DAILY CAUTAL JOURNAL, BALEM, OREGON, WEDNESDAY, MAY 30, 1906

GENUINE ARTICLE

IT

Pure Maple anoche

FULLER & DOUGLAS.

alem's Leading Grocers, Confectioners and Bakers, 456-460 State street. Phones 182 and 187.

OUR ICE CREAM Cream direct from the dairy to our the perfect ice cream which is now so popular. "ALWAYS THE BEST."

Tribune Bike

Get a

And enjoy the good riding. Tribune wheels are built with the same degree of perfection that has always characterized this celebrated will easily prove to any one who in-spects it that to miss getting it as a

Everlasting bearings that make the

when new. Forged fork crowns that never were known to break,

Spring tempered oval cranks that are and as skill can produce. Orank dastenings that never bother rider by loosening. Call and inspect these and our cheapwheels, \$25 and up. me great snaps in second-hand cheels .

Wiggins IMPLEMENT HOUSE 255-257 Liberty Street. Farm Implements, Wheels, Automobiles, Sewing Machines and Supplies.

DISASTER The Journal Gives Away a Splend Illustrated Volume People are eager for information, and

THE FRISCO

ABOUT

gladly welcome any book that contains authentic accounts of any great event or disaster. This has been amply proven in the way in which the orders are coming in for the book advertised in today's Journal on the San Francisco earthquake. We expected that our friends and those to whom sample copies of the paper have been sent would order freely, but did not anticipate the generous responses to our offer.

We know that those who have received the book have been pleased, because so many have written and told us the book was much better than they expected it to be. The sample copy that can be seen at the Journal office

premium for a paid-in-advance subheel run as good when it is old as scription to the Journal is missing a golden opportunity.

Fortunate Missourians.

"When I was a druggist at Livonia, Mo.," writes T. J. Dwyer, now of Graysville, Mo., "three of my custom- had 100 dwelling houses ready for ocers were permanently cured of consumption by Dr. King's New Discovery and are well and strong today. One the east, and are a very desirable class was trying to sell his proparty and of immigrants. Woodburn is alive, move to Arizona, but after using Dr. let me tell you," and he spoke as if King's New Discovery a short time he he meant every word of it. found it unnecessary to do so. I regard Dr. King's New Discovery as the most wonderful medicine in existence." Surest cough and cold cure and throat



ture. If everyone had a sound stomach there would be no pessimists in the world. Do not allow a weak stomach or a bad liver to rob you of the joy of living. Take

BEECHAM'S PILLS

and the world laughs with you. No need then for rose-colored glasses. Beecham's Pills start health vibrations to all parts of the body, while putting a ruddy tint on lips and cheeks. There's health in every box. Health for every man, woman and child. Beecham's Pills

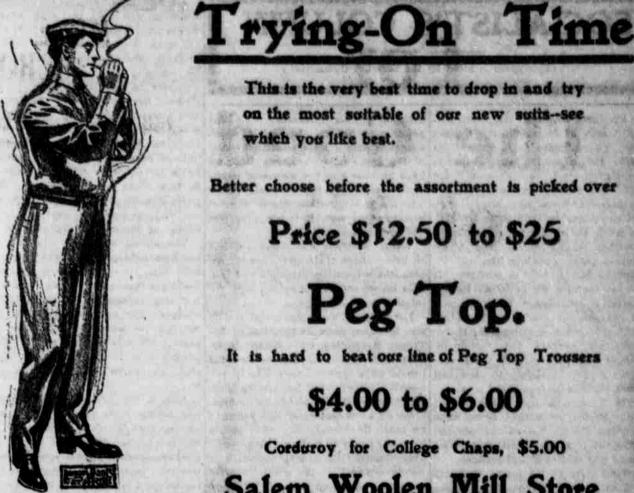


Woodburn Booming.

Father Levesque of Woodburn, who was in the city yesterday in attendance at an ecclesiastical conference. conference, states that Woodburn is undergoing a great natural boom. the home made in value and artistic "Probably 50 buildings are now under quality. Germany holds the paim for cupancy they would be filled tomorrow. Most of the people coming in are from

Boil Drinking Water.

While the work of enlarging the filtering system is in progress it would and lung healer. Guaranteed by J. C. be better for all to boil their drinking Perry, druggist. 50c and \$1. Trial bot- water-The progress of the work will be noted in this paper. 5-19-tf.



