

Sandwich Fillings

Pipe Olive Paste, Chicken and Mushroom Paste, Tongue and Corn Beef Paste, Ham and Egg Paste, Purlo de Poles Grass, Anchovy Paste. A most delicious breakfast or luncheon dish.

CORNER BEEF HASH.
FULLER & DOUGLAS.
Salem's leading grocers, confectioners and bakers, 456-460 State street. Phones 182 and 187.

Use the best bread in Salem—our own make. A dainty lunch or dish of oysters always ready for you.

Small Musical Instruments

You cannot afford a piano, perhaps, but you ought to have a violin, banjo, or guitar. We can sell you one that will give you the best of satisfaction.

We will teach you to play any instrument you want to learn. Our instructors are first-class.

REPAIRS MADE

If you have an old instrument, bring it to us, and we will make it good as new. We carry a full assortment of strings for all instruments.

All kinds of talking machines.
ANDREW VERCLER
Successor to J. Wenger.
247 Commercial Street.

Shoes for Everybody

Buy from me and save 20 per cent. Some styles half-price. I repair shoes to wear. 345 State street, opposite Patton's.

JACOB VOGT

Advertising Creates Value



One of the receivers of the National Salt Company testified in court that a certain trademark was considered "a valuable asset," as it was the brand of salt that brought the highest price and had a good market.

Asked how this salt was different from other salts sold by the company, the receiver, testifying, admitted that there was no difference; that they all came out of the same kettle. When the court then inquired what caused the high price and good market for this particular product the witness replied:

"Simply the extensive and attractive advertising the brand got."

One thought suggested by this curious confession is the testimony it bears as to the efficacy of advertising to create "a valuable asset," even where, as in this—let us hope exceptional—instance, the advertiser was not quite candid about the quality of the goods.—New York Herald.

You increase the value of your firm name and business every time they appear in this paper.

ALFALFA MEAL

The finest feed in the world for laying hens that have no grass run. Takes the place of grass or other green foods. This is used with Coulson's egg food for best results.

DRY CHICK FOOD

For small chickens. Makes them grow—keeps them healthy. This contains all the necessary nourishment—no other feed needed.

50 lb sack for \$1.85.

Tillson & Co.

151, 161 High Street
Phone Main 139

We Have Moved To

175 Commercial St., at the Old Economy Store

We will serve all our customers from our new store on Thursday morning. We want you to come and see us. Our goods are all guaranteed to satisfy.

CENTRAL GROCERY

Phone 43

175 Commercial Street

MAKE FINE GIFT

Dr. and Mrs. H. D. Kimball
Donate \$30,000 for
College of Theology

Promoted by a desire to further the cause of the Methodist Episcopal church, Rev. and Mrs. H. D. Kimball, of Spokane, will erect and present to the Willamette University, at Salem, a beautiful building which will be used as a college of theology. The structure will cost not less than \$30,000, will accommodate more than 100 pupils, and work will be begun upon it early in April. Rev. Dr. Kimball is pastor of the Vincent Methodist church, at Spokane, and both he and his wife are wealthy.

This formal announcement of the gift of Rev. Mr. Kimball was made at a meeting of the board of trustees of Willamette University, held in the Commercial building last night. A resolution was passed accepting the gift and expressing the appreciation of the members of the board of trustees, whose delight over this most creditable addition to the University is unbounded. The new school will be known as the Kimball College of Theology.

The presentation of the building is made unconditional, except that it be used for the purposes mentioned. When it is turned over to the board of trustees before the opening of the coming fall term it will be complete in every detail, and will be one of the most fully equipped institutions of its kind in the West. The building will be at least three stories high and of brick.

It will be the first Methodist Episcopal college of theology in the Pacific Northwest, and there are only three other colleges under the denomination in the United States. This makes the gift particularly acceptable to the board of trustees. It is thought that but little difficulty will be experienced in securing scholars, as many young men go East to study, who would remain nearer home if the opportunity offered.

President J. H. Coleman, of the University, is a dear and intimate friend of Dr. and Mrs. Kimball. President Coleman has always been a great enthusiast on the subject of the Willamette University adding a college of theology. Dr. and Mrs. Kimball, who are extremely generous with their money, their names having been identified with much charitable and philanthropic work in Spokane and other cities in the Northwest, shared the enthusiasm of Dr. Coleman and decided to present the University with a splendid building for that purpose. Dr. Coleman has been president of the university for four years.

At the meeting last night, at which both Dr. and Mrs. Kimball were present, the former was elected dean of the college of theology. Dr. Kimball made a short but appropriate address and several of the board of trustees made brief responses. The meeting ended by all joining and signing the doxology.

A committee composed of Dr. Kimball, Dr. B. F. Rowland, T. S. McDaniell, C. P. Bishop, J. O. Goltz, President A. M. Smith and board of trustees and President Coleman, will go over the campus of the university next Sunday to select a site for the new structure.

A New Line for Salem.

John Knight has recently been appointed local representative of the Travelers' Insurance Company, of Hartford, and has opened an office over the Red Corner drug store, where he is prepared to write life and accident insurance. He will make a special point of the accident business, and invites all persons who expect to travel or take any kind of a trip to see his proposition first. All kinds of information on this subject given on application at the office.

The Russian Comic Opera Co.

