

SENSIBLE ADVERTISING.

For some years there has been in progress all over the country an educational movement, aimed to create new readers of advertisements. It became obvious to all progressive newspaper managers that mere circulation, as represented by numbers of copies printed and sold was not the deciding factor in fixing the right kind of an advertising medium. In the final analysis it became a question of how many of a newspaper's readers were in the habit of reading and answering advertisements. It followed that good deal of effort that had been expended formerly in securing new subscribers was more profitably employed in persuading the old ones to become habitual readers of advertisements. This educational work is bearing excellent fruit and today there are more people in this community whose purchases at stores are influenced or governed by advertising than ever before. The result is, of course, that newspaper advertising has become to be far more effective—that results from it are not only sure but that there are usually quick and easily traceable to the ad. which produced them. It has become possible to very nearly gauge and measure the amount and kind of newspaper advertising which will be required for a specific purpose—to carry through some particular store sale or to introduce a product, float a business venture, rejuvenate a run-down store or sell a piece of property.

Time was when merchants imagined that it was good advertising to merely keep the name and location of a store in the public eye, with an occasional generality concerning the store's aims and purposes. This probably served as well as anything in the days when people did not generally read advertising, nor let it influence their buyings and sellings. Under new conditions, however, people are reading advertisements in pursuit of information concerning the particular and specific things the stores offer. They expect to find in a store advertisement descriptions and prices of the particular things that interest them at the moment. The advertisement which does not contain this information may be well written—may be calculated to leave a pleasant impression of a store or a business, but it will not serve directly and promptly to sell the goods. On the other hand an advertisement, not half so well written, but containing facts, information and prices, will sell goods, will bring results, will accomplish things. It takes more space, of course, than the ad. which does not sell the goods—but the advertising bill is also easier to pay.

A Burnt Child.
dreads the fire. The dread is wholesome, but not the burn; that can be healed and instantly relieved by applying Ballard's Snow Liniment. Be prepared for accidents by keeping a bottle always in the house. Best for sprains, bruises, cuts, scalds, rheumatism, neuralgia, bunions—any and all aches and pains. Price 25c, 50c and \$1.00. Sold by all dealers.

There are many men who do not place a true valuation upon their wives until they have lost them, and are obliged to hire only moderately interested housekeepers to whom they must pay real wages.

Washington and Oregon are having a clash over Columbia river fishing. Each wants to run the whole river.

DeWitt's Little Early Risers are small pills, easy to take, gentle and sure. Sold by all druggists.

CASTORIA.
The Kind You Have Always Bought

THE clerk of today who saves is the proprietor of tomorrow.

A few years of small savings will give you a good bank account and a habit of thrift and economy. These, taken together, mean a business of your own.

It pays to be prepared when your opportunity comes along. Begin now and deposit your savings with us.

**SAVINGS DEPARTMENT
CAPITAL NATIONAL
BANK**

PROGRESS OF WILLAMETTE

MEN BEHIND THE GUNS

Something Doing on the Campus.

The work of excavation for the Eaton Hall on the campus of Willamette university has begun. A large tool house has been erected and the markers that have been placed give some idea as to the size of the structure to be erected.

Dean Kimball Returns.

Dr. H. D. Kimball of the school of theology has returned from a prolonged trip in the east. During his absence he occupied pulpits at Boston, Mass., and Cambridge, N. Y. Considerable time was also spent on the Atlantic coast. The dean also visited the Columbia River conference at Wenatchee, Wash. The school will open September 23 and the outlook is bright for a large entering class.

Inauguration Postponed.

The inauguration of Dr. Fletcher Homan as president of Willamette university has been announced to take place on Friday of next week in connection with the Oregon conference session. This is an error. The inauguration will probably take place in November and will be attended by prominent educators of the northwest.

President F. Homan, D. D.

Dr. Homan has returned to Salem from a two-weeks' tour in Idaho and Washington in the interests of the university. He addressed the Columbia River conference and dedicated a new Methodist church in Washington. He will soon return to Washington to dedicate another church.

Prof. Von Eschen.

