ADVANCE SPRING STYLES

GORDON HATS

THE NEWEST OF THE NEW

A Large Shipment of Gordon hats just received containing all the latest shades and styles. We are the Sole Agents for the Gordon Hat in Salem. Every Hat Guaranteed.

Stockton

C. C. CHAPMAN WILL LECTURE TONIGHT

C. C. Chapman, of the Chapman advertising agency of Portland, will deliver a lecture before the Y. M. C. A. salesmanship class tonight.

The subject "Personality on Paper" is one which is of vital interest to every man who would succeed. To know how to inject into your lines the thing that brings business; to be able to express your ideas on paper in a way that wil capture the reader and make him your patron and friend, is worth thousands of dollars. Mr. Chapman is a specialist in this line. He should be given a chance tonight to meet every live man in the city, who can possibly visit the salesmanship class.

The Young Men's Christian association is anxious to have a full house and extends to the men of the city a cordial invitation to visit the building tonight and hear Mr. Cahpman.

ROLLER SKATING RINK TO OPEN

Many of the lovers of roller skating in this city who patronized this sport heretofore, will no doubt be pleased to hear that the Auditorium rink has again been taken over by the former managers and owners, Meyer & Albert, who will conduct the place of amusement in the same orderly manner they did when they were managing it some time ago.

Next Friday the rink will be opened under the new management with a Lincoln party. Several specialties have been arranged for the affair, and the best time of the season is assured. The skates are now undergoing a thorough repairing and cleaning, and the big maple floor will be repolished and dressed down to its old smoothness. Stoudenmier's orchestra will furnish music for the rink hereafter, and all the numbers will be selected especially for skating. In the future there wil be no Sunday skating.

ROOSEVELT GOES TO HODGENVILLE

[United Press Leased Wire.]

Washington, Feb. 10.—President Roosevelt, Mrs. Roosevelt, Miss Ethel Roosevelt, their daughter, accompanied by Secretary of War Luke Wright and Secretary Loeb, will leave tomorrow forenoon for Hodgenville, Ky., the birthplace of Abraham Lincoln, where the President will speak.

The party will arrive at Hodgenville at noon on Friday, and will be conveyed in carriages to the Lincoln farm. President Roosevelt will deliver a memorial address at 3 o'clock in the afternoon of February 12, and will ay the conerstone of a marble memorial hall, which is being erected on the site of the home where Lincoln was born.

President Roosevelt will leave immediately after the ceremony, and will reach Washington Saturday at noon.

A TEXAS BRUTE WILL EAT HUMMING BIRDS

[United Press Leased Wire.]

Tampico, Mex., Feb. 10.—Pot hunters today are filling an order for 500 humming birds wanted by Harry J. Benson, of San Antonio, Tex., for a banquet to be served in that city.

Humming birds are plentiful in this section, and the order will be easily filed. It is said that this will be the first humming-bird banquet ever given in the United States.

Save Money by Buying Dr. Chamberlain's Cough Remedy.

You will pay just as much for a bottle of Chamberlain's Cough Remedy as for any of the other cough medicines, but you save money in buying it. The saving is in what you get, not what you pay. The sure-to-cure-you quality is in every bottle of this remedy, and you get good results when you take it. Neglected colds often develop serious conditions and when you buy a cough medicine you want to be sure that you are getting one that will cure your cold. Chamberlain's Cough Remedy always cures. Price 25 and 50 cents a bottle. For sale by Dr. Stone's Drug Store.

Manning Appoited.

[United Press Leased Wire.]

Washington, Feb. 10.—Isaac A. Manning, of Oregon, today was nominated consul at La Guayra, Venezuela.

The lazy man's pay envelope is never afflicted with obesity.

If you are not satisfied with your lot start a real-estate boom and sell it.

The push button doesn't always ring the gong of success.

Engagement Extraordinary

PROFESSOR C. R. McCALLEY

Man With Two Talents

Here All This Week in Poetry and Music

Popular Violin Solos Including Old Melodies

Readings from the Droll Poet, James Whitcomb Riley

This is a Live Act Added to Our Usual Big Program

ALL FEATURE SUBJECTS

HONOR OF THIEVES — LOVE WILL FIND A WAY

Song—"MOVING PICTURE BABE"

NOT GUILTY — CURRENT NEWS AND STEINS

Remember our Big Matinee Saturday

The ★ Star

Salem's Home of High Class Fun Shines Above All.

