

FINAL NOTICE

Contest Closes May 15th

7,777 Prizes



First Prize \$1,000

What is the 7th Point?

From Maine to California, from Texas to Hudson Bay, millions of people have been asking "What is the 7th Point in Sterling Gum?"

In practically every town, city and village in the United States and Canada, the published six points of superiority have brought Sterling Gum fast-growing popularity.

But the seventh point still remains a riddle.

Point 7 What?

Now, we are offering liberal prizes to those who send us the best suggestions for the Sterling Gum Point 7.

Before you make your suggestion for the 7th Point, read the following:

The Following Story Unfolds the Secret of the Famous Point 7

To most people chewing gum is a mystery. They may know that different chewing gums are made from different ingredients. But that is about all. Here are facts which we believe you will be glad to know about Sterling Gum:

Your Sterling Gum is made from the following materials:

The basis is the pure sap of the tropical Sapota Tree—a natural gum.

This natural Sapota Tree sap is boiled, sweetened and flavored. The sweetening is simply pure cane sugar and pure corn syrup.

The flavoring is of two kinds—Peppermint (in red

wrappers), Cinnamon (in blue wrappers).

There are some twenty varieties of the mint plant. The Sterling Peppermint is a product of the choicest, smoothest-flavored of these many mint varieties.

The spicy Cinnamon flavor is extracted from the Cassia bush which grows in the tropics.

The sap of the Sapota Tree, the cane sugar, the corn syrup, the Peppermint and Cinnamon flavors all come from the sap of some plant or tree. Nature herself supplies these delicious materials from which your Sterling Gum is made.

Requirements for Winning Phrase

When you read the above facts on the materials that Sterling Gum is made of, you will know that it is necessary for you to know in entering this contest.

The first prize will go to the one whose suggestion, based on the above story, most impressively presents the natural purity of Sterling Gum—in the opinion of the judges. Remember that your suggestion must be in six words or less.

The next best suggestion will win the second prize—and so on down.

It is understood that the Sterling Gum Company will have the right to use the 7 Point suggestions sent in by the prize winners.

The contest is easy to enter. Just think out your way of expressing the 7th Point. Then write it out in six words or less and send it in as directed in the conditions printed below. Even if you don't win a first prize of \$1,000, you stand a chance to win one of the 7,777 smaller prizes.



First Prize \$1,000 Second Prize \$500

Third Prize \$250.00 700 Prizes—each \$25.00
7 Prizes—each \$25.00 7000 Prizes—each \$2.50
70 Prizes—each \$2.50

Conditions of the Contest

Sterling Gum Company employees cannot enter this contest. If two answers are entitled to the same prize, the full amount of the prize will be paid to each.

All answers must come in on a postal card. On the back of the postal card write nothing but your 7 Point suggestion (six words or less) and your name and address. The postal card must be mailed in an envelope if you choose.

Mail answers to Sterling Prize Judges Room 319, 405 Lexington Ave. New York City

You may send in as many suggestions for Point 7 as you choose. But each suggestion must be written on a postal card as directed above.

Contest Closes

All answers must be received in New York by midnight of May 15, 1916.

Answers will not be examined by the judges until after that date. The judges, therefore, cannot mail acknowledgments of the suggestions received.

Now put on your thinking cap. Get your family to help you. Send in as many suggestions as you want to. All will be considered in awarding these many prizes. Do not write the Sterling Gum Company regarding the contest or its conditions as all suggestions will be judged by the Prize Committee named above.

The Sterling Gum Co., Inc., New York The Sterling Gum Co. of Canada, Ltd., Toronto

EASTER SERVICES TO BE HELD IN ALL THE SALEM CHURCHES

Flowers and Music Make Glad the Day for "The Lord Has Risen"

Easter Sunday will be observed at all the churches in Salem with specially prepared musical programs and appropriate exercises.

At the Congregational church, a sunrise service will be held at 7 o'clock followed by an Easter breakfast in the dining room of the church. The morning services will be held at 11 o'clock with special Easter music. In the evening the choir will sing the Lenten cantata, "The Story of Calvary," followed by a moving picture film showing the crucifixion, resurrection and ascension.

At St. Joseph's church during the morning services, selections will be sung by the choir from Loesch's Mass in honor of St. Elizabeth and other special musical numbers.

For the morning services of the First Christian church, the choir will sing especially prepared music and a special Easter message will be delivered by the pastor. The cantata, "The Captive," will be given during the evening services by the junior choir.