YOUNG CHAP MODEL

The imported articles usually exceed construction," said he, "and if we the best printed color pictures and pa- Grand Opera House tomorrow evening. pier mache articles. Sweden sends matches to be pasted with advertisements, as does Italy. France is foremost in the toy line, and China and Japan are drawn upon for fans, mats, and umbrellas.

> Business Has Special Seasons. The business runs largely to seasons.

The principal season of the year begins late in October and runs until the first low a few weeks ago, with her keen of the year. The chief product during this term is calendars and other hollthe first of March, there is a slack season, after which the spring and summer business, during which fans are made, begins. A million fans is not will be here, an unusual number for a single factory to turn out in a season. After the fans are out of the way the leather goods season starts in, but between the two there is generally a period of sevnes to be done.

While new firms are entering this field every year it must be said that ers. there is little chance for the young

Salem Woolen Mill Store Hold a Big Rally. Hold a Big Bally. The big rally of the season will be GREAT held by the equal suffragists at the

This is the very best time to drop in and try

on the most soitable of our new suits-see

Price \$12.50 to \$25

Peg Top.

It is hard to beat our line of Peg Top Trousers

\$4.00 to \$6.00

Corduroy for College Chaps, \$5.00

which you like best.

May 31st. The suffragists of this city have been doing their work somewhat quietly. and now they will culminate it with a great mass meeting, in which they will answer all the objections that have been offered, and discuss the merits of the opposition. Rev. Anna Shaw, who so charmed her great audience in Sawit and masterful eloquence, will be the principal speaker. Mrs. Mary day goods. For two months, or until Simpson Sperry, president of the Cali- Reiss World's Greatest Dog and Fony fornia Equal Suffrage Association, who has come to help the Oregon women in the closing days of their campaign,

weeks; Mrs. Ida Boyer, with whose of-

Fine orchestra music will be fur-

ANIMAL SHOW

Burch and Reiss to Have Their **Great Aggregation Here Friday**

Herr Kirchem, of the Burch and Shows is one of the most highly developed occultists in America. He received his training from a famous Miss Laura Clay, who has endeared Hindoo seer, and has reached so high herself to the Salem suffragists in her a karma that he has had a vision on helpful work with them the past few | the astral plane in which he distinctly ficient work all the newspapers of the remembered a former incarnation where state are familiar, and Mrs. Clara Wal. he had been a gladiator of the arana do, the popular state lecturer of the in which he subdued wild animals. State Grange, will be among the speak Feeling old powers stirring within him, he gave up his career as a profemor of astrology and higher mathematics and applied to Carl Hagenback

His success was instantaneous, He pro-

HUGE TRADE IN NOVELTIES BUILT UP BY ADVERTISERS

tle free,

an advertisement of his business you til now there are hundreds of firms allow his neighbor to get far ahead of of advertising novelties and do a small lection will be taken to defray ex. Germany, as a trainer of wild animals. will accept as a matter of course, and engaged in it, thousands of salesmen him in striving for trade. When one business in this mannar, but the bulk of penses.

-Millin

Mr. Later

. (B. I. Meekin in Tacoma Ledger.) | calender, which once constituted the Every youngster had a rulers, or had eral weeks when there is little busi-When you get your calendars for the great bulk of the novelty house's line, been to the store and been disappoints year of 1906 it is ten to one that you the variety of articles used for this ed. The merchant distributed the last r will give a thought to the ques- purpose has spread until a complete of them within a week after their arin of where and how they are made. line now embraces approximately 200 rival and promptly wired a rush order a your grocer, butcher, or haber numbers. From being an industry for 500 more. Although competition man with small capital to enter it with nished, and the suffrage rally will be insher hands you a mirror, pocketbook, usually subordinated to the printing or had not then reached the acute stage reasonable prospect of achieving suc- one of the great events of the camcomb or other small novelty bearing publishing business, it has spread un in which it is today, no merchant could ceas. Many printers carry a side line paign of 1906. Don't miss it. A col. the famous animal trainer of Hamburg,

ar not at all as to the source of these things.

The custom of giving away advertising novelties at each holiday season numbers, their value into millions of dollars, and the manufacturing and great industry.

