

MILLINERY STORE AND FACTORY TO LOCATE HERE

IT WILL BE COMPLETE IN EVERY PARTICULAR AND WILL EMPLOY A LARGE FORCE OF WOMEN AND GIRLS.

The people of Salem will all be glad to learn that in the near future there is to be located in Salem an up-to-date millinery store and manufacturing establishment for turning out ladies' and children's hats complete from start to finish. From straw or wire to the finished product. There will be no style or design but what can be produced on comparatively short notice. No waiting to send away for the style desired. There will be in use two power machines for sewing braides and making frames. Also a blocking machine for blocking new shapes or for blocking those out of date or misshapen. It will be worth your while, ladies, to retain that last year's shape, for before long it can be reblocked and made up into the latest style at a minimum of cost.

This factory will be of no small importance to the city of Salem. Extensive alterations are being made in the rear of the Eldridge block at 279 North Commercial street, to accommodate them, and when in running order will give employment to from 15 to 20 girls and women in the factory and sales room.

The sales room will occupy the present location of the Vogue millinery store and Needlecraft shops, at 270 North Commercial street.

The factory will occupy the large addition in the rear, giving a floor space for both sales room and factory from the street to the alley.

The name of the proprietor of this establishment is to all those who have been her patrons a recommendation in itself. Mrs. P. E. Fullerton has been in the millinery business in Salem for over five years, and, with straight forward, honest business methods, artistic handwork and unsurpassed stylecraft, has gained and held a host of friends, who will all be glad to hear of and wish her success in this new and much-needed undertaking. As she has bought out "The Vogue," she will take over the exclusive agency of the much spoken-of and noted "Fisk" hats. In an interview it was stated that their business at 291 North Commercial street, had grown to such proportions that it had become imperative that they have larger and more commodious quarters, where they could produce work the equal of any.

The new store and factory will be fitted up in the most up-to-date manner throughout, with new fixtures and every convenience for the accommodation of ladies. There will be a rest room, with lavatory, wash room, etc., in connection. If tired when out shopping, or at any time, Mrs. Fullerton bids you welcome to the rest room, where you may pass a few pleasant moments.

January 1, or soon after, has been

set as the time for the opening of the new place. The largest and most complete stock of millinery hair goods and furs in the valley will be carried, and as a large part of the shapes and frames will be manufactured and trimmed here it is a logical sequence that prices will be proportionately less.

As Mrs. Fullerton does not wish to have anything but an entirely new and up-to-date stock in the new place, she will, beginning next Monday, October 23, place everything in the store at 291 North Commercial street on sale, and continue until everything is closed out, including trimmed and untrimmed hats, hair goods and furs, at from 10 to 50 per cent reduction from the regular selling price.

Here is an opportunity for the ladies of Salem, as everything is bona fide.

State News.
The Oregon Electric is having trouble over its franchise in Eugene, on account of not being willing to accept the "common user" clause.

The people of Florence had a special election Monday to vote upon three ordinances granting franchises, and turned down all three.

The Oregon Federation of Women's Clubs closed an interesting session at Roseburg Wednesday.

Lee Whitmore, an old miner and hunter, of the Bohemia district was badly clawed, mangled and chewed up by a big black bear, which he had wounded, several days ago. He is in the hospital at Eugene.

Carl Burgoyne, of Portland, while hunting near Oregon City yesterday, fell with his gun in such a manner that it was discharged and he seriously wounded, the charge taking effect in his right shoulder.

REGISTRATION BOOKS WILL CLOSE WEDNESDAY

Wednesday at noon Judge Elgin will close the registration books, and any one desiring to vote at the coming election with regard to the adoption of the charter form of government for the city must be registered before then.

The election will be held on the following Thursday, and should it carry then the registration books for an election to elect a mayor and two commissioners will be opened. Should the election fail then the books will not be opened until after the primary election—about November 10.

Expensive Sleeping.