The Leslie Methodist Episcopal church will begin Easter services with a sunrise meeting, with special music for both the morning and evening services.

Regular services will be held at the First Methodist church during the morning hours. In the evening a special music program will be presented with selections from "The Holy City" by Gail. The music will be under the direction of Prof. Frank Wilbur Chase.

The annual services of DeMolay (Commandery No. 5, Knight Templars, will be held at the Presbyterian church during the usual morning hour. The address will be delivered by the pastor, the Rev. Carl H. Elliott, on "Knighthood of Today."

At St. Paul's church, Easter will be observed by celebrations of the Holy Eucharist at 7 and 8 o'clock in the morning, services for the children of the parish at 10 o'clock and full choral Eucharist at 11 o'clock, with a special music program. For the evening, special music has also been prepared.

The United Brethren church, Seventeenth and Nebraska streets, will observe the day with special music by the choir and music from the primary department, with an Easter sermon by the pastor, the Rev. H. B. Dorks. The evening service will also include some special music by the choir.

Special numbers have been prepared by the choir for the morning services of the First Baptist church. A sermon in story and song, "Love Triumphant" will be presented at the evening service in which the story will be read by Mrs. Anna Rogers Pugh, with the special music by the choir.

The following are the programs in full:

First Presbyterian church, annual services of De Molay Commandery, Knights Templar, morning services. The program of the service is as follows:

Organ prelude, "Festal March" E. R. Kroeger
Professional hymn, "O'ward, Christian Soldiers"
Anthem, "Awake Up, My Glory" James H. Rogers
Solo, Archie Smith
Prayer, "The Lord's Prayer" The Gloria Patri. Chanted
Psalm CXXVII
Old Chant, The Gloria in Excelsis, Westminster Hymnal

The officers of the commandery follow: Eminent commander, Lot L. Pearce; generalissimo, Glenn C. Niles; captain general, Milton L. Meyers; senior warden, Olaf A. Olsen; junior warden, Willard T. Davis; prelate, George B. Burnett; treasurer, A. B. Hulleson; recorder, Frank A. Turner; standard bearer, S. S. West; word bearer, William Brown; warden, Frank E. Shafer; sentinel, Henry Schoemaker.

The special music for the day at the First Methodist church will be presented at the evening services with the following program: Organ prelude, Contemplation (Holy City) Prof. T. S. Roberts
Hymn No. 100 Dr. R. N. Avison
Invocation, "O' Lord, R. N. Avison
Chorus and solo, "God Hath Appointed" Miss Louise Benson; tenor, Mr. A. A. Schramm
Scripture lesson and offering: Offertory, organ, Adoration (Holy City) "Seek Ye the Living Among the Dead" Solo, Miss McCaddam
Chorus and solo, "Our Pass-over" Buck Soprano, Miss Benson, Tenor, Mr. Schramm, Bass, B. R. Jones
The following selections from A. R. Gaul's Holy City: Chorus and tenor solo, "No Shadows Yonder" Solo, Mr. Schramm
Tenor solo, "My Soul is A-thirst" Mr. Schramm
Trio, "At Eventide" Miss Benson, Miss Ruth Fugate, Miss Lucile Barton
Contraalto solo, "Eye Hath Not Seen" Miss Barton
Bass solo and choral sanctus, "A New Heaven" Mr. Richard Britton
Tenor solo, "To the Lord Our God"

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Mr. Schramm
Contraalto solo, "Come ye Blessed"
Miss Fugate
Soprano solo, "These are They"
Miss Benson
Chorus, "List the Cherubic Host"
Female voices
Solo, "Hear the Voice of Harp"
Solo, Mr. Jones, Soprano obligato
Miss McCaddam
Chorus and solo, Festival Te Deum in E flat
Benediction The pastor
Postlude, "Festal March" Roberts
Prof. T. S. Roberts

Leslie Methodist Episcopal church: Sunrise meeting, under the auspices of the Epworth League. Morning services at 11 o'clock, with special music by the choir. Evening services, presentation of the cantata, "The Parable of the Ten Virgins" by the Sunday school, under direction of Mrs. Mary Bishop.

St. Joseph's Catholic church: Regular services with the following special music: Vidi Aquam Lambolotti Violin solo, Largo Kreiser Weber Selections from Loesch's Mass in honor of St. Elizabeth, Kyrie Eleison, Gloria in Excelsis, Credo, Sanctus, Benedictus and Agnus Dei. Offertory, Regina Coeli, composed by Dan P. Langenberg.