> have radiated out into the tion on this mission. Into small towns and citles,

miting there. Line of Business Affected. tly there is no line of busidoes without the adverty. From the largest railgeneral store, every busivertising. It does not matuch newspaper advertising as a sideline.

y cases the novelties thus of scoffing. ay are expensive. A liquor tly gave away 1000 clocks

Advertising novelties may be advertising novelties. \$8 per 1000. They may be had

on the road, and millions of dollars of capital invested. Huge Growth of Novelty Trade.

away each year run into astonishing novelties in a small way. He owned a young man put two salesmen on the small job printing press and he be- road and began to print his orders. gan to print his line on this,

So widely has this industry grown endars of small size, two sizes of rul | which occupies three floors in a large and so widely has the custom of giving ers, one kind of lead peneil and two, factory building, has a force of sixty asthing been adopted by mer- or three styles of memorandum books, salesmen scattered in every corner of away something been adopted by mer-chants and business men in all lines. Such a line compared to the modern, the country, and which gives employthat it is safe to say that every per- novelty man's line would seem child, ment to 200 girls and 100 men. From on of age in the United States each lish, but this was at the beginning of the half dozen small items that comreceives an average of two pres- the custom of giving away novelties, prised the original line has developed a bearing advertisements. Some and the small line "took hold" at once, line including 200 varieties, which receive so many that they will The founder of the business printed range from less than 1 cent each to a a the custom a nuisance, but there up his samples, shut up shop, and went dollar, and to complete which the novto manner of escape from them, out on a short trip into a neighboring elty markets of this country. Europe, ow every large city in the country state, the first trip made in this sec- Japan and China have been scoured.

something to give away, even if an ad- of advertising novelty making. ink down to the amallest vertisement were printed on it. For a week he traveled and had nothing An insight into the diversity which buys and distributes this to show for his labors. Then finally obtains in such a place may be had

200 small rulers as a gift to use as an prises only a few of the articles actual ies, it also has its give-away experiment. The merchant was skep- ly manufactured in the house: Fans,

Bulers Made Great Hit.

m for a firm which goes in delivered them. It was immediately caps, hats, book marks, and blotters, sive advortising. Yet it is after the opening of the school season. To make these articles requires men on for a firm to give away The merchant who received the rulers from half a dozen trades and girls that' cost a dollar or more began to hand them out to the children skilled in many kinds of work. Printas they came into his store. From that ers, binders, gold leaf stampers, tin

a this. The range of variety towns and the large merchant in large ute their work to the total, often two

price one wishes to pay, and with the younger element of the town wages paid compare with those of a cents per pound. These contracts were scorr a now NE, so Parl Brest, New York.

merchant in a the trade is cornered by away rulers the rest must seek for of the large companies, and to com-

some way to keep even in the race for pete with them requires a line which The growth of the advertising novel public favor. The result was that the only a large capital can bring together, egon will hold a meeting in this city as has grown to be so universal that it ty business is typified in the growth of young man who had made a merchant It is a constantly growing line, but it the guests of Assessor D. B. McKnight Burch and Reiss as animal trainer and would be only a cesention of the cus- one Chicago house, the pioneers in this a gift of a small order of rulers was is one in which the houses doing bustom that would attract notice. The line. Twenty years ago the founder soon overwhelmed with orders from iness in it are growing in a manner number and variety of novelties given of this firm began to sell advertising other merchants in the same town. The to keep pace with the dumand.

From this small begining sprung

celling of them has developed into a. The line was not extensive. It in a business which is now capitalized cluded a dozen different half tone cal- at close to a million dollars a year, Contributing to this line are half a

He met with poor encouragement at dozen skilled inventors whose business the new settlements of the first. Advertising was not then ac- it is to invent new novelties, and a west, and even if one goes cepted as a necessity, and merchants like number of artists, whose best work that is but a year old, it is who did believe in advertising con goes to make the calendars, hangers mt to find the advertising fined their expenditures to the local and pictures which the firm manue wife. The girl is under \$250 bonds. weekly paper or to signs on the coun- factures. For variety and ingenuity, try fences. The young salesman could detail and change, and general comnot convince them that it would be plexity, it is doubtful to any line of good business to pay 6 or 7 cents for manufacturing can compete with that

Great Diversity of Gifts. he persunded one merchant to accept from the following list, which com-

tical, but accepted the deal in a spirit calendars, picture cards, memorandum 1 books, coin bugs, purses, match boxes,

puzzles, tin whistles, wagon covers. The young man then hurried back to parafin signs, laundry bags, aprons 64 each. This was a high the city, printed the 200 rulers, and tupe measures, knife covers, pipe racks, ago. se, the average paid is much instant the small merchant in small workers, leather workers, all contrib-

me is equaled by the range of towns, was doomed to advertise with trades or more working on one place Girls are employed for sewing, pasting,

Deaths from Appendicitis

Decrease in the same ratio that the us of Dr. King's New Life Pills increases, They save you from danger and bring quick and painless release from constipation and the ills growing out of it. Strength and vigor always follow druggist, 25 cents. Try them.

