

Midwinter Clearance SALE

DRY GOODS, MILLINERY AND FURNISHING GOODS

- Ladies' Coats, \$5.00 and \$6.00 values, sale price \$3.75
- Ladies' Coats, \$7.00 to \$10.00 values, sale price \$5.00
- 25c dress goods, sale price 20c yd
- \$1.25 heavy all-wool dress goods, 50 in. wide, sale price..... 65c yd
- 75c heavy mixed dress goods, 50 in. wide, sale price 45c yd
- 75c heavy mixed suitings, 56 in. wide 35c yd
- Wide neck ribbons, sale price..... 10c yd
- Large towels, sale price 10c each
- Men's and Boy's 25c bow neckties, sale price 10c each
- Men's 75c dress shirts, sale price..... 43c each
- \$2.50 dress skirts, sale price \$1.75
- \$3.50 dress skirts, sale price \$2.75
- \$4.50 dress skirts, sale price \$3.00
- \$5.00 dress skirts, sale price \$3.50
- 36 in. dotted Swiss, sale price 15c yd

ROSTEIN & GREENBAUM

298 and 300 Commercial St.

Salem

NOW IS YOUR TIME TO BUY WOOD

AT SALEM SAW MILL

\$1.75 Per Load

The Chas. K. Spaulding Logging Co. SALEM, OREGON

Fire and Clearance Sale

REDUCTIONS ON DAMAGED GOODS AND ON GOODS WE WISH TO CLOSE OUT

GOLDEN RULE BAZAAR,

Mrs. B. T. Swart, Prop., Y. M. C. A. Bldg.

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 advertisements. 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-crawls, 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"

PACIFIC COAST WONDERS

How \$100,000 Is Being Spent in a Campaign of Enlightenment

The spending of \$100,000 is an interesting event, no matter who spends it or for what aims, but when it is devoted in an almost philanthropic way to enlightenment of those who seek better health, or new pleasure, or perfect rest it is indeed worthy of remark.

The Sunset Magazine, that marvelous reflex or Western life, published in San Francisco, recently contracted with N. W. Ayer & Son, the great advertising house of Philadelphia to spend \$100,000 in telling the people of the wonders of the scenic country extending from Los Angeles, California, to Portland, Oregon, now so easily accessible via The Coast Line and Shasta Route of the Southern Pacific Company.

To convey this message in such a graphic manner that every one everywhere would have a true mind picture of the amazing things to be found in this land of perennial sunshine, required all the resources even of N. W. Ayer & son, a veritable army of photographers, artists and writers, working hand in hand in preparing pages upon pages of interesting material for the great magazines and periodicals.

When it was found that even this great space was too limited to tell a title of the story, a beautiful book was published for free distribution, containing rare color prints, fine engravings, and most vivid pen pictures. "The Road of a Thousand Wonders" is the title of the book, and is indeed well worthy of the name, for on its pages are depicted all the veritable wonders of California and Oregon, including the home of "Ramona," the heroine of Helen Hunt Jackson's famous romance; the old Spanish Missions still used by the sombre-robed monks; the mystic Cypress Forest on the great Seventeen Mile Drive; the historical town and bay of Monterey; the rockshades that climb telegraph poles in midwinter; the pyramids of Santa Lucia Mountains; the nature baths of Paso Robles Hot Springs; the orange and olive groves, the endless sea of blossoms that makes Japan look like a pea-patch; the big trees of Santa Cruz, the oldest living things on earth; the glories of the Sacramento valley; the grandeur of snow-capped Shasta, and the inexhaustible game preserves of Oregon.

All this and so much more is described in this remarkable book—more remarkable when it is considered that it has no price, and that anyone may have one by simply writing to the distributor, Charles S. Fox, Passenger Traffic Manager Southern Pacific Company, 431 California Street, San Francisco, California.

Learning By Experience



An investment last winter and spring of \$75 in advertising space in two agricultural publications put \$2,400 in a farmer's pocket. He advertised seed corn. It was the first publicity purchasing he ever did, and naturally he went about it in that diffident, incredulous manner which is of considerable assistance to the "new man" in killing trade. Still he made money and, what is more important when philosophically considered, learned to appreciate the value of printers' ink.—Agricultural Advertising.

If there are any doubting Thomases among our merchants, they should advertise in this paper. It reaches the buyers in town and the adjacent territory.

Piles Cured Quickly at Home

Why Suffer Agony Any Longer When You Can Get a Quick, Sure Cure For Your Piles by Simply Sending Your Name and Address.

