

### 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. Mataja 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.

CHILDREN CRY FOR FLETCHER'S CASTORIA.

# CLASSIFIED

## FOR SALE.

For Sale.—Seven-room residence, barn, large half block, electric lights, bath, hot and cold city water. E. Hofer, Journal office.

For Sale.—Small dry fir wood, at \$3.25 per cord. Phone Black 2061. T. L. Davidson, Jr., Morningside. 1-20-tf

For Sale.—An upright Weber piano, in excellent condition. Original cost \$650. Will sell for \$200. Inquire of Henry W. Meyers, care of Meyers & Sons. 8-4-tf

For Sale.—House, barn and 1/2 acre of land, close to city and school house. Very choice fruit trees. One of the best bargains on our list. Call at A. E. Bell land agency, 341 State street. 9-13-tf

For Sale.—1 1/2 lots and house, with modern improvements. For further particulars inquire at 749 North Commercial street. 9-19-tf

For Sale.—A good steam wood saw; also good bargains in new and second-hand vehicles. Inquire at 2179 North Front street. 9-21-1m

For Sale.—At a bargain, a lot of Welbach self-lighting gas fixtures, good as new for half price. Call at Journal office. 9-27-tf

For Sale.—A John Deere double disc plow. Inquire of F. E. Shafer, the harness dealer, 126 Commercial street, or Shafer Bros., Turner, Or. 10-6-tf

## FOR RENT.

For Rent.—A new five-room cottage, with bath room, full basement, good location and walks. Inquire at 2179 North Front street. 9-21-1m

For Rent.—Seven-room house, with modern conveniences, one block from business center, 317 Front street.

Cottage for Rent.—Near business part of city, call on Mel. Hamilton, or phone Main 117. 10-5-tf

For Rent.—Pleasant furnished rooms, 593 South Commercial street. 10-9-3\*

## WANTED.

Wanted.—1000 head of sheep, small bunches preferred; state number, condition and price. A. I. Eoff, corner 18th and Ferry streets, Salem. 9-13-1m\*

Wanted.—By Chicago manufacturing house, person of trustworthiness and somewhat familiar with local territory, as assistant in branch office. Salary \$18, paid weekly. Permanent position. No investment required. Previous experience not essential to engaging. Address Manager Branches, Como Block, Chicago. 10-3-14\*

## WANTED—FEMALE HELP.

Wanted.—Housekeeper for country. References exchanged. Address "Z," care of Journal. 8-9-2-tf

## WANTED—MALE HELP.

Wanted.—Girl to do general housework in small family. Call on Mrs. J. Q. Wilson, or phone Main 705. 10-5-tf

Wanted.—Man for stock ranch, in Klamath county. Steady job by the year. Connor, Willamette Hotel. 10-9-tf

## BAKERIES.

Capital Bakery—Ulton & Rutherford, proprietors, 439 Court street. Fresh bread, pies and cakes daily. Macca-rooms, lady fingers, angel and devil's food cake, candies, nuts, etc. Deliveries made to any part of the city. Phone White 321. 8-1-tf

## MISCELLANEOUS.

Shirt Waists and Summer Gowns—Made in the best style and workmanship. Terms reasonable. Address or call on Mrs. H. Milner, 20th and Center streets. 5-29-tf

Salem Iron Works—Founders, machinists and blacksmiths. Manufacturers of all kinds of sawmill machinery. Hop and fruit drying stoves, etc. Manufacturers of the Salem Iron Works Hop Press. 11-29-1m

Davey & Savage.—Real Estate, Loans and Insurance, Conveyancing and Examining Titles. Notary work done. Bring us list of your property for sale, 492 State street, near High. 3-8-tf

Hotel Scott—Newly furnished, everything clean and first class. Rooms at reasonable prices. In Cottle block, Salem. A. Scott, prop. 7-6-tf

Hello.—Here I am again with a full line of crockery to be sold at three gallons for 25 cents. Also tents, camp stoves and all kinds of new and second-hand household goods. Give me a call, corner of State and Liberty street, Salem. Conrad Dillman. 8-3-1m.

The Tillson Co.—Dealers in chopped feed, seed bran, hay, flour dried fruit, etc. High street, adjoining opera house. 6-1-yr.

Say—Have you tried H. H. Pauls for meats? He has the best sausage in town. Come and try it, and be convinced. 410 East State street.

