

# AL. E. HURST RETURNS TO FIRST LOVE

### COMES BACK TO SALEM AFTER FIVE YEARS IN THE EAST AND PURCHASES HALF INTEREST IN THE ALWAYS POPULAR TOGGERY.

They will come back! The last one to arrive is Al E. Hurst, a former Salem boy. He is returning to his home city and has purchased a half interest in the Toggery from D. R. Yantis. Mr. Hurst is well known to all old Salem people. For many years he was with the T. Hulverson firm as general advertiser, and later held a similar position with Jos. Meyers & Sons. For the last five years Al has been connected with the Drygoodsman and the Shoe and Leather Gazette, of St. Louis, Mo. These trade papers are members of the Root Newspaper association, the largest corporation in the United States publishing trade publications. The company publishes such well known trade papers as the "Drygoodsman" of New York, "Drygoods Reporter" of Chicago, "Root and Shoe Recorder" of Boston, "The Milliner" of Chicago, "The Pacific Coast Merchant" of San Francisco, and others.

Mr. Hurst acted in the capacity of manager of the store equipment section of the Drygoodsman. His work consisted of editorial and advertising, window trimmings, store plans and arrangements, showcard writing and similar topics. Many of the articles which he got up are syndicated to various papers in Canada and the United States. Along with his other work he has been the author of five books on window trimming and one on card writing entitled, "Fifty Practical Lessons in Card Writing." The last mentioned book is now used as a text book in many Eastern schools and Y. M. C. A. classes. Mr. Hurst will continue his editorial work for the Root Newspaper association from Salem.

Al says he is a great believer in newspaper space for accomplishing effective publicity for the retail store, and has in view a well planned campaign of this character which will be launched as soon as final arrangements can be completed. In speaking of newspaper space, Mr. Hurst stated that in his opinion every mercantile establishment can better conditions by an intelligent newspaper campaign, and contract to use space in accordance with the amount of business done, using larger space as the business justifies. This is the policy employed by practically all of the national advertisers. There is no question but that the prosperous appearance of live newspapers is a credit to any city, and its resources to prospective and desirable citizens. In fact, one means that a visitor has of judging a city's growth and prosperity is the appearance of its newspapers, and in order to bring about the desired effect, it requires the co-operation of every business house in an advertising way, who in return will receive full value, provided the advertising is given as much attention as other business details.

Another hobby of Mr. Hurst's is the dressing of show windows, and the general appearance of store fronts. There is no doubt but that a store is judged by the appearance of the front, in fact the entire street is characterized by the show windows thereon. If these displays are of a pleasing, artistic and instructive nature, the popularity of the street will be clearly evidenced by the people making it their leading thoroughfare. It is a fact that a great deal of the traffic of an entire street can be turned in this way and whenever these efforts are joined in by all merchants, it will help the character and tone of the entire city.

Plans are now in the hands of the architect for the complete remodeling of the Toggery, both the exterior and interior. Many modern and original ideas which have come to Mr. Hurst's attention while studying store equipment problems in the East, will be installed, making one of the most modern arranged stores in the Northwest.

In speaking of advertising, Mr. Hurst said that Oregon, and especially Salem, had received much good through the Board of Trade, and many Eastern people from the section where he was located were talking of Oregon as a direct result of this work. Personally, he said: "I have been instrumental in bringing 10 people to the West in the last six months. Some of them located at Salem." There is no question but that Oregon and especially the Willamette Valley has a great future.

Upon leaving the Root Newspaper Association, Mr. Hurst was given a banquet at the American Hotel at St. Louis last Friday night by his business associates at which time he was presented with a signet ring engraved with the characters of the association with which he had been connected for the last five years.

Some persons always act as if they were engaged in conserving their common sense.

Don't wait for some one to give you a chance. Go ahead and take one.

# THE ATTORNEY MAKES ATTACK ON BURNS GANG

[UNITED PRESS LEASED WIRE.]  
Los Angeles, Sept. 22.—Absolute denial of charges by District Attorney Fredericks that John J. Harrington had attempted to bribe D. H. Ingersoll and induce him to have Mrs. Ingersoll to change her testimony in the McNamara cases, was made today in sworn testimony of Attorney Harrington in his answer to the order of the court directing him to appear and show cause why he should not answer certain questions before the grand jury.

This answer was filed today and is supported by affidavits of Attorney Clarence Darrow, Attorney Lecompte Davis and Fremont Older, editor of the San Francisco Bulletin.

In the answer of Harrington and the affidavits of Darrow, Davis and Older, it is intimated that Ingersoll is in the employ of the Burns Detective Agency. The affidavits also contain the information that Ingersoll told each of the affiants that his wife was employed by Burns and was being paid well for her services. Harrington declares that he refused to answer the questions before the grand jury because he did not want to bring the district attorney, through the medium of grand jury, all of the information that he had taken months to collect regarding the evidence in the case. Harrington affirms that: "It is impossible for him as a lawyer, regarding his professional duties and obligations, to give said district attorney, or said grand jury, the history and steps he has taken in preparing of said case, and if, in preparing said case, he has violated any laws of the state, it is for the district attorney to have him arrested and taken before a justice of the peace, where a hearing can be had upon such matters."