[UNITED PRESS LEASED WIRE.]
Seattle, Oct. 21.—Because he was exhausted by a week's work night and day, August Stings! went to sleep in a moving picture show, with the result that he was arrested and held four days without trial, losing his job and causing his wife to charge de section, and sue for divorce. When finally brought to trial he was dismissed.

VIRGINIA CREEPER BERRIES ARE DEADLY

Tacoma, Oct. 20.—That the pretty red berries of the Virginia creeper are deadly poison is the warning issued today by the city health officer, following the death of a two-year-old child of Dr. W. A. Smith, at Portland. The Virginia creeper grows extensively here.

TRAVELING SALESMAN "JUST GREAT"

THAT IS WHAT THE NEWS-PAPERS SAY OF THIS SPLENDID PLAY AND COMPANY WHEREVER IT HAS BEEN PRESENTED.

An evening of enjoyable comedy is promised to our theatre-goers on Monday, October 23, when James Forbes' laughable comedy, "The Traveling Salesman," will be presented at the Grand opera house.

"The Traveling Salesman" depicts incidents from the daily life of a commercial traveling man, and Mr. Forbes has been as successful in this play as he was in portraying life behind the scenes in his other great success, "The Chorus Lady."

The story of "The Traveling Salesman" concerns Bob Blake, a drummer for a cloak and suit house, who finds himself marooned in a small Western city on Christmas day. At the depot he inquires from the agent, Beth Elliott, about the departure of the next train. Beth answers him, and her manner is such that Blake immediately falls in love with her. She finds out that Blake has not had his dinner, and, as it is too late to dine at the hotel, she invites him to share hers. He learns that she is the owner of a supposedly worthless piece of land that is to be sold for taxes.

In the second act is shown Blake's room in the hotel and a poker game is played that is said to be the funniest ever shown on the stage. During the game Bob overhears some talk between a man named Royce and Martin Drury relative to Beth Elliott's land. He learns that the railroad company intends making some improvements, and that Beth's land is wanted. Drury proposes to Royce to buy the property in at the tax sale, and Bob decides to frustrate their plans. He attends the sale and pays the taxes as the representative of Beth, and saves her property. Beth sells the land to the railroad company, but as she is under the legal age to execute the agreement, she marries Bob, who, as her husband, becomes her legal guardian, with full power to make the transfer.

The part of Bob Blake will be played by Don MacMillan and Dorothy Gray will be seen as Beth Elliott.

Bright Eyes

Florence Holbrook, who, with Cecil Lean, is featured in "Bright Eyes," Jos. M. Gaites' new musical play by the authors of "Three Twins," which comes to the Grand opera house Friday night, October 27, is very enthusiastic over the American Actress' association, which was recently organized in New York. Each member of the association promises to donate quarterly a costume, either a new one or a slightly worn one, to be turned over to some young actress, who is struggling for a footing on the stage, but whose financial condition prevents her from dressing parts as they should be dressed. A committee is to

Grand Opera House, Monday Oct. 23 THE GREAT LAUGHING SUCCESS "THE TRAVELING SALESMAN"

By James Forbes, Author of "THE CHORUS LADY" and "THE COMMUTERS"

The Most Discussed Comedy of the Century The Play With One Thousand Laughs

—THE RECORD—

9 Months New York. 7 Months Chicago. 5 Months Boston.

Original Scenic and Electrical Equipment and a Company of Unusual Excellence, including

DON MacMILLAN and DOROTHY GREY

Prices: 50cts., 75cts., \$1.00 and \$1.50 Seat Sale, Saturday, Oct. 21, 9:00 A. M.



Scene from the "Traveling Salesman"

I have never been more enthusiastic over anything in my life, and I am really becoming a bore to my friends, for they cannot get me to talk about anything else. I believe every actress of standing on the American stage will join the association as soon as she fully understands objects."

Midnight in The Ozarks.