Prof. Florian Von Eschen, A. M., recently arrived in Salem with his wife and two sons. The professor comes from St. Louis to take the chair of chemistry in Willamette

university. The family will reside on Winter street in the home formerly occupied by Prof. H. J. Clements.

New Professors.

During the present week Prof. M. E. Peck of Ima Falls, Ia., Prof. Frederic Cramer of Ohio, and Prof. Mendenhall of Chicago, the new professors in Willamette university will arrive in Salem. These additions to the faculty will give the strongest faculty ever seen at the university.

Prof. Sherwood of Willamette university preached at Rosedale Sunday morning for the pastor, Rev. H. A. Warm.

Rev. H. C. McCain recently of Gardner has moved to Salem and will enter the Kimball college of theology.

Prof. Matthews.

Prof. J. T. Matthews, A. M., has sailed from England, where he has spent the summer and will arrive in Salem early next week. Prof. Matthews will hereafter teach mathematics, his philosophy classes being taken by Prof. Edwin Tausch, Ph. D.

Rev. T. C. Bliff, D. D.

One of the attractions of the Oregon conference next week will be Rev. Dr. Bliff of Philadelphia. He is a brother of the famous cattle king of Denver, and has had a wonderful career as a pioneer preacher in the Rockies. He is a veritable cyclone and Salemites should hear him in large numbers.

Dedications.

At the Salvation Army hall last evening the child of Captain and Mrs. Osborn of the local corps was formally dedicated to God by Brig. Gen. Jenkins of Portland. The general also preached an interesting discourse.

FROM A CIVIL WAR VETERAN.

Tells How He Was Cured of Rheumatism After Fifteen Years of Suffering.

Mr. John D. Laughlin, whose address is R. F. D. No. 1 Burns City, Martin Co., Ind., is known and highly respected throughout that county and has lived on his present farm for 63 years. During the Civil war Mr. Laughlin served in Company B, 27th Indiana Volunteers and his sickness was the direct result of the hardships of the war. After years of pain he found a cure in Dr. Williams' Pink Pills and his statement should be read by every rheumatic sufferer.

"I was discharged from the army in September, 1864, a physical wreck, weighing only 97 pounds," he says, "and soon after became seriously afflicted with rheumatism. My feet and ankles were swollen and my arms were drawn up stiff and at times I could not lift them for they felt lifeless. There were darting pains that shifted from one part of my body to another and kept me in misery all the time. At night I could not sleep and my heart troubled me. I was frequently confined to my bed.

"I tried several doctors but got little help and no encouragement from them for they said I could not expect to live for more than a year or so even with the best of care and advised me not to try and work. I then tried many remedies but with little benefit until I began to use Dr. Williams' Pink Pills. I had been sick for about 15 years before I read about these pills and bought two boxes for a trial. These helped me so I kept on taking them until cured. I always keep them on hand to take occasionally if I feel I need a tonic. I gained in weight and have done as much work as most of my neighbors. I often recommend Dr. Williams' Pink Pills for I can't help speaking well of them."

Dr. Williams' Pink Pills are a tonic for the blood and nerves and have proved especially helpful to women and growing girls. They were used extensively in private medical practice and, proving efficient in a wide range of diseases and absolutely safe in all cases, were placed upon general sale with directions for use prepared by the doctor himself.

These pills are sold by all druggists, or will be sent, postpaid, on receipt of price, 50 cents per box; six boxes, \$2.50; by the Dr. Williams Medicine Company, Schenectady, N. Y.

They Take the Kinks Out.
"I have used Dr. King's New Life Pills for many years, with increasing satisfaction. They take the kinks out of stomach, liver and bowels, without fuss or friction," says N. H. Brown, of Pittsfield, Vt. Guaranteed satisfactory at J. C. Perry's drug store, 25c.

100 Doses \$1

True only of Hood's Sarsaparilla, the one great blood purifier and general tonic. This remarkable medicine has effected many radical and permanent cures that are the wonder of the world. It eradicates all humors from pimples to scrofula.

100 Doses \$1

In usual liquid form or in chocolate tablets known as **Sarsatabs**, 100 doses \$1.