Trial Package is Absolutely Free, in Plain Wrapper to Everyone Who Writes.

Surgeons themselves consider a permanent cure of piles by a surgical operation as very doubtful, and resort to it only when the patient has become desperate from long continued pain and agony. But the operation itself is every bit as excruciating and nerve-racking as the disease. Besides, it is humiliating and expensive, and rarely a success.

The wonderful Pyramid Pile Cure makes an operation unnecessary. You cure yourself with perfect ease, in your own home, and for little expense.

Pyramid Pile Cure gives you instant relief. It immediately heals all sores and ulcers, reduces congestion and inflammation, and takes away all pain, itching and irritation. Just a little of the treatment is usually sufficient to give a permanent cure.

Pyramid Pile Cure is prepared in the form of suppositories so they can be applied directly to the parts without inconvenience, or interrupting your work in any way.

We are sending a trial treatment free of charge, to every one who sends name and address. We do this to prove what we say about this wonderful remedy is true.

After you have tried the sample treatment, and are satisfied, you can get a full-sized treatment of Pyramid Pile Cure at your druggist's for 50 cents. If he hasn't it, send us the money and we will send you the treatment at once, by mail, in plain sealed package.

Send your name and address at once for a trial of this marvelous quick cure. Address Pyramid Drug Co., 11027 Pyramid Building, Marshall, Mich.

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 increase. 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 drooping out in the dull season.

Big Athletic Fair.

Leominster, Jan. 22.—The big athletic fair arranged by the Leominster Athletic Association opens here today, and, judging from the number of entries, it will be a highly interesting event. The proceeds of the fair are intended to defray the expenses of the big athletic contests during the coming summer.

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 EOW WO CO., 167 South High street, Salem, Oregon. Opposite Hotel Salem. P. O. Box 185.

New Mexico's New Governor.

Santa Fe, N. M., Jan. 23.—The term of Governor Otero having expired, the newly appointed successor, Governor Herbert J. Hagerman, of Roswell, N. M., was today sworn in and inaugurated at the head of the territorial administration. Governor Hagerman, who came to New Mexico from Milwaukee, Wis., is considered a man of great ability and integrity, and was selected not only because of his executive ability as an account of the fact that he had taken no part in the factional struggle between the political factions of the territory.

N. B. Truth, St. Paul, June 31, '08.—I've lived so long I remember well when the Mississippi was a brook. My good health and long life came by taking Hollister's Rocky Mountain Tea. 25 cents. Dr. Stone's Drug Store.

MARKET QUOTATIONS TODAY

"Make Salem a Good Home Market."

Poultry—at Steiner's Market.
Eggs—Per dozen, 25c.
Hens—10@11c.
Frys—10c.
Ducks—9c.

Poultry, Eggs, Etc.
Eggs—Per dozen, 25c.
Butter, retail—25c.
Hens—10@11c.
Frys—10c.

Fruits, Vegetables, Etc.
Potatoes—25c.
Onions—1 1/4c.
Apples—85c per bushel.
Carrots—35c per bushel.
Beets—35c per bushel.
Pears—\$1.00 per cwt.

Tropical Fruits.
Bananas—5 1/4c lb.
Oranges—\$2@2.75.
Lemons—\$2@3.

Live Stock Market.
Steers—2 1/4c.
Cows—1 1/2@2c.
Sheep—4c.
Dressed veal—6c.
Fat hogs—5 1/4c.

Grain, Feed.
Baled clover—48.
Chest—\$6.50@47.
Timothy—\$9@49.50.
Grain—48.
Hens—\$21.
Shorts—\$21.

Butter and Cream.
By Commercial Cream Co
Butter—22 1/2c.
Butter fat—30c at station.

Wheat—68c.
Flour, wholesale—\$3.75 per barrel.
Flour, retail—\$1.95 per sack.

Portland Market.
Wheat, Club—75@76c.
Valley—75@75c.
Bluestem—76@77c.
Oats—Choice White, \$25@25.50.
Millstuff—Bran, \$18.
Hay—Timothy—\$11@11.50.
Potatoes—50@70c.

Poultry—Average old hens, 11@12c; young roosters, 10@11c; springs, 11 1/2@12 1/2c; dressed chickens 12@14c; turkeys, live, 17@19c; turkeys, dressed, choice, 20@23c; geese, live, per pound, 8@9c; geese, dressed, per pound, 10@11c; ducks, 14@14 1/2c; pigeons, \$1@1.25; squabs, \$2@2.50.