# SHE MARRIED TO COLLECT A BAD DEBT

[UNITED PRESS LEASED WIRE.]  
Boise, Ida., Sept. 22.—Because she testified that her marriage to John Montgomery was purely "a business transaction" performed so she could collect a debt of \$200 which he owed her, Alice Montgomery today has lost possession of a valuable 160 acre homestead which she had filed on.

Montgomery filed a divorce on the grounds of desertion. Soon afterward Bert Cluen contested her right to possession of a homestead, she filed on and the register of the Boise land office in a decision just handed down upheld Cluen's contest on the ground that Mrs. Montgomery had no rights as head of the family "because she deserted her husband, and testified that she married him to collect an alleged debt."

# CAPTAIN GETS A HARD JOLT IN TESTIMONY

San Francisco, Sept. 22.—Capt. J. O. Faria, of the coast steamer Santa Rosa, which was wrecked on Point Arguello two months ago, received a disastrous blow today in a rehearing of the wreck testimony before Federal Inspectors Bolles and Balgore.

Faria had testified that he held the passengers aboard because he received a wireless that the steamer President was coming to his aid. This was at the time the Pacific Steamship company was dickering by wireless with vessels standing by as to the cost of transferring the passengers.

Neither the records of the wireless company nor copies of all messages picked up by Mars Island navy yard wireless station showed that Faria received any message concerning the steamship President. The navy yard messages constitute the only material new evidence of the rehearing, which ended this afternoon.

# RODGERS IS MAKING A FINE FLIGHT

[UNITED PRESS LEASED WIRE.]  
Hancock, N. Y., Sept. 22.—Aviator C. P. Rodgers ascended from here at 11:15 today. At 11:40 a. m. he passed Susquehanna, Pa., 29 miles from here, traveling at the rate of a mile a minute.

Scranton, Pa., Sept. 22.—At 12:30 here today Aviator Rodgers entered the valley at Providence and flew over the central portion of the city. Having lost his way, Rodgers landed east of here, but quickly reascended.

Scranton is 65 miles from Susquehanna.

Factoryville, Pa., Sept. 22.—Aviator Rodgers, flying 50 miles an

# DR. M. P. MENDELSONH Doctor of Optics THE SPECIALIST

The true specialist possesses the experience of years—the right kind of experience—doing the same things in the right way hundreds of thousands of times, with unflinching and permanent results. His experience has taught him just what to do, and how to do it. There is no guesswork, no experimenting on your eyes, hence no failures. His scientific knowledge has made him the master of his profession. I am the only specialist in the city who does not practice anything else—but fit eyes correctly—and can refer you to over three hundred people whose eyes I have corrected with my glasses, and most of them prominent business and professional men and women of Salem and vicinity. My prices are very reasonable, as fitting glasses is my specialty, and you get the benefit of my 30 years' experience by consulting me. I guarantee satisfaction in every respect. No extra charge for examination. I am permanently located in the United States National Bank Building, rooms 210-211, Salem, Office hours from 8:30 to 12 a. m., and from 1 to 5 p. m.; by special appointment evenings.

# SPAIN KNOWS HOW TO BREAK A LABOR STRIKE

[UNITED PRESS LEASED WIRE.]  
Madrid, Sept. 22.—Under government pressure, the executive committee of the National Federation of Spanish trades unions, called off the general strike here today.

It is reported that the authorities got all the members of the committee either arrested or so effectively under surveillance that they could have been arrested at any time, and then threatened them with death if they did not break the strike.

Numerous court martials, it is said, will be held in the near future.

The man who heads a revolution is occasionally the man who loses his head.

# TWO STRANGERS ARE ARRESTED FOR MURDER

[UNITED PRESS LEASED WIRE.]  
Boise, Ida., Sept. 22.—Two strangers were arrested at Halley, Idaho, today, in connection with the killing of Major Crowley, a musician in a resort conducted by Maude Allen, which was held up shortly after midnight.

The highwaymen, both masked, entered the place and immediately began shooting indiscriminately. Crowley was shot through the heart. The Allen woman fell to the floor, pretending she had been shot, although she was uninjured.

Apparently believing the couple was dead, the robbers ransacked the house. Several men and women jumped through the windows to safety.

A few minutes after the shooting, a sheriff's posse set out after the men and the suspected strangers were surrounded and captured.

# CANADA KNOCKS RECIPROCITY.

(Continued from page 1.)  
da on a duty-free basis would prove advantageous to both countries, the government risked its life on the issue of reciprocity, and lost it.

"The people of Ontario don't like their neighbors to the south. That is emphatically the decision of yesterday's election. Liberals in tens of thousands must have joined the Conservatives in city and country to show their objections to having any truck or dealings with the Yankees.

The provinces, taken together, gave a majority for Laurier and larger markets, but by an overwhelming vote Ontario has declared that she will have nothing to do with reciprocity. The campaign orators of the Conservative party builded better than they knew, when, during the last two weeks of the campaign, they appealed to the people of this province to save Canada from the Americans. They created a wave of feeling that was not observable on the surface, but nevertheless swept the voters from their political moorings in numbers.