## Wanted.

Wanted.—Good shipping apples, pears and all farm and dairy produce wanted. Capital Commission Co. Phone Main 2231, opposite Willamette Hotel, Salem, Oregon.

Salem Steam Dyeing and Cleaning Works—When your best girl says she will be a sister to you, give her your clothes to press. Then you will bring them to your stepmother, and get them fixed right, no matter what they need. Gloves, neckties, silk gloves or any fabric, no matter how delicate, made to look like new. Mrs. C. H. Walker, prop., 195 Commercial St.

To Trade.—For a dairy cow, one red polled bull, 2 years old. W. C. Duncan, Turner, Oregon. 9-21-tf

## ARCHITECT.

W. D. Fugh—Architect and superintendent, plans furnished for all classes of building and structural work. Office 116 State street, Tioga block, Salem, Oregon.

## DRAYMEN.

White & Cummins—Do a general dray and transfer business, meet all trains. Phone, down town, Main 175. Stand 156 Commercial street. 8-12-1m

## HOP BUYERS' DIRECTORY.

Wm. Brown & Co.—Hops, Mohair, Wool, Hop Growers' Supplies. No. 129 Commercial street, Salem, Or. Phone Main 115. 10-5-3m

Squire Farrar.—Hop merchant and purchasing agent. No. 158 Commercial street, upstairs, Salem, Oregon. Phone Main 149. 10-5-3m

## VETERINARY SURGEON.

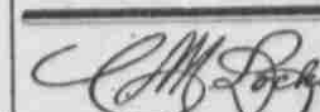
Dr. C. J. Korinek—Veterinary Surgeon and Dentist. City and country calls promptly answered. Office at Low's Capital Stables. Phone 150 Main, Salem, Oregon. 10-5-tf

## U. J. LEHMAN

Sash and doors. All kinds of house finishing. Phone 131 black. Also two floors of warehouse for rent; elevator and switching facilities.

## CAPITAL NORMAL.

The fall term opens on September 25, but afternoon classes will begin on September 11. The course will be Academic, Normal, Business and Civil Service. Address J. J. KRAPS, Salem, Or.



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

## BRICK

Brick furnished in large or small quantities. Pressed brick made to order. Yard on State street, south of penitentiary.

## SALEM BRICK YARD.

A. A. BURTON, Prop.

## MUSIC STUDIOS.

Music Studio.—Frank E. Churchill, Musical Studio, Associate teacher Western Conservatory, Chicago, Ill., representing Inter-State System at Salem, Oregon. In the Gray block, room 3. Studio hours 9 to 12 and 2 to 5. 8-19-tf

## PHYSICIAN AND SURGEON

Dr. E. C. Dalton—Physician and Surgeon, Rooms 12-13 Bush Bank building. Phone Main 352. Residence Willamette Hotel. Phone Main 207.

## OSTEOPATHS.

Dr. W. L. Mercer.—Graduate of Kirksville, Mo., under founder of Osteopathy. Office Breyman building, Commercial street. Rooms 25 and 26 Phone Main 919. Residence, 419 North Summer street. Phone Main 614. Treats acute and chronic diseases. Examinations free.

Dr. B. H. White—Graduate of Kirksville, Mo., under the founder of osteopathy. Office Breyman building, Commercial street. Room 21, phone 87. Night calls, Main 1195. Treats acute and chronic diseases. Examination free. 9-25-tf

## PLUMBERS.

Theo. M. Barr—Successor to Barr & Petzel, tinner and plumber. Hot air water and steam heating a specialty, Salem, Oregon. 3-2.

Bernardi & Dunsford, Plumbers, steam and gas fitters. All kinds of plumbing supplies. No. 59 State street. Phone 118 Main. 10-2-tf

## SAW AND DOOR FACTORIES.

Frank M. Brown—Manufacturer of sash, doors, mouldings. All kinds of house finish and hardwood work. Front street between State and Court

A. M. Hanson—Manufacturer of all kinds sash, doors, mouldings, wood work, house finish and office fixtures. Estimates furnished. Cor. Mill and Church street. Phone Red 211.

## LODGES.

Salem Camp, No. 118, Woodmen of the World—Meets in Holman Hall every Friday at 7:30 p. m. Paul C. Hanson, consul; P. L. Frazier, clerk.