Calve, the great singer, who so recently charmed a Seattle audience, is not of American birth or bringing up, but in her Gallic heart there are all of the democratic tendencies and proclivities to general good fellowship that one could ask of the most characteristic of our natives. Calve showed this on Sunday last, when, while en route to Portland in her special car, she learned that the Russian Opera Company was on the train, and invited the entire organization to lunch with her.

Manager John Court arranged to have Calve's private car attached to the morning Portland train, in order that the diva might arrive early in the evening, and not be exposed to the night air in going to her hotel. This brought her car on the same train with the Russians, who were going south from Everett that day. At the luncheon Calve proved herself quite as admirable a hostess as a singer, and the Russians count the experience one of the most unique and pleasurable in their experience. The organization is scheduled here at the Grand Opera House Monday night in "El Capitán."

Croup

Begins with the symptoms of a common cold; there is a chilliness, sneezing, sore throat, hot skin, quick pulse, hoarseness and impeded respiration. Give frequent small doses of Ballard's Horehound Syrup, (the child will cry for it) and at the first sign of a croupy cough, apply frequently Ballard's Snow Liniment to the throat.

Mrs. A. Vliet, New Castle, Colo., writes, March 18, 1902: I think Ballard's Horehound Syrup a wonderful remedy and so pleasant to take. For sale by D. J. Fry, Salem, Oregon.

Window Card Writing.

The newly organized class in window card writing met at the Y. M. C. A. last evening for work. The membership numbers 12 young men, some of them well-known business men, and others popular clerks of the city. This is one of the most popular classes in the Y. M. C. A. night school.

The Universal Verdict

Of the best critics in over 500 appearances in 22 states and Canada, has been that the Earnest Gamble Company is the most evenly balanced concert party extant. Every member of this party is chosen for his individual merit.

Poisons in Food.

Perhaps you don't realize that many pain poisons originate in your food, but some day you may feel a twinge of dyspepsia that will convince you. Dr. King's New Life Pills are guaranteed to cure all sickness due to poisons of undigested food—or money back. 25c at J. C. Perry's drug store, Salem, Oregon.

Health

Means the ability to do a good day's work, without undue fatigue and to find life worth living. You cannot have indigestion or constipation without its upsetting the liver and polluting the blood. Such a condition may be best and quickest relieved by Herbine, the best liver regulator that the world has ever known. Mrs. D. W. Smith writes, April 3, '02: "I use Herbine, and find it the best medicine for constipation and regulating the liver I ever used." 50c. For sale by D. J. Fry, Salem, Oregon.

Administrator's Notice of Hearing of Final Account.

Notice is hereby given that the final account of W. A. Moore, as administrator of the estate of John Donaldson, deceased, has been filed in the County Court of Marion County, State of Oregon, and that the 5th day of March, 1906, at the hour of 2 o'clock p. m., has been duly appointed by such court for the hearing of objections to such final account and the settlement thereof, at which time any person interested in such estate may appear and file objections thereto in writing and contest the same.

W. A. MOORE,
Administrator of the Estate.
2-1-5a Thurs



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.

SUITS FOR YOUNG MEN

We have been giving the men all the bargains. Now will do something for the BOY.

We have on hand about 200 young men's long pants suits in ages 14 to 20 years which we will place on sale at \$5.00, \$7.00, \$9.00.

This is a great opportunity for the boy to get a nice all-wool suit at the smallest possible price.

\$7.00 to \$8.75 suits now \$5.00

\$9.00 to \$11.75 suits now \$7.00

\$12.00 to \$15.00 suits now \$9.00

YOUNG MEN COME AND SEE.

Salem Woolen Mill Store

Free Beer or No Free Beer.

Cincinnati, O., Feb. 1.—This is one of the most important days in the life of the 1400 or more employees of the 24 breweries of Cincinnati, Covington and Newport, for today the question of free beer or no free beer will be definitely decided by their own vote. The men belonging to the Beer Brewers' Union No. 12, the Bottlers' and Beer Drivers' Union No. 109 and the Beer Drivers' and Stablemen's Union No. 175 and were under an agreement with the owners of the breweries regulating the working hours, wages, etc., for this year ending January 31.

A few weeks ago the brewers, acting in harmony with each other, submitted to their employees two propositions, leaving it to them to accept or reject either one, the proposition accepted by a majority of the men to be binding under an agreement for the coming year. One of the propositions was that the wages should be increased \$1 a week all around, but all other conditions, both as to hours and otherwise, shall remain as heretofore. The second proposition was that the wages shall be increased \$1 a week all around, and the hours of labor reduced from nine hours to eight hours, with the proviso, however, that no lunch time and no free beer shall be granted, and that any employee who shall be found taking or drinking beer during working hours, shall be subject, upon demand of the employing brewer, to expulsion from the union.

The men at the different breweries did not hesitate long in making their decision, which was almost unanimously in favor of longer working hours combined with free beer. Today the two propositions will be formally voted on and there is not the least doubt that the decision will be in favor of free beer.

There's a cure for old age, an excellent and thorough one. There's nothing sensational about it. It is the best the doctors can find under existing circumstances. Hollister's Rocky Mountain Tea. 35 cents. Tea or Tablets. Dr. Stead's Drug Store.

Doe & Simpson

New meat market, 277 Commercial street. Phone 205.

He Is a Judge.

All who saw him say so. He wears one of the new, up-to-date spring hats from the Toggery.

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 YOU USE OF NEWSPAPER PUBLICITY GROWS BIGGER AND BIGGER.

Continuous Publicity In

The Journal

Will prevent paying "Blunder Taxes"