First Congregational church: Sunrise services at the church, at 7 o'clock. Easter breakfast in the dining room of the church. Address by pastor, "The Meaning of Easter."

Morning services program: Voluntary, organ and piano, Miss Bernice and Miss Bertha Clark. Doxology, invocation, responsive reading, singing of hymn, scriptural reading.

Anthem, Easter Bells, by the chorus choir. Contraalto solo, by Miss Margaret Hodge. Baptism and reception of new members. Anthem, "He is Risen," by chorus choir. Sermon, "The God Not of the Dead, But of the Living," by the pastor, Rev. James Elvin.

Postlude, organ and piano, Miss Bernice and Miss Bertha Clark.

The evening services for the First Congregational church include the following special music numbers: Baritone solo, "When the Morning Was Come," by Albert M. Gille. Chorus, "We Found this Man Perverting the Nation." Trio, "Then Said Pilate," Miss Margaret Hodge, Mrs. Julia Bross Pinnell, and Mrs. H. W. Bross. Chorus, "If Thou Lettest this Man Go."

Chorus, men's voices, "March to Calvary." Chorus, women's voices, "O Jesus, Bitter Tears We Shed." Full chorus, "O Sacred Head Now Wounded." Solo, "At About the Ninth Hour," by William McGilchrist, Jr. Chorus, "The Finished." Chorus, "Hail Holy Cross."

The Easter services of the First Christian church will begin Saturday evening with the showing of stereoscopic views at the corner of State and Liberty streets, showing conditions in warring France and Italy.

The regular morning services will include the following musical numbers: Chorus, "O Death, Where is Thy Sting," and "Hosanna to the King." Solo, "Calvary," by Mrs. Gordon McGilchrist.

Easter message from the pastor, the Rev. P. T. Porter. The cantata, "The Captive" will be presented at the evening services by the junior choir, with the leading parts as follows: Spirit of Darkness—Vivian Hargrave Spirit of Light—Trista Wenger Knights of Truth—Frank Zinn and Delmar Helgton

Stereoscopic views of the crucifixion and resurrection.

St. Paul's Episcopal church: The full choral Eucharist will be observed at 11 o'clock with the following special music: Professional, "Jesus Christ is Risen Today" Worgan Introit, "They Have Taken Away My Lord" Stainer Kyrie Eleison Sullivan Gloria Tibi and Gratias Tibi, Maunder Credo Maunder Hymn, "Christ, the Lord, is Risen" Mozart

Offertorium, "Christ, Our Pass-over," Shepherd Presentation, "All Things Come" Whitney Sursum Corda and Sanctus—Maunder Benedictus Qui Venit—Maunder Agnus Dei—Maunder Communion, "And Now, O Father" Monk Gloria in Excelsis—Maunder Nunc Dimittis—Barby Recessional, "The Day of Resurrection" Martin

The music for the evening services is as follows: Professional, "Angels Roll the Rock Away" Roper Gloria Patri Beethoven Magnificat Hawes Nunc Dimittis—Turle Hymn, "The Strife is O'er" from Balettrina Offertorium, "Calvary" Rodney Presentation, "All Things Come" Whitney Recessional, "At the Lamb's High Feast" Elvey

United Brethren church, at Seventeenth and Nebraska streets: Prelude, by Miss Frances Mollenkop. Anthem, "Christ is Risen." Music by the primary department. Duet, "Our Lord Has Risen," by Miss Olive Suter and Miss Gladyst Zell. The special music for the evening services is as follows: Prelude, by Loretta Dorks. Anthem, "Hallelujah, Christ is Risen." Song by the Sunday school class of Miss Rita Fletcher. Anthem "He Reigns Supreme."

First Baptist church: Prelude, violin solo by Miss Lillian Stege. Anthem by choir, "The Resurrection." Violin offertory, Miss Stege. Anthem, "Be at Rest." Sermon by the pastor, Rev. Geo. F. Holt.

