

RAILROAD PUBLICITY BRANCH

The creation of a general advertising department for the New York Central lines, and the placing in charge of that department the veteran railroad advertiser, Geo. H. Daniels, who has been for nearly twenty years the general passenger agent of the New York Central railroad, marks an era in the history of advertising in America.

The New York Central lines are the first great system to create an advertising department which covers all the railways in their system, and the far-reaching consequences of such a movement cannot be appreciated at first sight, but this action on the part of the management of these emphasizes the value of advertising generally, and forces the conclusion of a strong belief in the efficacy of railroad advertising in particular.

Some idea of the importance of this partment can be had when it is understood that it will control the general advertising in America and in foreign countries of the New York Central, Boston & Albany, Lake Shore & Michigan Southern, Michigan Central, Cleveland, Cincinnati, Chicago & St. Louis, Rutland and Lake Erie & Western railways and their leased lines, having the western terminals at Chicago, St. Louis and Cincinnati and their eastern terminals at New York, Boston and Montreal, and embracing more than 12,000 miles of the best equipped railways of the world.

Mr. Daniels has for many years been a firm believer in newspaper and magazine advertising and, therefore, the organization of the general advertising department of the New York Central lines is of importance to every legitimate publication in America, daily, weekly or monthly.

In an address before the New York State Press association a few years ago, Mr. Daniels made the point that the railroad is the advance agent of commerce and that railway advertising had been of immense value to American manufacturers in calling the attention of the whole world to the excellent work done by our inventors and mechanics, as illustrated in the Empire State Express, the Twentieth Century Limited, and other great trains that connect the east with the west; the average foreigner arguing that the men who are able to turn out such machines must be able to build almost anything, and that the farm machinery, and all kinds of industrial machinery made in America, must be of the very best quality. Railroad advertising has certainly been the means of bringing thousands of men here from foreign countries to investigate our manufactures and has wonderfully increased our foreign commerce.

Every legitimate newspaper and magazine published in America will have a direct interest in the general advertising department of the New York Central lines, and every advertising agent on the continent will take a new lease of life because of this endorsement of the value of advertising.

LADIES' WEAR.

Everything. Kimonos, skirts, shirt waists, petticoats, hostery, etc. Also silk handkerchiefs, Chinese and Japanese goods.

HUIE WING SANG CO., 346 Court Street, Next Alley.

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. 1-181f

For Sale.—Fire proof safe for sale, with burglar-proof chest, a bargain. Chas. H. Hinges, the jeweler, 13-Stf

For Sale.—160 acres, in grain, or will cut up into 40-acre tracts. Address M. I. Capps, Capital Improvement Co. 299 Front street. 1-13-1m

For Sale.—Dry second growth fir, \$3.50 per cord, delivered. Also Jumbo stump puller, in first class condition. Inquire of Louis Lachmund & Co. corner of State and Commercial streets. 1-16-1m

For Sale.—50 acres all in cultivation, 20 acres mixed orchard, 7 acres strawberries, 1 acre raspberries, balance pasture and farm land. Located 3 miles from Salem, fair house and barn. This beautiful home can be had for \$100 per acre, if taken soon. See Derby & Wilson. 1-22-1w

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

For Rent.—Furnished rooms. Call at 555 Marion street. 1-20-1f

WANTED—FEMALE HELP.

Wanted.—At Willamette Hotel one or two first-class waitresses. Steady job. Call at hotel. 1-15-1f

WANTED.

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

Wanted.—A place to do general housework by a young lady. Address "M. D., care Journal." 1-10-1f

Wanted.—Reliable man or woman to travel for manufacturing concerns. Specialty line. Permanent employment. Chance for advancement. Salary \$18 per week and expenses. Expenses advanced. F. B. Cornwall, Salem, Or. 1-22-31*

MUSIC STUDIOS.

Music Studio.—Frank E. Churehill, Musical Studio. Associate teacher Western Conservatory, Chicago, Ill., representing Inter-State System at Salem, Oregon. In the Gray block, room 2. Studio hours 9 to 12 and 2 to 5. 8-19-1f

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

PLUMBERS.

Theo. M. Barr—Successor to Barr & Petzel, tinner and plumber. Hot air water and steam heating a specialty, Salem, Oregon. 8-2-

Bernardi & Dunsford, Plumbers, steam and gas fitters. All kinds of plumbing supplies. No. 69 State street. Phone 118 Main. 10-21f

LOST.

Lost.—Set of dark brown fur. Leave at Journal office. 1-20-31*

Friend-Walker Wedding.

