

A MERRY CHRISTMAS TO EVERYBODY

Our Grocery Store will be closed all Day Monday

FULLER & DOUGLAS
Salem's leading grocers. Confectioners and bakers. 456-460 State street. Phone 101 and 187.

HEAD—Just the best in town. THAT'S ALL.

Best You Forget

During the holidays you may need something in the drug line. If you do, don't forget

The Red Cross Pharmacy

The place where you get pure drugs at a reasonable price. "Live and Let Live" is our motto.
RED CROSS PHARMACY.
Jermain & Ward, Props.
Corner State and Commercial Streets.



Follow you have tried **OUR CHEAM-TION**, you have not yet tasted perfection in a five-cent cigar. **OUR CHEAM-TION** is made in Salem, and is of the highest quality. Ask for one the next time you smoke.

Pointers for Advertisers.
Good advertising is a matter of growth. The advertiser who fails is he who expects too much too soon.

"Catching the eye" is not good advertising unless it is supported by information to interest the reader.

Without enthusiasm advertising is really hard work, and it is pulling power always suffers when this is the case.

Plain technicalities, except where explanation means a strong educational advertisement.

If there are two ways of telling a story choose the shortest.

Offering articles at low prices is not always good advertising. Sometimes the public will appreciate a line if it is medium priced, provided they are educated in its advantages and merits by advertising.

Advertising is a selling force. Advertising must create confidence in the business and make the reader believe that it is to his advantage to do as the advertiser wants him to do—White's sayings.

"The time to advertise is all the time."

"Season advertising" doesn't mean that there is a certain time in the year that a retailer should throw out to the newspaper man and give him a few ads announcing that he has a new stock or something that he is going to have a reduction sale. It means to advertise the right things in the right way at the right time.

A large and successful advertiser says that when he first went into business he regarded newspaper advertising as an expense which was important, but not essential to success. But a little experience taught him to view regular and systematic advertising in the most widely circulated newspapers as an investment or as a necessary part of the capital put into his establishment.—The Fourth Estate.

New Edison Theatre

T. M. MEDLEY, Manager.
Salem, Oregon.

ROBERT EENO,
The gentlemanly comedian.
J. FRANK ELEY,
Monologist.
"SLICK DIK,"
The escaped convict.
Cast.

Slick Dick Mart M. Fuller
Dora Frances Rose
George Washington Dick Flower
Policeman Dave Fuller
NEW ILLUSTRATED SONGS
Great motion pictures. Prize matinee Saturday.

AMUSEMENTS

TONIGHT.

Edison—Vaudeville.

At the Edison.

Great was the performance at the Edison last night, and great was the enjoyment thereof.

No better entertainment has ever been offered a Salem audience, as every one of the large crowd will most readily testify. The night was a stormy one, yet the house was packed.

Frank Ely, in songs, jokes, recitations, is an entertainer never to be forgotten. You should hear him recite "The 9:15 Train."

Zena & DePue kept the audience laughing, while Fuller, Rose & Co. created a great furor with "Slick Dick," the best and funniest sketch ever offered in vaudeville here. The entire bill is good.

PERSONALS

Jeff Fiddler, of Jefferson, was in the city today.

Boy Potter has gone to Portland to spend a week.

Sam Hughes, the sixth ward contractor, is up from Portland for a week.

Miss Lillian Bain, of Forest Grove, spent Christmas with her grandmother, Mrs. P. B. Strong.

Miss Minnie Richter, of Portland, spent the holiday season with her mother and brothers on 20th street.

Miss Mabel Dove returned to Portland this morning after spending Christmas at the home of her mother in North Salem.

Claude Knight and R. E. Moore, young business men of The Dalles, were Christmas guests of ex-Sheriff and Mrs. John Knight.

R. P. Biggs and wife, of Portland, spent Christmas at Salem with his parents, Mr. and Mrs. J. L. Riggs. R. P. Riggs is with the Official Photo Company.

John Schutteberg, who has been visiting L. Gehlar, on the Garden Road, left this morning for Morris, Minn. He is very much pleased with Oregon and will return in May.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought

Bears the Signature of *W. D. Hoagland*

HOLLISTER'S Rocky Mountain Tea Nuggets

A Busy Medicine for Busy People.
Brings Golden Health and Renewed Vigor.
A specific for Constipation, Indigestion, Liver and Kidney Troubles, Flatulency, Excessive Impure Blood, Bad Breath, Stomach Disorders, Headaches and Backache. It's Rocky Mountain Tea in tablet form. 25 cents a box. Genuine made by HOLLISTER'S DRUG COMPANY, Madison, Wis.
GOLDEN NUGGETS FOR SALLOW PEOPLE.