"That the wave of anti-American sentiment will speedily subside is entirely probable. It is mounted too high to last. But the drift will remain, and until Ontario becomes less powerful, relatively, in the councils of the nation than she will be in the opening period of the Borden administration, there will be no hope of better relations with the people of the United States. The tariff wall will remain. The more ardent high protectionists may even seek to raise it still higher. If that is to be the policy of the voters, the reign of Mr. Borden will not be long unchallenged. The West will not stand for an immoderate tariff, and reaction will speedily follow any attempt to raise a barrier against imports as high as Haman's galloways.

"It is a matter of very great regret that so many of the leaders of the Liberal party should be among the defeated. It will be some time before Mr. Borden can gather around him heads for his various departments who will measure up to them."

# Odd Fellows Elect Stocker.

Indianapolis, Sept. 22.—The grand lodge of Odd Fellows, in session here today, approved the selection of General A. R. Stocker, of Miamasburg, Ohio, as commander of the Patriarchs Militant.

# Don't seem to have too much influence with yourself or the court may appoint a guardian for you.

Happiness may not bring money, but it rolls in a lot of things that are just as good.

# A kick in time often saves a disaster.

Some people are poor, but respectable, and others are just rich.

# A deadbeat can beat you to it most any day.

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The man who heads a revolution is occasionally the man who loses his head.

"Can be depended upon" is an expression we all like to hear, and when it is used in connection with Chamberlain's Colic, Cholera and Diarrhoea Remedy it means that it never fails to cure diarrhoea, dysentery or bowel complaints. It is pleasant to take and equally valuable for children and adults. Sold by all dealers.

Don't worry over your foes, but watch out for your fool friends.

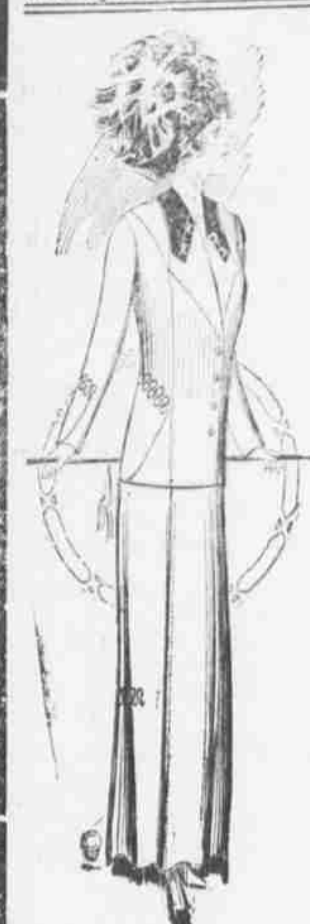
# Kills a Murderer.

A merciless murderer is appendicitis with many victims, but Dr. King's New Life Pills kill it by prevention. They gently stimulate stomach, liver and bowels, preventing that clogging that invites appendicitis, curing constipation, headache, biliousness, chills. 25c at J. C. Perry's.

The most charming thing about the future is its uncertainty.

# The Chicago Store Is Salem's Leading Store

Because we do the greatest volume of business. We sell the most goods, employ the greatest staff of help and distribute goods all over Oregon. Nothing but merit, quality and style could have built this store up so fast.



We are now offering the great est Cloak and Suit bargains in Salem. See our prices.

# New Fall CLOAKS and SUITS

NOW ON SALE  
For women, misses and children. Every garment up to the hour in styles, workmanship and material. Come and see if you want to appreciate the values we are offering and the money we can save you in your fall wearing apparel. We are always in the front rank when it comes to giving the best values for the least money.

Ladies' \$15, \$18, \$20 and \$25 suits, —now on sale for \$9.50, \$10.50, \$12.50 and up.



Come here if you want stylish Millinery. Bargains in trimmed hats, ostrich plumes etc.

If you want to buy silks and dress goods, the lowest prices in Salem, come here. We can prove it.

# SILKS and DRESS GOODS

Now on sale. The greatest showing in Salem. Everything that is new and fashionable is here, and our low prices will surprise you.

Dress Goods yard ----- 25c, 35c, 49c, 65c up

The Greater **CHICAGO STORE** Salem Oregon  
"The Store That Saves You Money"

# KINGWOOD PARK

Is easily the most beautiful and most popular addition about Salem. The reason is plain to see. The beautiful natural setting of the place is unique, while the substantial improvements being installed, and the building restrictions enforced make it a most desirable residence district.

# THE PURE WATER AT KINGWOOD PARK

is one of its greatest assets. This water is soft and absolutely pure and satisfactory in every way. The public is invited to inspect the water system at Kingwood Park, and test the water, which is now piped over the entire tract, as well as upon Kingwood Heights. Electric Lights are available also to all of the beautiful homes now going up in Kingwood Park. Let us show you the attractions of this popular addition. The prices are very reasonable, and the terms are easy.

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Now Ready Our SCHOOL BOOKS are now on Sale. We have the Grade Slips and can fill your wants. Buy early The Commercial Book Store and avoid the rush. 163 Commercial Street.