

Globe Wernicke Elastic Units



For Both Home and Office

Household economy demands a book case of capacity equal to the demand of the library, no more, no less. With the Globe-Wernicke book case you can fit the size of your library. No need of vacant shelves, no need of having a few volumes on the floor. Get Globe-Wernicke units to fit your library.

Business Economy

Demands business system and convenience in business appliances; devices for recording and classifying business papers, records and statistics, and all so constructed as to be "elastic," to expand as the business grows. The "Elastic" G-W filing cabinets are used by thousands of the best business concerns. They are cheaper and finished better than any other cabinet of a similar nature.

BUREN & HAMILTON
Sole Agents

SOCIAL EVENTS

Y. M. C. A. Notes.

The membership contest is in full swing and new members are coming in every day. The following are among those who have joined the association this week: Bella Carey, Ralph Weiborn, Charlie Parrish, Edgar Averill, Fred Meyers, Robert Minton, Albert Minton. The ladies' class has been increased by several additions, including Miss Lena Stillwell, E. Thompson, Alma Poble and M. Egan. Forty ladies were on the gymnasium floor at the class session this week.

The business men's class in the gymnasium has 24 members who are taking regular class exercise.

Mr. Charles Both, as captain of the Reds in the membership contest, held a secret meeting with his side on Thursday evening, and Dr. Epley, as captain of the Blues, held one last evening.

Prof. Mahaffie is to address the men's meeting at the association on Sunday afternoon, and Mrs. Simon will sing.

Junior Party.

The junior class of the Salem high school held a very pleasant party last evening. The entire class of 40 members was present, together with the faculty. The time was spent in playing games and having a general good time. A mock trial was the feature of the evening. Light refreshments were served.

The juniors feel proud of the honor of being the first class to hold a party in the new building, and appreciate the kindness of the board in allowing them the privilege. They are a congenial lot, and mean to retain their records as jolly entertainers.

Wilson-James Wedding.

The wedding of Mr. Tom Wilson and Miss Irene James will be celebrated Wednesday, January 10th, at the home of the bride's parents, Mr. and Mrs. C. W. James.

Second Years Entertain.

The second year class of the Willamette University was entertained at the home of Mr. and Mrs. E. A. Bennet, corner of Capital and Chemeketa streets, last evening in a very hospitable manner. Their daughter, Miss Theo Bennet, is a member of the class, and was assisted in entertaining by Misses Olive Metcalf and Lucy Parsons.

The residence was decorated with the class colors, green and pink. The scheme was carried out with crepe streamers and portiers and foliage and Oregon grape. The class pennant was also in evidence.

A very interesting program was a feature of the evening. The numbers were: Guitar and mandolin duet, Mr. Harris and Miss Starnes; reading by Miss Olive Riddell; guitar solo, Mr. Forbes. Several other instrumental numbers were given.

Twenty-four of the members of the class were present.

Hillsboro Wedding.

Miss Mabel Gordon and Mr. James A. Sewell were married at the home of the bride's parents, Mr. and Mrs. H. F. Gordon, at Hillsboro, Wednesday.

What Happened to the Jackie.

Former Secretary of the Navy Moody tells of the account of an explosion of one of the big guns on the Massachusetts a year ago, which was given by a sailor injured by the explosion.

A Marriage License.

Frank Mattios and Miss Georgia Leaven were granted permission to commit matrimony yesterday.

CASTORIA.

Bears the Signature of *Chas. H. Peterson*

PATENTS

60 YEARS' EXPERIENCE

TRADE MARK DESIGNS & COPYRIGHTS ETC.

Scientific American.

WUNN & CO., 201 Broadway, New York

JANUARY

And it's January to the letter in our store
We are very anxious to see our counters cleaned up of every Fall and Winter garment; hence our cut rates. Don't this price make your pocketbook very uneasy?

Your Choice of Any Suit in the Store.

\$10.00

The quicker you get here the wider your choice.