JUST ARRIVED

Car of woven wire fencing. Special discount till January 3. We have fence posts, gates, and lawn and poultry fences of all kinds. All at lowest prices.

WALTER MORLEY
60 Court Street, Salem.

ROSES—Field Grown

The best cost you no more than "any old thing." It will pay you to buy at HEADQUARTERS.

We Pay the Express

And charge you no more than your next door neighbor. Send for illustrated catalogue today. A solicitor wanted in every town.
CALIFORNIA ROSE CO., Los Angeles, Cal.

LAND GRABBER JEWETT

Will Arrive Wednesday in Charge of Sheriff Culver

Judge Burnett convened the adjourned term of his department of the circuit court at 9 o'clock. The January term promises to be one of the most interesting sessions that the court has had for some time. The principal features will be the trials of the famous school land fraud cases that were unearthed by the grand jury last April. The first of these will be that of the State of Oregon vs. A. T. Kelliher and H. H. Turner, who are charged with having forged some deeds.

Jewett, who is charged with subornation of perjury, will arrive tomorrow from St. Paul, in charge of Sheriff Culver, and his trial will be one of the most interesting. Jewett is the land grabber who induced a number of Salem girls to make application for the purchase of school land. He told them they were merely selling their right to purchase school land, when in reality they were making false affidavits, swearing that they were purchasing the land for their own use, when in reality they had already entered into a contract to sell it to Jewett.

Among the other cases which will be watched with interest is the suit for damages which Mrs. Krebs has filed against the Security Trust and Life Insurance Company, of Philadelphia.

There are 42 cases on the printed docket, and some others will be added later.

A Sewing Machine Cheap.

I have a good second-hand sewing machine for sale at a bargain. Also a couple of good dining tables. J. A. Patterson, 271 Commercial street. Phone 947. 12-26-28-30

Of Interest to Thin Weak People.

It is perfectly understood by every sick man or woman that if they can get some remedy that will stop the gradual loss of flesh and strength, their recovery is assured. People that are nervous and unsteady, with dizzy spells, weakened memory, and loss of ambition, their blood is thin and watery. It shows in their sallow complexion and tired manner, soon as they commence to gain flesh they look better and sleep better. To gain from 1 to 3 lbs of good solid flesh per week, the blood must be made rich and pure, Dr. Gunn's Blood and Nerve Tonic puts in the body the very pith of what makes pure, rich blood in the most direct way, and cures disease by making strength. This tonic is in tablet form, to be taken right after meals. Sold by all druggists for 75c per box, of 3 boxes for \$2. For women's weakness a better remedy was never made.

Gladiolus Bulbs

Several thousand very choice, finest strains and varieties, Oregon-grown bulbs, about twice the size of Eastern or imported bulbs, and produce the finest flowers, two to four inches across, and 12 to 20 on a stalk. The bulbs are of two grades. Largest, selected, 50c per dozen, \$3.50 per hundred. Medium large bulbs 35c per dozen, \$2.50 per hundred.

E. Hofer

GET HIM A BIKE LAMP

That boy of yours who has to ride a' nights. A good Solar Gas Lamp will keep the police at bay and save its price many times over.

OR A HAND ELECTRIC LAMP

These are mighty convenient thing for the man who has to go home late at night. Press the button and they light up the dark spots without any noise.

ON A BUGGY ROBE

All winter robes are cut prices. There are some mighty fine ones among them within reach of your purse.

F. A. Wiggins

IMPLEMENT HOUSE.
Implement House, 255-257 Liberty St.
Farm Implements, Wheels, Automobiles, Sewing Machines and Supplies.

The Inventory Sale

Beginning today our annual reduction. Special features mentioned in tomorrow's advertisement. Look out for it.

Salem Woolen Mill Store

C. P. BISHOP, Prop.

Did Not Marry, Must Pay.

Wilmington, Del., Dec. 26.—The annual dinner of the International Nine, an organization of young men formed two years ago, will be given this evening at the Clayton house and Frank G. Horick, one of the members will pay for the spread. Every one of the nine members is chosen by lot to get married within the year. If he should fail to get married it becomes his duty to pay for the annual dinner. Last year Horick was chosen, and as he failed to marry within the year he must pay for the dinner. Since the club was formed none of the members has become married.

Other Teachers' Conferences.

Springfield, Ill., Dec. 26.—The Illinois State Teachers' association opened a three days' session at the capitol building today. The attendance is unusually large and great interest is manifested by the members. Among the speakers who will address the conference will be Dr. Paul Shorey of the University of Chicago, Dr. W. F. Frost of Berea, Ky., and others.