New Corporation.

Rogue River Electrical Construction and Hardware Company; principal office, Medford; capital stock, \$10,000; incorporators, J. H. Fitzgerald, E. E. Kelly and O. M. Selby.

Hopply Hop.

Are you just barely getting around by the aid of crutches or a cane? Unless you have lost a limb or have a deformity—if your trouble is rheumatism, lumbago, sprain, stiff joints, or anything of like nature use Ballard's Snow Liniment and in no time you can throw away your crutches and be as well as anyone. Price 25c, 50c and \$1.00. Sold by all dealers.

Hooree, hooray, athletic day at Portland.

Gambling

Your life against 25 cents is just exactly what you are doing if you neglect a cough or cold on the chest instead of treating it with Ballard's Hound Syrup. A 25 cent bottle of this splendid remedy will cure an ordinary cough, heal the lungs and act as a tonic for your entire system. Sold by all dealers.

The Portland doctors are knifing each other.

A Traveling Man's Experience.

"I must tell you my experience on an east bound O. R. & N. R. R. train from Pendleton to La Grande, Or., writes Sam A. Garber, a well known traveling man. 'I was in the smoking department with some other traveling men when one of them went out into the coach and came back and said, "There is a woman sick unto death in the car. I at once got up and went out, found her very ill with cramp colic; her hands and arms were drawn up so you could not straighten them, and while a deathlike look on her face. Two or three ladies were working with her and giving her whiskey. I went to my suit case and got my bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy (I never travel without it), ran to the water tank, put a double dose of the medicine in the glass, poured some water into it and stirred it with a pencil; then I had quite a time to get the ladies to let me give it to her, but I succeeded. I could at once see the effect and I worked with her, rubbing her hands, and in 20 minutes I gave her another dose. By this time we were almost into La Grande, where I was to leave the train. I gave the bottle to the husband to be used in case another dose should be needed, but by the time the train ran into La Grande she was all right, and I received the thanks of every passenger in the car.'" For sale by Dr. Stone's drug store.

A red day. Eugene Debs passed through.

Kodol will, in a very short time, enable the stomach to do the work it should do, and the work it should do is to digest all the food you eat. It makes the stomach sweet and it is pleasant to take. It is sold here by all druggists.

A man without a scintilla of discretion or of brains would not think of trying to kiss a girl before she was ready, even if it were possible to find a girl in that sad plight.

Great Chinese Doctor

L. M. H'UM
Has medicine which will cure any known disease. He makes a specialty of, and guarantees to cure Catarrh Asthma, Lung, Throat, Rheumatism, Debility, Stomach, Liver, Kidney Troubles; also any blackened or swollen soreness, broken limbs; Smallpox; Epidemic; all kinds of Boils, Lost Manhood, Female Weakness, Heris Troubles and Paralysis Consultation free. Care of Yick So Tong Co., Chinese drugs and herbs, 153 High St., upstairs, Salem, Or.

- MISS BEATRICE SHELTON
- Teacher of Piano, Organ and
- Ensemble Classes, until Octo-
- ber 1, in Chicago taking ad-
- vanced studies.
- First National Bank Bldg Studio
- Residence Studio: 345 Marion
- Street. Phone 1299.

First Class Livery, Sale and Boarding Stables

Largest stock of new vehicles in town.

The Old Club Stables

Corner Ferry and Liberty streets. Proprietors, Gilliam & Boedigheimer. Phone Main 7. Salem, Oregon.

P. H. D'ARCY, Owner **K. L. BERNARD, Lessee and Manager**
"YE LIBERTY"
---PROGRAMME---
CRONOPHONE
Vocal Solo "Dutiful Son"
ED. WEIL.
Animated Pictures "When Women Meet"
Illustrated Song "Roses Bring Dreams of You"
MISS GRAY.
CRONOPHONE.
Duet from Pagliacci S. Morede
..... Miss Zolner
ANIMATED PICTURES.
No. 1 "No More Servants Wanted"
No. 2 "Veterans of War"
VAUDEVILLE
Introducing Mr. Horbert Carlyle and Miss Heidel, in
"A Little Nons-nse."
CRONOPHONE.
Duet "My Wife Won't Let Me"
MISS COMPTON AND EVERETT DALE.
ANIMATED PICTURES.
"Running the Customs"
CRONOPHONE.
"Frocks and Frills" Robert Earle
ANIMATED PICTURES.
"Baffled Lover"
Special Added Feature--MR. HARRY HOLMES, The Man Who Makes You Laugh.
Entire change of program every Monday and Thursday. **ADMISSION 10c.**