LINCOLN MEMORIAL SERVICES FRIDAY

The members of the G. A. R. and W. R. C. will give a splendid program at the Methodist church at 2 o'clock, Friday afternoon, to which the public is invited. Prominent men will speak and a number of readings and patriotic songs will be given. Following is the program:

1. Music, instrumental.
2. Invocation, Rev. Paul S. Bandy.
3. Music, "Battle Cry of Freedom," quartette.
4. Reading, Mrs. Percy Cotter "Oh Why Should the Spirit of Mortal Be Proud?"
5. Address, Hon George H. Burnett.
6. Music, "Tenting on the Old Camp Ground," quartette.
7. Address, Rev. Bauer.
8. Gettysburg address.
9. Music, "Magnificate," quartette.
10. Address, Rev. Selleck.
11. Address, D. C. Eley, (the man who knew Lincoln).
12. Music, "The Star-Spangled Banner," quartette.
13. Benediction, Rev. P. S. Knight.

Young Men's Republican Club.

The program for the observance of Lincoln's 100th anniversary has been completed by the various committes which had them in charge. The Young Men's Republican club will give its banquet in the Armory Friday night at 8:30 o'clock, when it is expected 400 people will be seated. Today is the last day on which tickets can be purchased, as it is necessary to know how many plates must be served. Tickets can be had for $1 from members of the committee, who are, Fred Waters, B. F. West and Ira Hamilton, and also from members of the club. For the occasion McElroys' orchestra will furnish music, and the following program will be given:

Opening overture, orchestra, "Columbia, the Gem of the Ocean."

Address, President Abrams of the Young Men's Republican Club.

Introductory address, Mayor Geo. F. Rodgers.

Oration, Col. Mercer, personal friend of Lincoln.

Music, orchestra, "Marching Thro' Georgia."

Address, Commandant D. W. Matthews of the G. A. R.

Address Prof. J. M. Powers, supt. public schools.

Address, Judge F. A. Moore of the supreme court.

Music, male quartet.

Address, Speaker McArthur, house of representatives.

Address, Judge Geo. H. Burnett, of circuit court.

Address Capt. Daniel Webster of the G. A. R.

Music, orchestra, "Star Spangled Banner."

Address, Representative Conyers, Oregon legislature.

Address Prof. J. W. Kerr, president O. A. C., Corvallis.

Oration, Hon. P. H. D'Arcy.

Music, orchestra, national airs.

Original declamation, L. R. Stringer.

Address, Rev. Philip Bauer.

Address, Chairman A. A. Lee, of the school board.

Finale, grand chorus, "America."

FARMERS WILL TRY TO CUT OUT MIDDLE MEN

[United Press Leased Wire.]

Spokane, Wash., Feb. 10.—Plans that will eventually mean that 10,000 farmers, who control an annual output of 20,000,000 bushels of grain in the Inland Empire, will handle their own products, and do away with the middle men, are today taking defnite form.

This gigantic combination was organized through the executive committee of the Farmers' Educational and Co-operative Union, at a meeting held yesterday. While the farmers have no intention of boosting prices, they will instruct the few union selling agents they intend to appoint to hold out for the highest price they can get.

The grain growers may even go further by handling their own exporting and make their own flour. In the near future the union will establish terminal warehouses in Portland, Astoria and Vancouver, Washington. The plans under consideration will bring the grower nearer the consumer.

AYER'S HAIR VIGOR

Stops Falling Hair — An Elegant Dressing

Destroys Dandruff — Makes Hair Grow

Does not Color the Hair

J. C. AYER COMPANY, Lowell, Mass.

BUNGALOW THEATRE

Portland, Or., Phones, Main 117, A 4224. Empire Theatre Co., (Inc.) Lessee. Geo. L. Baker, General Manager.

Week of Feb. 7.

THE JAP

By Howard Russel, popular member of Baker Stock company and the author of last season's big success, "The Swindle."