And yet sleepless, Hiram Seranton, of Clay City, Ill., coughed and coughed. He was in the mountains on the advice of five doctors, who said he had consumption, but found no help in the climate, and started home. Hearing of Dr. King's New Discovery, he began to use it. "I believe it saved my life," he writes, "for it made a new man of me, so that I can now do good work again." For all lung diseases, coughs, colds,

Protect Yourself!

Get the Original and Genuine HORLICK'S MALTED MILK "Others are Imitations" The Food Drink for All Ages RICH MILK, MALT GRAIN EXTRACT, IN POWDER Not in any Milk-Trust Insist on "HORLICK'S" Take a package home

AT FOUNTAINS, HOTELS, OR ELSEWHERE

"It is one of the greatest and best ideas I ever heard of," says Miss Miss Holbrook. "There are hundreds of young, struggling women on the stage who are time and again compelled to decline good offers because they are unable to furnish the costumes required, or who fall to do their best, because they know they are not adequately costumed. The plan is by no means a charity, but simply the outcome of professional good feeling, and realization of what some such plan would have meant to some of us in the days when we were struggling to gain a position on the stage."

GRAND OPERA HOUSE FRIDAY NIGHT OCT. 27 The Season's Musical Treat

JOS. M. GAITES Presents CECIL LEAN and FLORENCE HOLBROOK

IN THE STUPENDOUS MUSICAL COMEDY SUCCESS "BRIGHT EYES" WITH A COMPANY OF SEVENTY-FIVE PEOPLE ORIGINAL NEW YORK, CHICAGO AND BOSTON PRODUCTION AUGMENTED ORCHESTRA

By the Authors of "THREE TWINS" and "MADAM SHERRY" Book by Chas. Dickson. Lyrics by Otta Hauerbach. Music by Karl Moschner

NOTE—This company is a top-notch asking odds from none for reputation and unique talent. This production is a complete and perfect expression of stage-craft. The music makes tomorrow him happily, and the fun lingers days and days after. Prices: 50c, \$1.00, \$1.50 and \$2.00 Seat sale opens Monday. Mail orders now.

lagrippe, asthma, croup, whooping cough, hay fever, hemorrhages, hoarseness or quinsy, its best known remedy. Price 50c and \$1.00. Trial bottle free. Guaranteed by J. C. Perry, Druggist.

CHICHESTER'S PILLS

THE BILLOW'S PILLS
Ladies! Ask your Druggist for Chichester's Billow's Pills in Red and Gold wrapper. Take no other. They are the most reliable. Ask for THE CHICHESTER PILLS, for 50 years known as Best, Safest, Always Reliable. SOLD BY DRUGGISTS EVERYWHERE

A level head never swells.

OREGON AGRICULTURAL COLLEGE

"DIGNIFYING THE INDUSTRIES"

This is the title of a beautiful 64-page book, which will show any boy or girl how to SUCCEED. Drop a postal in the mail TODAY and it will be sent FREE. The aim of the College is to dignify and popularize the industries, and to serve ALL the people. It offers courses in Agriculture, Civil Engineering, Electrical Engineering, Mechanical Engineering, Mining Engineering, Forestry, Domestic Science and Art, Commerce, Pharmacy and Music. The College opens September 23d. Catalog free. Address: REGISTRAR, OREGON AGRICULTURAL COLLEGE, Corvallis, Oregon.

Exquisite Combinations in Millinery THAT MUST BE CLOSED OUT

In a short time we will occupy a new location where we will manufacture Shapes and Frames as well as conducting an up to date MILLINERY STORE.

We Are Closing Out Our Entire Stock at our present location 291 N. Commercial Street, consisting of

Hats, Hair Goods and Furs 10% to 50% Reduction

No Reserve. We have in stock some of the most beautiful and latest creations of the milliner's art. Everything Goes

SALE BEGINS MONDAY, OCT. 23

and will continue until everything is closed out.

Mrs. P. E. Fullerton, 291 N. Commercial St., Salem, Ore.