G. W. Johnson & Co

CLOTHIERS AND FURNISHERS

SUNDAY SERVICES

W. O. T. U.

The gospel temperance meeting at the Ramp memorial hall will be addressed by Rev. Oliver at 4 p. m. A cordial invitation to all temperance people.

Christ Lutheran.

East State street. Rev. Adolph Eberle, pastor. First Sunday after Epiphany, Sunday school at 9:30 a. m. Altar service at 10:30 a. m. Sermon at 11 a. m. All welcome.

St. Paul's Episcopal.

Chemeketa and Church streets. Rev. Buzz O. Lee, rector. Usual services at 11 a. m. and 7:30 p. m. Sunday school at 9:45 a. m. Wednesday at 7:30 p. m. confirmation lecture in guild room, open to all. Welcome.

Central Congregational.

Services tomorrow conducted by the pastor, at 11 a. m. and 7:30 p. m. Communion service following morning services. Sunday school at 10 a. m. Endeavor meeting at 6:30 p. m.

First Methodist.

Rev. W. H. Bellock, pastor, will preach at 10:30 a. m. on "Separation."

and at 7:30 p. m. on "Awake, Arise," Revival meeting each evening of next week, except Saturday. Song and prayer at 7:30, preaching at 8 p. m. All persons are cordially invited to these meetings.

Christian Science.

First Church of Christ, Scientist, 440 Chemeketa street. Services: Sunday at 10:30 a. m. and 7:30 p. m. Subject of lesson sermon: "Truth." Sunday school at 11:45 a. m. Testimonial meeting is held at 7:30 o'clock p. m. Wednesday evening. Reading room in the church open each afternoon, except Sunday. A cordial invitation extended to all.

First Unitarian.

Frank A. Powell, pastor. Sunday school at 10 a. m. Mr. Powell will speak at 11 a. m. on "Zaphnath-paaneah," and at 7:30 p. m. he will lecture on "How to Be Happy." Starr King Fraternity at 6:30 p. m. All welcome.

St. Joseph's Catholic.

Rev. A. A. Moore, pastor. First mass at 7:30 a. m. High mass at 10:30 a. m. Vespers and benediction at 7:30 p. m. In the absence of the pastor a priest from Mt. Angel will officiate.

Pentecostal Mission.

Twelfth street, south of State. Sunday school at 10 a. m. Preaching at 11:30 a. m. and 7:30 p. m. Tuesday night Bible reading. Friday night prayer meeting. Monday, Wednesday, Thursday and Friday Bible readings at 3:30 p. m. All welcome.

Imperfect Digestion.

Means less nutrition and in consequence less vitality. When the liver fails to secrete bile, the blood becomes loaded with bilious properties, the digestion becomes impaired and the bowels constipated. Herbins will rectify this; it gives tone to the stomach, liver and kidneys, strengthens the appetite, clears and improves the complexion, infuses new life and vigor to the whole system. 50c a bottle. Sold by D. J. Fry.

Jefferson Victors.

The Jefferson people who visited Salem the past week were J. L. Steiner, Mr. J. F. Steiner, Miss Beryl Holt, George Dugas, W. B. Russell, Mrs. E. Russell, W. L. Jones and J. A. Auger.

We try to give our friends "value received" in return for the business done with us, at the same time we want them to know that we appreciate their patronage. Our policy is sound, liberal and just. We want your business and will use you well.

Salem State Bank
L. K. PAGE, President
E. W. HAZARD, Cashier

CITY NEWS

A Collection of Important Paragraphs for Your Consideration.

How do you like the sunshine?

Read the advertisements in today's Journal.

Don't get the wrong kind—the label is Wild Rose Flour.

The advertising columns in today's Journal contains the best news items.

Wild Rose Flour is the best flour made in Salem.

The articles you lost or want may be advertised in the classified columns. Read them. Use them to tell other people what you have.

The best flour in Oregon is Wild Rose Flour.