Pittsburg, Pa., Jan. 23.—Miss Rebekah Jane Friend and Mr. Hal Walker, both prominent in social circles in this city, will be married this afternoon at the Shady-side Presbyterian church. The Rev. Dr. Henry D. Lindsay, pastor of the North Presbyterian church, will officiate. Miss Elizabeth McClellan Friend will be her sister's maid of honor and Mr. Cornelius H. Tangeman, of New York, and Mrs. Tangeman will also attend. The church ceremony will be followed by a reception at the home of the bride's parents, Mr. and Mrs. James Wood Friend, at Shady-side.

Cured Lumbago.

A. B. Cannon, Chicago, writes March 4, 1903, "Having been troubled with lumbago at different times and tried one physician after another, then different ointments and liniments, gave it up altogether. So I tried once more and got a bottle of Ballard's Snow Liniment, which gave me almost instant relief. I can cheerfully recommend it, and will add my name to your list of sufferers." Sold by D. J. Fry.

MISCELLANEOUS.

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

Hotel Scott—Newly furnished, everything clean and first class. Rooms at reasonable prices. In Cottle block, Salem. A. Scott, prop. 7-4-1f

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.

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

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

LODGES.

Foresters of America—Court Sherwood Foresters, No. 19. Meets Friday in Hurst hall, State street. U. S. Rider, C. R.; A. L. Brown, F. S.

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. J. G. Graham, C. G.; W. L. Staley, K. of R. and S.

Modern Woodmen of America—Oregon Cedar Camp, No. 2846. Meets every Thursday evening at 8 o'clock, Holman Hall. W. W. Hill, V. C.; F. A. Turner, Clerk.

Woodman of World.—Meet every Friday night at 7:30, in Holman Hall. A. J. Bauey, C. C. P. L. Frazier, clerk. 1-10-1f

TONSorial.

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

PAINT AND DOOR FACTORIES.

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

BAKERIES.

Capital Bakery.—Fresh bread, pies and cakes daily, candies, nuts, etc. Delivery made to any part of the city. C. Ullom, proprietor, 439 Court St.

ARCHITECT.

W. D. Pugh—Architect and superintendent, plans furnished for all classes of building and structural work. Office 116 State street, Tings 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 Cheneketa 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. Frank & Darby. 12-14-6m

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

U. J. LEHMAN

Sash and doors. All kinds of house finishing. Phone 121 black. Also two floors of warehouse for rent; elevator and switching facilities.

HOP WIRE

FOUR CARS OF WIRE TO ARRIVE IN FEBRUARY. PLACE YOUR ORDERS NOW, AND GET SPECIAL LOW PRICES FOR BEST QUALITY OF WIRE.

WALTER MORLEY, 250 Court Street, Salem, Oregon.

OSTEOPATH.

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

Dr. B. H. White.—Graduate of Kirksville, Mo., under founder of osteopathy. Room 21 Breyman bldg., Commercial st., phone 87. Residence 590 State, cor. Church, phone 1110. Treats acute and chronic diseases. Examinations free.

The Tillson Co.—Dealers in chopped feed, seed bran, hay, four dried fruit, etc. High street, adjoining opera house. 6-1-7r.

Hop Lee Co. Laundry—Best work done with latest improved machinery. Satisfaction guaranteed. Opposite Willamette Hotel, Salem. 2-23-1f

DRAYMEN.

White & Cummins—Do a general dray and transfer business, meet all trains. Phone, down town, Main 175. Stand 156 Commercial street. 8-19-1m

PHYSICIAN AND SURGEON.

Dr. Cartwright—Has resumed general practice, and will be found in rooms 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

WATER COMPANY.

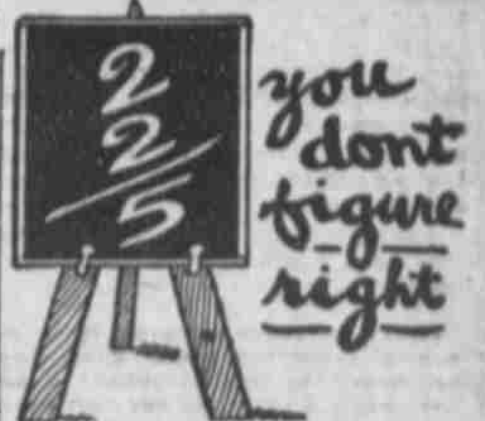
SALEM WATER COMPANY OFFICE CITY HALL. For water service apply at office. Bills payable monthly in advance. Make all complaints at the office.

NEW LANGE HOTEL

When you visit Portland, Ore., be sure and stop at The New Lange Hotel, next door to the Imperial. Rates 50c, 75c and \$1.00 per day. Electric lights, call bells, elevator, steam heat, free bath and free bus. All outside rooms with running water.

The Fashion Stables

Formerly Simpson's Stables. Up-to-date livery and cab line. Funeral turnouts a specialty. Tally-ho for picnics and excursions. Phone 44. Chas. W. Yankus, Prop. 247 and 249 High Street.