Foresters of America—Court Sherwood Foresters No. 19. Meets Friday in Turner block. Ira Jorgensen, C. R.; A. L. Brown, Sec.

Central Lodge No. 18, K. of P.—Castle Hall in Holman block, corner State and Liberty streets. Tuesday of each week at 7:30 p. m. T. J. Cronise, C. C.; W. I. Staley, K. of R. and S.

Modern Woodmen of America.—Oregon Cedar Camp, No. 5246. Meets every Thursday evening at 8 o'clock, Holman Hall. E. E. Matten, V. O.; A. L. Brown, Clerk.

## WATER COMPANY.

SALEM WATER COMPANY OFFICE CITY HALL. For water service apply at office. Bills payable monthly in advance. Make all complaints at the office.

## O. C. T. Co's

Steamers Pomona and Oregon leave for Portland daily except Sunday at 7 a. m.; for Independence daily except Sunday about 6 p. m.

M. P. BALDWIN, Agent.

Dock Foot of Trade Street.

## WALL PAPER

We are exclusive dealers in Wall Paper, and carry the finest and most complete line in the city. We can please you with goods and prices. Come and see us.

E. L. Lemmon  
299 Liberty St.  
Phone 2475

## Strong's Restaurant

SMITH & SEFFERT, Props. This popular restaurant has been reopened by Smith & Seffert, who will conduct a first-class, up-to-date restaurant. Regular 25c dinner from 12 to 6:30. Merchants' 20c lunch from 11 to 2. SHORT ORDERS SERVED FROM 6 A. M. TO 9 P. M.

# CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

## What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

## GENUINE CASTORIA ALWAYS

Bears the Signature of  
*Chas. H. Fletcher*  
The Kind You Have Always Bought  
In Use For Over 30 Years.

THE CENTAUR COMPANY, 27 N. BROAD ST., NEW YORK CITY.

## Patronise Your Home Industries and keep your money at home.

Not a new business, but the old black smith, wagon and paint shop of Jacob & Arthur very much enlarged. We are prepared to do all kinds of fancy painting, sign painting and buggy, carriage and wagon painting; repainting and repairing furniture and musical instruments. A first-class painter employed. Light and heavy wagons and buggies on hand and made to order. Work called for in any part of the city and returned free of charge by G. W. Johns or William Cross.  
JACOB & ARTHUR.  
Phone 1483 Main. 2226 N. Front St. 9-22-tf

Mrs. J. T. Miller, of Drain, has a fine turkey farm, and will have 200 birds for Thanksgiving dinner tables.



The eagle is Uncle Sam's mascot. He soars higher than other bird. His eye is keen and his mind alert. If you have an eagle eye for value, swoop down on us for Groceries.

Baker, Lawrence & Baker  
Successors to Harritt & Lawrence

## Allen's

BOSTON  
B  
BROWN  
B  
BREAD  
B  
FLOUR  
for  
PANCAKES, MUFFINS, PLUM  
PUDDING and BOSTON  
BROWN BREAD  
Ask your Grocer for it.  
ALLEN'S B. B. B. FLOUR CO.  
Pacific Coast Factory, San Jose, Cal.

## PRINTING! THAT IS RIGHT

THAT IS THE KIND WE DO! No job too small, nor too large, for us to handle.

LET US FIGURE ON YOUR NEXT ORDER. You will be pleased with both work and price

## ELLIOTT THE JOB PRINTER

Phone: Main 1243  
217 South Commercial St.

# FARM FOR SALE

293 acres in Waldo Hills. Well fenced, new eight room house, big barn, several out buildings, fine orchard, about twenty acres in grub oak timber, balance all cleared. Two fine springs near house, 1 1-4 miles from Stayton, 2 1-4 miles from Sublimity. Good German community. Price \$40 an acre. Time given if purchaser desires.

J. P. ROGERS  
SALEM - - - OREGON



## Hop Pickers

We have the only facilities for properly laundering your camp bedding, quilts, blankets, etc., at rock bottom prices. Send us your woollens—it will pay you. Salem Steam Laundry. Phone 25.

## Salem Steam Laundry

COLONEL J. OLMSTED, Prop.  
DOROUS D. OLMSTED, Manager.  
230 Liberty Street. Phone 411  
Leave orders in Dallas with J. J. Fidler, or at the Boy Confectionery Store