit—Ten days.

Organized Parties of 100 or More.

For organized parties of 100 or more moving on one day from one place, individual tickets will be sold as follows:

Rates—One fare for the round trip.

Sale Dates—Daily from May 29th to October 15, 1905.

Limit—Ten days.

Stopovers.

No stopovers will be allowed on any of the above tickets; they must be used for continuous passage in each direction.

Coach Excursions.

Coach excursions will be run from time to time, for which individual tickets, good only in coaches, will be sold at very low rates. Particulars as to rates, dates, etc., will be announced later.

W. E. COMAN,
General Passenger Agent.

When you want Hop Baskets, Fruit Boxes, Trays for fruit Dryers, call on

G. F Mason

Miller Street, South Salem, Phone 2191 Red.

Just In

Our new line of 1905 wall paper has just arrived. All latest patterns at reasonable prices. Call and see our stock and be convinced that our paper and prices are right. Remember the place.

E. L. Lemmon

299 Liberty St.
Phone 2475

Lumber Fuel Houses

Wir benutzen diese Zeilen, um unsere Landsleute einzuladen, bei uns vorzusprechen, wenn Auskunft über Häuser-Bauten oder Baumaterial gewünscht wird.

Wir verkaufen alles was zum Bauen gebraucht wird, und wenn gewünscht, bauen wir Euer Haus für Euch. Wir versichern beste Bedienung und rechte Preise.

Alle Auskunft wird bereitwilligst und umsonst gegeben.

Voget Lumber & Fuel Co.

Julius G. Voget, Mgr.

Office and Yards 14th and Oak Sts.

We Save You Money

3 cans Standard Corn	.25
2 boxes firelight matches	05
Fancy dairy butter 2lbs	.35
Atlas Oats, per pkg	.10
2 dozen fresh eggs	.35
6 cans tomatoes	.45
Arm and Hammer Soda, 5c per pkg.	
2 cans fancy Maine Corn	.25
2 cans Fancy Solid Packed Tomatoes	.25
2 cans Table Peaches	25

Fresh Strawberries at Bottom Prices.

A. L Harvey

Corner Court and High Sts.

Phone 1981

O. C. T. CO'S PASSENGER STEAMERS

POMONA

And Altona leave for Portland Monday, Wednesday and Friday at 10 a. m., Tuesday, Thursday and Saturday at 7 a. m. Corvallis, Tuesday, Thursday and Saturday at 7 p. m.

Dock Foot of Trade Street.

M. P. BALDWIN, Agt.