TWO CARLOADS PIANOS

Just received by Geo. C. Will were bought by him while he was East visiting the factories.
Personal inspection and close buying in large quantities enables him to place musical instruments at prices beyond the reach of competitors. Call at the

Will's Music House

121 Commercial Street.

Grand Opera House

J. F. CORDRAY, Manager.
ALL THIS WEEK
GEORGIA HARPER AND COMPANY
In a repertoire of good plays. Prices 50c, 35c and 25c. Seats now selling
TONIGHT
"SHE COULDN'T MARRY TWO."
A Delightful farce comedy.

Gold Dust Flour

Made by THE SYDNEY POW-ER COMPANY, Sidney, Oregon. Made for family use.
Ask your grocer for it. Buns and shorts always on hand.
P. B. WALLACE, Agt.

Graber Bros.

PLUMBING AND GAS FITTING
Will give prompt attention to all orders, guarantee our work to give satisfaction and to be up to the sanitary standard.
WE WILL BE PLEASED TO GIVE ESTIMATES ON CONTRACTS
Call at our shop on Liberty street, back of Barr's Jewelry Store. Phone 550.

HICKORY BARK

Cough Remedy
ABSOLUTELY PURE
Coughs, Colds
CROUP
SORE THROAT
THROAT INFLUENZA

THE BEST ROAST THE FAMILY EVER HAD

Can be obtained from our prime tender and juicy beef, mutton or pork. All our meats are selected from the choicest, and prepared for the table to suit the demands of the fastidious. Our prices are lower for quality than you can find at any place in Salem.
E. C. CROSS,
Phone 291. 370 State St.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Dr. J. C. Parke*

COMMON SENSE AND A TABLET

Do Away With Dyspepsia, Stomach Trouble and Make Meals A Pleasure.

When your stomach goes on a strike and mass meetings of indignation are held all over your body, then it is that you should sit up and take notice.

It is clearly and only a question of common sense—is this thing called Dyspepsia. Take away, by abuse, over eating, excesses and high living, the things which the stomach needs and you have dyspepsia and indigestion; then other maladies follow these—this is common sense.

The stomach is willing enough but you won't let it do its work. You take away the materials which are so necessary for it to use.

Give back these materials and dyspepsia and indigestion flee and the whole machinery of man begins slowly to move and do its work.

What the stomach needs is nerve forces, fluids for its digestive glands, nourishment and power. All these necessities it takes from the blood. If dyspepsia gives nothing to the blood, the blood gives nothing to the stomach.

This is common sense also, pure, simple and unalloyed.

Stuart's Dyspepsia Tablets are common sense pressed by high power into tablets. In these tablets are powerful enzymes which go into the stomach, digest food, stop gas making, prevent decaying of food, enrich the gastric juices, are absorbed by the blood and thus give it strength to furnish a better fluid for digesting the next meal. Every physician knows what comprises these tablets; every druggist has the same knowledge also. They are natural common sense digesters which do the work for the stomach quickly and well. Every drug store carries them, 50c per package. Send us your name and address and we will send you a trial package by mail free. Address F. A. Stuart Co., 159 Stuart Bldg., Marshall, Mich.

Looks as though a stormy matrimonial life might naturally be expected out in Oklahoma of that couple who gave their names at the marriage license as Molly Cloud and Jim Big Thunder. Of course there will be some squalls.

DeWitt's Kidney and Bladder Pills are for weak back, backache, rheumatic pains, inflammation of the bladder and all other annoyances due to weak kidneys. They are sold by all druggists.

CASTORIA.
The Kind You Have Always Bought