

Your Sunday Dinner

WILL NOT BE COMPLETE UNLESS YOU SERVE FOR DESSERT
SOME OF THE FAMOUS

HAZLEWOOD ICE CREAM

THE ICE CREAM THAT IS SO SUPERIOR TO ALL OTHERS THAT
IT WAS THE ONLY ICE CREAM ALLOWED ON THE LEWIS AND
CLARK FAIR GROUNDS.
PHONE ORDERS IN ANY QUANTITY PROMPTLY DELIVERED
TO ALL PARTS OF THE CITY BY THE

BREWER DRUG COMPANY

CORNER COURT AND LIBERTY STREETS.

PHONE 2301 MAIN.

MODERN WOODMEN AMERICA

Annual Memorial Services Will Be Held Tomorrow Afternoon

The annual memorial services of the local camp M. W. A. will be held tomorrow afternoon. The members will meet at their hall at 2 o'clock and form for parade, which will be headed by the Reform School band. The line of parade will be from State to High, to Chemeketa, to Commercial streets, and thence to the Odd Fellows' and City View cemeteries. At the cemeteries the ceremony of strewing of graves of departed members with flowers and the ritualistic work beside the grave of the late F. X. Hofer will take place. Visiting neighbors are cordially invited to take part in the day's exercises. All members are requested to bring flowers.

When Danger Signals
your liver out of order, constipation, or your stomach not working right, it's a sign of distress which, unheeded, will lead to trouble—it is time to take

Beecham's Pills

Sold Everywhere. In boxes 10c. and 25c.

Advertises In the Dull Season



In an interview in the Meriden (Conn.) Journal, Henry C. Bibeau, grocer and one of the most successful merchants in that place, said:

"Of course every one knows that times are not as good just now as they were a little while ago, and a great many merchants are retrenching in their advertising, putting up the plea that they cannot afford increases. That is an entirely wrong view to take. Since the 1st of June I have tripled my advertising in the daily papers, and the results are surprisingly good. The time to retrench in your advertising is when your departments are doing all they can. It isn't necessary to advertise then."

"I am now using more space than I ever used, and the result is more than satisfactory."

"People always respond to good advertising, and one need have no fear of the efforts going amiss."

"I keep a separate record of each department, and when one of them shows a falling off I give it a dose of medicine in the shape of ads, which always proves effective."

This direct testimony on an important point should interest advertisers who are in the habit of dropping out in the dull season.

TURNERS GO HOME

Indianapolis, Ind., June 24.—Today practically closed the great festival of the North American Turnbund, though many of the visitors will remain in the city to take part in various social and entertainment features arranged for tomorrow.

Great crowds went to the state fair grounds today to witness the mass gymnastic exercises which were regarded as the crowning features of the week's program. The morning was given over to the seniors, women and children, and this afternoon three thousand Turners, comprising teams from all parts of this country and from Germany, went through a marvelous series of exhibition exercises and drills.

U. of V. Commencement.

Burlington, Vt., June 24.—Today marked the opening of the one hundred and first commencement exercises at the University of Vermont. The first event on the program was the oratorical contest this afternoon for the Kingsley prize. Tomorrow President Matthew H. Buckham will deliver the baccalaureate sermon at the College street church. In the afternoon the anniversary of the Young Men's Christian Association will be celebrated in an appropriate manner. Monday of next week will be class day, Tuesday alumni day and Wednesday commencement day. During the week there will be numerous reunions of former students, fraternity gatherings and other functions of a social General Schinner to the office of nature.

Arcanumites to Protest.

Milwaukee, Wis., June 24.—Protest of a most earnest and determined character will be made by the older members of the Royal Arcanum against the increase in rates which they declare will deprive them of their insurance, at a meeting of the grand council officers and officers of local lodges with officers of the supreme council in this city tonight. These older members will be supported, it is said, by many of the younger men of the order, who, it is asserted, will take the stand that giving their support for twenty years or longer in order to bring the Arcanum to its present proportions, the patriarchs ought not now to be deprived of the protection which was guaranteed them when they were given membership.

Yale Commencement.

New Haven, Conn., June 24.—Visitors are arriving in large numbers for the annual commencement festivities at the Yale University. The events of the week will be ushered in tomorrow morning when the students will gather in Woolsey hall to listen to the baccalaureate address by President Hadley.

Monday will be class day and will be made notable by the presence of Secretary of War Taft, who will deliver an address to the graduates.

Tuesday will be given over to the alumni, and in the afternoon will take place the annual baseball game between Harvard and Yale. The commencement exercises will be held Wednesday and will be followed by the customary president's reception in Memorial hall.

New Bishop of Superior.

Milwaukee, Wis., June 24.—The date for the consecration of Vicar bishop of the newly created superior diocese has been definitely determined upon as July 25, which falls upon the day of the feast of St. James. The ceremony will be held in St. John's cathedral in this city, and, if possible, will be in charge of Monsignor Falconio, papal delegate to the United States, who is expected to be in this part of the country at the time.

Bishops McGurk of Duluth, Schwebach of La Crosse, Fox of Green Bay and Eis of Marquette will take prominent part in the ceremony. The consecration will be attended also by nearly all the priests of Milwaukee and Superior diocese.

CASTORIA.
The Kind You Have Always Bought
Beware the Signature of *Charles H. Fletcher*

FOR SALE

Two acres, one block from car line, with good new barn, worth \$250. All for \$450.