Pork—Dressed, 6@7 1/2c. Beef—Dressed, 1@4 1/2c. Mutton—Dressed, 6 1/2@7 1/2c. Hops—Contract, 1905, 10@12 1/2c; old, 7 1/2@10c. Wool—1905 clip, valley, coarse to medium, 20@27c; Eastern Oregon, 19@21c. Mohair—Nominal, 30c. Butter—Fancy creamery, 30@32 1/2c; store, 18@18 1/2c.

O. R. & N. OREGON SHORT LINE

Three Trains to the East Daily Through Pullman standard tourist sleeping cars daily to Chicago, Spokane; tourist sleeping cars daily to Kanama City; Pullman tourist sleeping cars (seasonally conducted) weekly to Reno; reclining chair cars (seasonally to the East daily.

70 HOURS

DEPART FOR	TIME SCHEDULES From Portland, Or.	ARRIVE
Chicago Portland Special 6:15 a. m. via Huntington	Salt Lake, Denver, Ft. Worth, Omaha, Kansas City, St. Louis, Chicago and East.	Chicago 11:30 a. m.
Atlantic Express 6:15 p. m. via Huntington	Salt Lake, Denver, Ft. Worth, Omaha, Kansas City, St. Louis, Chicago and East.	Chicago 11:30 a. m.
St. Paul Fast Mail 6:17 p. m. via Spokane	Walla Walla, Lewiston, Spokane, Wallace, Pullman, Minneapolis, St. Paul, Duluth, Milwaukee, Chicago, and East.	Chicago 11:30 a. m.

Ocean and River Schedule For San Francisco—Every day at 8 p. m. For Astoria, way and North Beach—Daily (except Sunday) at 8 p. m.; Saturday at 10 p. m. Daily service (winter permitting) Willamette and Yamhill rivers.

For fuller information ask your nearest ticket agent, or A. I. Clark, General Passenger Agent, The Oregon Railroad & Navigation Co., Portland, Oregon.

CORVALLIS & ASTORIA R. I.

Time Card No. 30.
No. 2 for Yaquina—Leaves Albany 12:45 P.
Leaves Corvallis 1:45 P.
Arrives at Yaquina 6:00 P.

No. 1 Returning—Leaves Yaquina 6:45 A.
Leaves Corvallis 11:30 A.
Arrives Albany 12:15 P.

No. 3 for Albany-Detroit—Leaves Albany for Detroit 7:30 A.
Arrives Detroit 12:30 P.

No. 4 from Detroit—Leaves Detroit 1:00 P.
Arrives Albany 6:00 P.

No. 5 for Albany—Leaves Corvallis 6:30 A.
Arrives Albany 7:15 A.

No. 7 for Corvallis—Leaves Albany 8:00 A.
Arrives Corvallis 8:45 A.

No. 7 for Albany—Leaves Corvallis 5:00 P.
Arrives Albany 5:45 P.

No. 6 for Corvallis—Leaves Albany 7:30 P.
Arrives Corvallis 8:15 P.

Train No. 1 arrives in Albany time to connect with the S. P. westbound train.
Train No. 2 connects with the S. P. trains at Corvallis and Albany, and direct service to Newport and other beach.

Train No. 3 leaves Albany for Detroit at 7:30 a. m., arriving there ample time to reach the Breitenbach hot springs the same day.
Train No. 4 between Albany and Detroit connects with Eugene local at Albany, also with local for Corvallis.
Train No. 5 leaves Corvallis at 7:10 a. m., arrives at Albany 7:10 a. m., time to catch Eugene local to Portland and train to Detroit.
Train No. 8 leaves Albany for Corvallis at 8:00 a. m., after arrival northbound Eugene local.
Train No. 7 leaves Corvallis at 8:45 p. m., arrives in Albany at 9:45 p. m., in time to connect with the local Eugene and way points.
Train No. 6 leaves Albany for Corvallis at 7:35 p. m., after the arrival of the S. P. local from Portland.
For further information apply to J. C. MAYO, Gen. Pass. Agent, T. COCKRELL, Agent, Albany, H. H. CRONISE, Agent, Corvallis.

PATENTS

Scientific American. A handsomely illustrated weekly, published every week, containing the latest news, and a full list of all the patents granted in the United States, Canada, and Great Britain. Sold by all news-dealers.