

# 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 Diarrhoea 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 CASTORIA COMPANY, 27 NASSAU STREET, NEW YORK CITY.

## 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.

# CLASSIFIED

### FOR SALE.

For Sale.—About 60 yards of second-hand carpet, in good condition, and a first-class organ. Call at room over Geo. F. Rodgers' paper house, Court street, between 2 and 4 o'clock p. m. 1-184f

For Sale.—Fire proof safe for sale, with burglar-proof chest, a bargain. Chas. H. Hinges, the jeweler, 12-81f

For Sale.—Eighty-five acres, 1 1/4 miles from Salem, 30 acres in cultivation, 10 acres in orchard, balance uncleared and timber. Several hundred cords of wood in tree; new house and barn, one draught team, harness, wagons, harrow, plow, six head of cattle and five tons of hay. Price \$4500. Inquire at this office. 12-28-1wk\*

Cheat Hay.—For sale, about 50 tons of cheat hay, on farm, five miles from Salem, on McMinville road, or delivered. Inquire at Plum farm, near Lincoln. Farm phone No. 16. 12-28-1m\*

### FOR RENT.

For Rent.—Store room in McCornack block now occupied by W. W. Zinn. Apply to E. P. McCornack. 12-12-1m

For Rent.—Five-room cottage, with basement; piped throughout. Fine well water. A. Schreiber, 560 High street. 12-9-1f

### WANTED.

Wanted.—Position by thoroughly competent woman as housekeeper, matron or seamstress. Best references. Address, care of Journal, "M. M. H." 11-29-1f

### MISCELLANEOUS.

Salem Iron Works.—Foundry, 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

Hotel Scott.—Newly furnished, everything clean and first class. Rooms at reasonable prices. In Cottle block, Salem. A. Scott, prop. 7-44f

Cleanliness Is Next to Godliness.—Therefore, take your clothes where you can get them absolutely clean, and have them pressed to perfection. Ladies' and men's clothes, as well as gloves and fine fabrics a specialty. Mrs. C. H. Walker, opposite Hotel Willamette. Phone 1245.

Wanted.—Turkeys, geese, ducks, chickens and all farm produce. Highest cash price paid for same. Capital Commission Company, 267 Commercial street. Telephone 179.

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.

### OSTEOPATHS.

Dr. W. I. Mercer.—Graduate of Kirksville, Mo., under founder of osteopathy. Rooms 25-26 Breyman bldg., Commercial St., phone 919. Residence 419 N. Sumner st., phone 614. Treats acute and chronic diseases. Examinations free.

Dr. E. H. White.—Graduate of Kirksville, Mo., under founder of osteopathy. Room 21 Breyman bldg., Commercial st., phone 87. Residence 290 State, cor. Church, phone 1110. Treats acute and chronic diseases. Examinations free.

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

Hop Lee Co. Laundry.—Best work done with latest improved machinery. Satisfaction guaranteed. Opposite Willamette Hotel, Salem. 2-28-1f

### 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. 8-19-1f

The Seely Studios.—Thorough instruction in music. Mr. and Mrs. Frances Seely, specialists in Voice Production, Interpretation and Harmony. Opera House Building, rooms 9 and 10. Residence phone Main 574. 11-2-11m

### LODGES.

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

Central Lodge No. 18, E. 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. C.; A. L. Brown, Clerk.

### TONSorial.

Evans' Barber Shop.—Everything new and up to date. Finest porcelain baths. Shaving, 15c, haircutting 25c baths 25c. First class bootblacks. C. W. Evans, Proprietor.

### 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

### PLUMBERS.

Theo. M. Barr.—Successor to Barr & Petzel, tinner and plumber. Hot air water and steam heating a specialty. Salem, Oregon. 2-9-

Bernardi & Dunford, Plumbers, steam and gas fitters. All kinds of plumbing supplies. No. 59 State street. Phone 118 Main. 10-24f

### ARCHITECT.

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

### LIVERY AND SALE STABLES.

Red Front Stables.—First-class livery, boarding and sale stables. Rubber tired buggies and fine driving stock. Pratt & Harrod, proprietors, 271 Cheleketa street. Phone Main 73. 12-14-1yr

Feed Barn.—Special attention to transient teams. Farmers' patronage solicited. Waiting rooms for ladies. We also carry a full line of feed. Located at Club Stables, corner Liberty and Ferry streets. Phone Main 7. Prunk & Darby. 12-14-6m

### 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.

### CASTORIA.

Bears the Signature of *Chas. H. Fletcher*

### 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

### PHYSICIAN AND SURGEON.

Dr. Cartwright—Has resumed general practice, and will be found in room 16, over Ladd & Bush's bank. Office hours 11 a. m. to 4 p. m. Office phone Main 16, residence phone Main 107. 12-20-1f

## DR. KUM

### Wonderful CHINESE DOCTOR

Will treat you with Oriental herbs and cure any disease without operation or pain.

Dr. Kum is known everywhere in Salem, and has cured many prominent people here. He has lived in Salem for 20 years, and can be trusted. He uses many medicines unknown to white doctors, and with them can cure catarrh, asthma, lung troubles, rheumatism, stomach, liver, and kidney diseases.

Dr. Kum makes a specialty of dropsy and female troubles. His remedies cure private diseases when everything else fails. He has hundreds of testimonials, and gives consultation free. Prices for medicines very moderate. Persons in the country can write for blank. Send stamp.

If you want some extra fine tea, get it from us.

DR. KUM BOW WO CO., 167 South High street, Salem, Oregon. Opposite Hotel Salem. P. O. Box 155.

### A Famous Remedy for Sick Headache.

The cause of this complaint is not in the head at all; it comes from the stomach. A stomach that has become clogged by overeating, drinking or abuse in any manner, will warn you by bringing on sick headache. Cure the pain and distress in the stomach and the headache will stop of itself. All bilious attacks, dyspepsia, belching, bad taste in the mouth, muddy complexion, and yellow eyes are cured by this remedy. It is called Dr. Gunn's Improved Liver Pills, one for a dose, and is sold by druggists all over the U. S. for 25c per box.

## Best Out-of-door Books

BY WILLIAM J. LONG.



NORTHERN TRAILS...\$1.50 net  
400 pages, 220 illustrations, by Charles Copeland.

School of the Woods...\$1.50 net  
400 pages, 200 illustrations.

A LITTLE BROTHER TO THE BEAR...\$1.50 net  
300 pages, 191 illustrations.

BEASTS OF THE FIELD...\$1.75  
344 pages, 200 illustrations.

FOWLS OF THE AIR...\$1.75  
322 pages.



Following the Deer...\$1.25 net  
200 pages.  
Ways of Wood Folk...60c net  
Wilderness Ways...60c net  
Wood Folks at School...60c net  
Secrets of the Woods...60c net  
Write for Our Announcements.

GINN & COMPANY, Publishers  
Trade Department, 29 Beacon St., Boston

# Xmas Holidays

Will soon be here and we have an extra large assortment of goods to select your holiday supply from. We make it a specialty of keeping the best brands of Bourbon and Rye whiskies made by our largest United States distilleries. Also some of the choicest imported, and domestic wines. We would be pleased to have you call and inspect our large stock and get the holiday prices on any goods wanted.

## Standard Liquor Co.

Phone Main 175 148 to 156 South Commercial St. Salem, Oregon

## 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-cracks, under the impression that you are securing real publicity, and that somewhere, 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"