40 acres, 20 in cultivation, fair buildings, plenty of fruit, on main road. Will put in stock and implements for \$3000.

160 acres, 80 in cultivation, 10 acres in mixed orchard, good buildings, 3 1/2 miles from town, only \$25 per acre.

For bargains see

DERBY & WILSON

The Grand Propelling Power



It is easy to see why the doctrine should be promulgated and followed that advertising is the soul of business; that the man who cannot use advertising in his business has no right to be in business; that, as Macaulay once said, advertising is to business what steam is to machinery, the grand propelling power. The story is told of a man who once came to a merchant to buy a remnant of cloth long out of fashion, with which to repair a garment. The merchant was delighted to be able to satisfy the new customer and asked, "How do you happen to come to me for this bagatelle?" The answer was, "I thought you would be the most likely man to have the sample because you never advertise." Our modern immense establishments take good care not to hide their light under a bushel. It is claimed that one of these establishments in the United States paid out \$250,000 annually for advertisements in three newspapers alone, and the newspaper advertising expenses of the twelve largest retail stores have been estimated at \$3,000,000 per annum.—V. Matija in International Quarterly.

If you want to move your goods, let people know what you have through this paper. Buyers consult our columns regularly.

Pushed Ahead By Advertising



A British journal recently commented on the fact that whereas the tea grown in China was formerly the most popular, it now occupies second place, while Ceylon tea has become the favorite with all classes of people. The question, What has brought about this change of taste? is not, however, a difficult one to answer. As a prominent firm of dealers pointed out, Ceylon tea has been liberally advertised for some years, while the Chinese product has not been advertised at all. The change noted has been wrought during these years, and it is therefore reasonable to conclude that advertising is the principal cause thereof. As a result of advertising the consumption of Ceylon tea has increased so rapidly that in many cases China tea has practically been forced out of the market. Yet the actual difference in the quality of the two is not material.—Profitable Advertising.

The same might be said of many merchants who have forged to the front by liberal and persistent advertising in newspapers. Such examples can be found in the columns of this paper.



Thomas Balmer, advertising manager of the Butterick publications, says: "You cannot kill an elephant with a popgun. Neither can you get a page effect with an inch advertisement."

Which is just another way of saying you cannot do justice to your new stock with a small ad. Suppose you try a page ad. in this paper.

POWDERS POTIONS AND PILLS

Young Webfooters Now Realize it is Better to Give Than to Receive

Secretary Riggs of the State Board of Pharmacists has announced the successful list of applicants for registration. Out of 65 who took the examination in Portland June 13, 15 seniors and 11 juniors failed. Those who passed the junior examination and are therefore classed as assistant pharmacists are: Frank A. Galloway, Corvallis; Byron N. Hawks, Corvallis; John O. Knapp, Oregon City; Fred C. Johannesen, Portland; William A. High, Tillamook; R. S. Cochran, Portland; Theodore Lyon, Salem; William Sieberts, Portland; P. A. Snyder, John Day; L. A. Bundy, Corvallis.

Those who passed the senior and are now registered pharmacists are: Leona C. Weber, Corvallis; Roland E. Eason, Gervais; Charles H. Johnson, Eugene; Frank A. Galloway, Corvallis; Clarence C. Curran, Corvallis; Hugh F. Brandon, Corvallis; Frederick C. Stinson, Corvallis; Henry C. Darby, Silverton; Otto A. Weber, Corvallis; Warren E. Foraythe, Enterprise; Bert T. Jordan, Albany; Jessie R. Woodford, Medford; Perry A. Snyder, John Day; Richard F. Everett, Astoria; Samuel K. Hartsock, Albany; Glen A. Henderson, Minnville; Otto F. Hagan, Portland; Thomas E. Ziebler, Portland; Claude M. Doddridge, Russellville; William P. Thomas, Portland; William H. Zeigler, Portland; William A. Seger, Portland; Claude J. Engle, Portland; Morris Levy, Portland; Dr. John H. Hudson, Arlington; George Bowen, Portland; Harry W. Jackson, Gardiner; Joseph A. Trommald, Portland.

The board will hold a special meeting at Eugene August 8 for the purpose of conducting examinations for the admission of candidates for registration. The regular quarterly meeting of the board will be held in Pendleton September 12. The board is determined to enforce a strict observance of the law and all candidates for registration must appear at these meetings. While making a visit to eastern Oregon towns last week, the secretary of the board discovered frequent violations of the law which must cease or some prosecutions will follow.

The Best



BOOK and

JUST ARRIVED

A new stock of
FISH NETTING.
It is just the thing
for decorative purposes
HAUSER BROS.
Salem Gun Store



Prince Ghika, who was recently married in London to Miss Margaret Dowling, a beautiful Irish woman, has held a conference at Bucharest to arrange for a rising to secure the Albanian throne, to which he lays claim. The prince declares that all the powers whose capitals he recently visited, with the exception of Austria-Hungary, approve his project.



Lloyd Griscom, the American minister to Japan, who is to be recalled and appointed assistant secretary of state, succeeding Francis B. Loomis, who is to be given an appointment as ambassador. The change will probably take place in the early fall. In bringing Griscom to Washington, President Roosevelt is actuated by a desire to have in the state department an official who is congenial to Secretary Hay, and who thoroughly understands the situation in the Far East.

Edison Photograph Agency.
Gasoline Lamps, Mantels, Gasoline
Typewriters, New, Second-Hand, Rent
214 Com'l St. Phone Main 401.