Mrs. Zadoc Biggs will sing at the Congregational church on Sunday at 3 p. m., when Brigadier W. P. Jenkins, of the Salvation Army, will speak.

No other flour can take the place of Wild Rose Flour.

Mrs. F. A. Wiggins and Miss Peebles will sing at the Presbyterian church at 7:30 p. m. Sunday, when Mr. John Bayne will preside at a Salvation Army mass meeting.

Twenty-nine of the members of the Y. M. C. A. Boys' Club heard Prof. Boyer talk on the X-ray machine last evening. The talk was very interesting being fully illustrated. Prof. Boyer has promised to address the boys again his subject being "Astronomy," when the telescope will be used, and "Wireless Telegraphy," when a complete set of instruments will be set up and operated.

Three Big Specials.
A \$3.00 hat for \$1.50. A \$1.50 shirt for 95 cents. Our "Dandy" Skiner for \$1.00. The Toggery.

School Board Meets.

The first meeting of the school board this year will be held tonight in the police court room at the city hall.

ADVERTISING AS A TRADE FACTOR

Vast Importance of the Judicious Use of the Modern Display "Ad."

When Macaulay wrote that "advertising is to business what steam is to machinery—the great propelling power," he could have had but a faint idea as to the extent to which the force of advertising would be interwoven with the business affairs of the present time. It was a prophecy of the far-seeing mind rather than an expression of the conditions which existed at the time it was written.

And yet there are those who even now declare that advertising is still in its infancy. Be that as it may, advertising has become so important a factor in the conduct of business that in many instances it is and should be given first consideration. Big retail establishments could never have attained, much less retain, their present importance and greatness without the means that puts them in contact with thousands and hundreds of thousands of people in a single hour, and manufacturers of various products of general consumption could never have acquired the volume of trade made possible by the employment of a medium through which to reach, quickly and economically, the millions of consumers throughout the civilized world.

Advertising is a Battering Ram.

Advertising is without doubt the most powerful force that can be employed in the acquisition of trade. It is the battering ram that pushes through the solid wall of competition and launches goods in the place once occupied by the old competitor, whose mistaken notion that "long years of business," and "the reputation of the firm" were a sufficient safeguard against the onslaught of newer but more progressive enterprises.

Advertising is an absolutely indispensable necessity in all businesses, many of which could not even exist without it. It is a mighty power, and, properly wielded, yields greater and more satisfactory returns than any other one thing. There is no business so small or so large, so poor or so rich, that cannot in some form employ advertising with profit.

From Small Beginnings.

The small merchant can increase the volume of his business by a contin-

ous, well defined, and persistent effort in the local newspapers town, using space modestly, but regularly, adjusting the expense so as to conform with the volume of business.

A straightforward story, so told, pointing out some feature of the store's goods each time they appear, cannot help but interest a percentage of the readers of the paper and attract new customers. One ad will not do it, nor a series of ads, and unless advertising is regularly and persistently the laudable effect is lost and the results minimized.

No man should refrain from advertising because some one else in the same line of business is a more prominent advertiser, or because of that larger ad may overwhelm the modest effort. There are very few people to be found who do not advertise. They all advertise in some way, but do not as a rule do it to their own business.

"Yes, I believe in advertising," says Jones, "but this is a business of ours, and it would not help us, but it would do something for Smith, over that Smith will venture the same amount as Jones.

Some Failures.

There are hundreds of ads that have successfully advertised themselves of the medium through to reach the attention of the advertiser in order to tell them just what had for sale and why it should be bought.

Of course, there are advertisements, as there are failures in business, but usually an advertisement, under a well directed and successful promotion, will be successfully promoted. All the product to be advertised possess merit. This is the main part of the proposition. In order to this, intelligent application and good judgment are necessary, as well as a good plan, capital, little backbone.

Speaker Dines Vice-President

Washington, D. C., Jan. 5.—and Miss Cannon will give this evening in honor of Vice-President and Mrs. Fairbanks. Only a number of guests has been invited to this occasion.