Not a Nice Case.

Justice, of the Peace H. H. Turner heard the case of the State vs. Earnest Kappahahn, who is accused on the charge of having committed adultery with Lillie Anderson. The defendant walved preliminary hearing, and is held to the circuit court under #250 bonds. Lillie Anderson was also charged with the same crime preferred against Kappahaha, by the latter's

Boys' Camping Trip.

The regular meeting of the Y. M. C. A. Boys' Club will be held tonight at 7:45. Every member should be present Among other business to be discussed will be two proposed entertainments, and further details of the camping trip. Boys not members of the club, but who are going to take part in the camping trip, are invited to attend this mosting.

Practicing Osteopathy.

There are many physicians in Salem. but among those practicing Osteopathy probably the best known is Dr. B. H. White. He has been very successful since coming to Salem some 12 years

Hop Contracts.

R. Patterson, of Gervals, has contracted to sell 8000 pounds of hops, 1906 erop, for 9 cents a pound, and M. Motschenbucher and A. I. Mills, of St. The sulers made a pronounced hit and a hundred of other things. The Paul, agreed to sell 20,000 pounds at 10

Amoust to Meet

The county assessors of western Oron Monday, June 11, for the purpose of preparing schedules on the assess ment of property in the western half of the state and reach an agreement on rates of assessment. The assessors of western Oregon are now practically in the nature of a ratification meeting of the work done by most of the assessors and to settle a few minor detheir use. Guaranteed by J. C. Perry, tails. When the assessors from western Oregon gather here Albany should how the visiting gentlemen that hospitality is the watchword in this city.

account of its central location and its unrivaled railroad fucilities .- Albany Horald

Another Bank.

by the Central Point State Bank, The organizers are I. C. Robnett, T. M. capital stock is \$25,000

A DIMPLE MAKER.

Find a child with dimples and chubby arms and legs and you find a healthy child. Find one with drawn face and poor, thin body and you

see one that needs Scott's Emulsion. Your doctor will no doubt tell you the child is fat-starved-its food is not nourishing it. .

Nothing helps these thin, pale children like Scott's Emulsion. It contains the very element of fat they need. It supplies them with a perfect and quickly digested nourishment. Scott's Emulsion brings dimples and rounded limbs,

duced results in the training of will, animals never before accomplished. He was aspecially ongaged by Mesars. superintendent fn general of all thir animals. Horr Kirchem hes had an itea that hitherto scamingly senseless, brainless, animals, could be made to express a higher state of evolution agreed on listing property at its true than they had yet been known to poscah value and the gathering will be tsees. The professor uses his psychia powers entirely in the training of the beautiful animals with these shows, and has proven beyond the question of doubht that the whip is an unnecesssary and brutal method in animal training. The animals under his care have The meeting was called for Albany on that they obey his alightest wish, even be come so sensitive and responsive. when suggested through mental telepathy. He has found the camel, which was supposed to be senseless and excessively dull, to be possessed of a

Articles of incorporation were filed brain, and further, more of a reasoning yesterday with the secretary of state power, which if properly developed leads the animal to be as great a mental power as that of the horse or dog. Witten, Wm. C. Siever, The principal This man is no ordinary trickster and office will be Central Point and the Mypnotiat, but is conscious of all his higher physical and psychical power, over which he has the utmost control. consequently his power is unlimited. In conjunction with the 350 camels, tapirs, zebus, ponies, dogs, monkeys, goats, pumas, sacred eattle, tigers, fromedaries, and other rars and costly trained nimals, with these shows, will be seen troupes of acrobats, clowns, gymnasts, acrisitists, equilibrists, wire and rope walkers, imperial Japaness troupes, Gregory's Royal Italian Banda Rosss, will be seen. These shows will exhibit in this city on Friday, June 1. giving two performances, A grand street parade will be given at 11 o'clock on the morning of the exhibit at which time the entire aggregation will be seen.

SHOE SALE

My stock of shoas for men duced in price. No old stock. Closing out ladies' shoes. Now's your

Cases. JACOB VOQT. **Opposite** Patton Bros