If you count on getting full value for your money and satisfaction thrown in free, unless you inspect our showing of groceries before making purchase.

Baker, Lawrence & Baker Successors to Harritt & Lawrence



You'll pay more to your carpenter, your plasterer, your painter, everybody on the job, if you fail to take advantage of the chance we now give you to get lumber and every kind of building material. Everything of the best and at the smallest cost. Plenty of No. 1 shingles on hand. Near S. P. passenger depot. Phone 52 main.

Goodale Lumber Co.

Yards Near Depot

MADAME DEAN'S FRENCH FEMALE PILLS. A Safe, Certain Remedy for Dyspepsia, Indigestion, BILIOUSNESS TO HALL, SICK HEADACHE, CONSTIPATION, NEURALGIA, MIGRAINE, RHEUMATISM, OR ANY AFFECTION OF THE BOWELS. Price, 25c. Sold by all druggists. Prepared by Dr. J. C. Dean, 177 West 12th St., New York City.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature

of

Chas. H. Fletcher
In Use For Over Thirty Years
CASTORIA

THE CANTON COMPANY, NEW YORK CITY.

900 DROPS

Vegetable Preparation for Assimilating the Food and Regulating the Stomach and Bowels of

INFANTS, CHILDREN

Promotes Digestion, Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral. NOT NARCOTIC.

Prepared by Dr. J. C. DEAN, FITCHBURG

Prepared by Dr. J. C. DEAN, FITCHBURG

A Perfect Remedy for Constipation, Sour Stomach, Diarrhoea, Worms, Convulsions, Feverishness and LOSS OF SLEEP.

Face Simile Signature of *Chas. H. Fletcher* NEW YORK.

40 DROPS - 35 CENTS

EXACT COPY OF WRAPPER.

Gladiolus Bulbs

Several thousand very choice, finest and varieties, Oregon-grown bulbs, about twice the size of Eastern 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 size bulbs 35c per dozen, \$2.50 per hundred.

E. Hofer



A SUBSTANTIAL MEAL. That will make good rich blood and that will stick to your ribs, you can always enjoy when you buy your meats from our fine stock. The very best beef, mutton, lamb, veal and pork for broasting, boiling, stewing or frying, will always find at prices as low as the lowest at R. C. CROSS, 101 State Street Market. Phone 291

Notice to Build Wood Sidewalk.

To H. A. and M. E. Clark:

You are hereby notified that the common council of the city of Salem, Oregon did December 19, 1905 issue an order that you build a five-foot wood walk across the front of lots one and two, block 17, in Riverside addition to the city of Salem. You are thus notified to build the same within ten days of this date, or the city will build it, and assess the cost thereof against you, and take a lien on said property, as in the charter provided.

Done by order of the city council. W. A. MOORES, Recorder. Dated January 16, 1906. 1-16-11t

Notice for Construction of New Wood Sidewalk.

To Mrs. Ellen Lynch:

You are hereby notified that the common council of the city of Salem, Oregon, did on December 19, 1905, issue an order that you build a five-foot wood sidewalk across the front of lots one and two, block 24, in North Salem addition to Salem, Oregon. You are thus notified to build the same within ten days from this date, or the city will build it, and assess the cost thereof against you, and take a lien on said property, as in the charter provided.

Done by order of the council. W. A. MOORES, Recorder. Dated January 16, 1906. 1-16-11t

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of *Chas. H. Fletcher*

Are You AWARE

OF THE FACT THAT WE ARE STILL IN BUSINESS AT THE SAME OLD STAND, AND THAT WE STILL CARRY A COMPLETE LINE OF THE FINEST WHISKIES—IN BULK—AS WELL AS THE MOST UP-TO-DATE BRANDS IN CASE GOODS? WE ALSO CARRY IN STOCK A FINE LINE OF BOTH CALIFORNIA AND IMPORTED SOUV AND SWEET WINES; THE FINEST IMPORTED FRENCH BRANDIES, ENGLISH ALE AND PORTER IN BOTTLES AND ALL KINDS OF BITTERS AND CORDIALS, AS WELL AS A COMPLETE LINE OF BOTH DOMESTIC AND IMPORTED CIGARS FOR OUR RETAIL TRADE. WE THANK YOU FOR PAST FAVORS AND WOULD BE PLEASSED TO RECEIVE YOUR ORDER FOR ANYTHING IN THE WET GROCERY LINE. WE GUARANTEE YOU COURTEOUS TREATMENT, PROMPT SERVICE AND QUICK DELIVERY. IF YOU CAN'T COME, WRITE OR CALL US UP BY TELEPHONE.

Standard Liquor Co.

Wholesale and Retail Liquor Dealers

Phone Main 175 146 to 158 South Commercial St. Salem, Oregon