Columbus, O., Dec. 26.—The attendance at the meeting of the state teachers' association which opened here today is unusually large, owing to the fact that some matters of great importance to the teachers of the state will come up for consideration and discussion. The teachers are greatly agitated over the probability of some radical school legislation during the coming session of the general assembly and, it is expected, will vigorously protest against any legislation which would disturb the present system. The teachers will particularly oppose the proposition to create larger boards of education.

How's This?

We offer One Hundred Dollars reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O.
We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN,
Wholesale Druggists, Toledo, O.
Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all druggists.
Take Halls Family Pills for constipation.

Gas Stand Lamps.

The Citizens' Light & Traction Co. is just in receipt of a large assortment of gas stand lamps. They are just the thing for Christmas presents for your friends. Nothing more appropriate. Nothing would be more appreciated. Examine the assortment. 12-26-31

Sure Cure for Piles.

Itching piles produce moisture and cause itching, this form, as well as Blind, Bleeding or Protruding Piles are cured by Dr. Bo-san-ko's Pile Remedy. Stops itching and bleeding. Absorbs tumors. 50c a jar at druggists, or sent by mail. Treatise free. Write me about your case. Dr. Bosanko, Philadelphia, Pa.

MADAME DEAN'S FRENCH FEMALE PILLS.
A Rare, Certain Remedy for Irregular Menstruation, NEVER KNOWN TO FAIL. Safe! Swift! Sure! 50c per box. With each box we send you a full and complete treatise. Sample free. If your druggist does not have them send your order to the
UNITED MEDICAL CO., 108 7/8 LARGENTON, PA.
Sold in Salem by R. C. Stone.

Torture of a Frencher

The story of the torture of Rev. O. D. Moore, pastor of the Baptist church of Harpersville, N. Y., will interest you. He says: "I suffered agonies, because of a persistent cough, resulting from the grip. I had to sleep sitting up in bed. I tried many remedies, without relief, until I took Dr. King's New Discovery for Consumption, Coughs and Colds, which entirely cured my cough, and saved me from consumption." A grand cure for diseased condition of Throat and Lungs. At J. C. Perry's, drug store. Price, 50c and \$1.00, guaranteed. Trial bottle free.

Chicago-Havana Through Service.

Chicago, Ill., Dec. 26.—The new through service between Chicago and Havana which the Illinois Central railroad has arranged, will be inaugurated today. At 3 o'clock this afternoon a train de luxe, consisting of a buffet, a library, a dining car, a Pullman open section, drawing room and observation cars, but no ordinary coaches, will start from here. It will arrive at the wharf at New Orleans at exactly the same time tomorrow afternoon. In order to make this fast run only a few stops will be made. For the second stage of the journey the electric Night

ed, twin screw, 19-knot ocean liner Prince Arthur has been chartered. An hour after the arrival of the train the steamer will start and will arrive in Havana on Friday morning at sunrise. The Prince Arthur has accommodations for 183 first class passengers, lower cabin aft and also storage passengers. The return trip begins at Havana on Saturday afternoon at sunrise and will be completed here on the following Tuesday.

Office Hours Christmas.

General delivery window, carriers' window, stamp and register windows will all be open at 8:30 a. m., and remain open until the 11 o'clock mail arrives at office, when they will be closed for distribution of that mail, and will open again until 1 o'clock. The rural carriers will make their regular trips. The city carriers will make one trip in the residence district. Particular expecting anything by registered mail will please call at the office. There will be no money order business transacted.

Make your advertisements descriptive—enabling the reader to understand the nature of the goods offered.

Are you tired of paying Blunder Taxes?

Many a business man pays as much money for the luxury of blundering as a steam yacht or a private touring car would cost.

"Blunder Taxes" cannot be evaded—whatever else waits, these must be paid. If a business man gets into the habit of making the same blunders more than once, the taxes will soon amount to confiscation.

"Blunder Taxes" are levied with amazing frequency upon store advertisers. Among the blunders which are assessed at "full value" in advertising are these:

- Selection of poor mediums;
- Using too little space in good mediums;
- Devoting less attention to preparing the daily store advertisement than to the storing of some empty boxes in the basement;
- Stopping the ad altogether for one or more days now and then;
- Figuring the advertising appropriation on the basis of what you can "afford" after all other expenses are provided for;
- The use of "programs," schemes, circulars, posters, fence-signs, placards and jim-craws, under the impression that you are securing real publicity, and that somehow, somehow, sometime someone will be influenced by some of these things to come to your store and buy something.

YOUR "BLUNDER TAX" BILL GROWS SMALLER AND SMALLER AS YOUR USE OF NEWSPAPER PUBLICITY GROWS BIGGER AND BIGGER.

Continuous Publicity In The Journal

Will prevent paying "Blunder Taxes"