It deals with the great race question, now supreme in the people's minds.

Special music. Stage under direction of Mr. Donald Bowles. Matinee Saturday.

Evening Prices—25, 35, 50c. Matinees, 15, 25c.

Next attraction "In the Bishop's Carriage."

How Journal Readers Can Save Money

Read carefully, every day the

Advertising Columns

in the

Capital Journal

Some day you will be likely to find a bargain advertised that you want. A prompt reply may save you money.

Watch It Carefully

Ask Yourself the Question.

Why not use Chamberlain's Liniment when you have rheumatism? We feel sure that the result will be prompt and satisfactory. It has cured others, why not you? Try it It costs but a trifle. Price 25 cents; large size, 50 cents. For sale by Dr. Stone's Drug Store.

And once in a great while you hear some man say it's a shame to take the money—but he always takes it, just the same.

For that Terrible Itching.

Eczema, tetter and salt rheum keep their victims in perpetual tormen. An application of Chamberlain's Salve will instantly allay this itching, and many cases have been cured by its use. For sale by Dr. Stone's Drug Store.

CASTORIA. Bears the Signature of Chas. H. Fletcher. The Kind You Have Always Bought

Washington's Plague Spots

Lie in the low marshy bottoms of the Potomac, the breeding ground of malaria germs. These germs cause chills, fever and ague, biliousness, jaundice, lassitude, weakness and general debility, and bring suffering or death to thousands yearly. But Electric Bitters never fail to destroy them and cure malaria troubles. "They are the best all-round tonic and cure for malaria I ever used," writes R. M. James, of Louellen, S. C. They cure Stomach, Liver, Kidney and Blood Troubles, and will prevent Typhoid. Try them, 50c. Guaranteed by J. C. Perry.

A man doesn't realize how small the world is until he tries to dodge his creditors.

Rocky Mountain Tea Nuggets

A Mild Laxative for Busy People. Boost Jaded Health and Restore Vigor. A combination of Carlsbad Salts, Herbs and Pure Vegetable Laxatives. Clears Pimples, Eczema, Impure Blood, Bad Breath, Sluggish Bowels, Headache and Indigestion. Ten Bottles Wonderful Results. Set form, 25 cents a box. Genuine made by Hummer Drug Company, Madison, Wis.

GOLDEN NUGGETS FOR SALLOW PEOPLE

Baby Hands.

Will get into mischief—often it means a burn or cut or scald. Apply Ballard's Snow Liniment just as soon as the accident happens, and the pain will be relieved, while the wound will heal quickly and nicely. A sure cure for sprains, rheumatism and all pains.

Price 25c, 50 and $1.00 a bottle Sold by all dealers.

Women, as a rule have poor heads for mathematics, but they try awfully hard to make their own figures count.

Reason Enthroned.

Because meats are so tasty they are consumed in great excess. This leads to stomach troubles, biliousness and constipation. Revise your diet, let reason and not a pampered appetite control, then take a few doses of Chamberlain's Stomach and Liver Tablets and you will soon be well again. Try it. For sale at Dr. Stone's Drug Store. Samples free. Sold by all dealers.

Unless It's a Good Store It Will Not Pay to Advertise It!

UNLESS you know a person—unless that person comes into your life in some way—you are not greatly concerned about whether he is good or bad, desirable or objectionable.

It's so with a store. The people who never visit it care nothing about it one way or the other. It doesn't exist—for them. But—when they are persuaded to patronize it—when they come to turn the spot-light of their attention on it—when it comes to have a part in their lives, as some stores must have in all lives—then it's different; then it DOES matter whether it strives to win confidence; it does matter whether or not its price concessions are genuine, dependable.

If it meets all tests that a good store must stand when it is advertised—when it thus invites the critical attention of people—then advertising "makes" the store. If it fails in most of the vital things—if it proves, under the light of publicity, not to be much of a store, THEN ADVERTISING WILL NOT PAY—for it will emphasize shortcomings as well as merits.

For these same reasons it is generally assumed that the store which does not advertise is seeking to avoid close inspection and comparison, and that the store which does is courting them.