Mr. W. W. Moore Says,

"I have too many leather Rockers and I know there are people who need them, but cannot afford to pay a fancy price for them so I have cut the prices—"

Solid Oak, All Over Leather Rockers

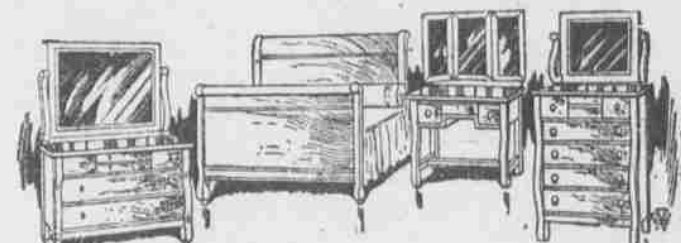
- Genuine Leather Rockers, regular \$25.00, now \$21.00
Genuine Leather Rockers, regular \$24.00, now \$19.85
Genuine Leather Rockers, regular \$25.00, now \$20.00
Genuine Leather Rockers, regular \$32.50, now \$25.00

Solid Oak, High Back, Leather Seat and Leather Cushion Back Rockers—

Solid Oak High Back Leather Seat and High Grade Solid Oak Rocker, Leather Upholstered, regular \$34.75, now \$30.00

High Grade Solid Oak Rocker Leather Upholstered, regular \$26.50, now \$22.50

See our west window for display of White Enamel Furniture



- White Enamel Beds
White Enamel Cribs
White Enamel Dressers
White Enamel Chairs
White Enamel Dressing Tables
White Enamel Writing Desks
White Enamel Chiffoniers
White Enamel Rockers

Get our Prices on Furniture before you buy--We can save you money.

Where you see the latest in Furniture W.W. Moore FURNITURE STORE You Get More for Your Money at Moore's

THE CHURCHES

Free Methodist. No. 1228 North Winter street. Sunday services: Sabbath school 9:45. Preaching at 11 a. m. and 7:45 p. m. Prayer meeting Thursday 7:45 p. m. W. J. Johnston, pastor.

Salvation Army.

Sunday services as follows: Knee drill, 9:30 a. m. Sunday school and Bible class, 10:30 a. m. Christian praise meeting, 3 p. m. Y. P. L., 6:15 p. m. Salvation meeting, 7:45 p. m. Week night services every night except Monday and Thursday. Capt. and Mrs. Kelso.

The Church of God.

No. 1776 Fairgrounds road. Sunday school at 10 a. m., Edward Becken, superintendent. Sunday services at 11 a. m. and 7:30 p. m. Wednesday meeting at 7:30 p. m. All are cordially invited. Ethel Williams, pastor.

First Congregational.

James Elvin, pastor. Easter services Sunday. Sunrise services at 7 o'clock. Brief address by pastor, "Meaning of Easter." Easter breakfast will be served immediately after this service to all those who do not care to return to their home. Sunday school meets promptly at 10 o'clock, W. I. Stealy, superintendent. Morning service at 11 o'clock. Easter music and sermon, baptism, reception of new members, celebration of Lord's Supper. Subject of sermon, "The God of the Living and Not of the Dead." Christian Endeavor service at 6:30 o'clock. Pleasant Sunday evening service 7:30 o'clock. The chorus choir will sing Snecker's beautiful Lenten cantata, "The Story of Calvary." The cantata will be followed by motion pictures, an educational film, also a film describing "The Crucifixion, the Resurrection and the Ascension of Our Saviour." Thursday evening meeting 7:30 o'clock. Seventh chapter Book of Acts, Mrs. James Elvin, leader. Everybody welcome and everybody invited to all our services.

First Presbyterian.

North Church street, near Chemeketa. "The Living Land" is the subject of the sermon in the morning (11 o'clock) by the pastor, Carl H. Elliott. New members will be publicly welcomed at this service. In the evening at 7:30 o'clock the Knights Templars will be

present in a body and the sermon will be on "Knighthood for Today." Special music by the chorus choir both morning and evening.

South Salem Friends.

Corner of South Commercial and Washington streets, H. E. Pemberton, pastor. Bible school at 10 a. m., classes for all ages. A closing exercise today. The meaning of the day. B. C. Miles, superintendent. Meeting at 11 a. m. Special singing, preaching subject, "The Resurrection." The evening meeting at 6:30 p. m. will be in charge of the C. E. and pastor. Prayer meeting at 7:15 p. m. Thursday and song practice at 8:15.

Jason Lee Memorial.

At the corner of Jefferson and North Winter streets, J. Montclair Brown, pastor. Services for Easter Sunday: Sunrise prayer meeting at 6 a. m. Sunday school 9:45 a. m. Preaching service at 11 a. m. Special music. Junior league devotional service at 3 p. m. Epworth league at 5:30 p. m. Preaching service at 7:30. Everybody made welcome to these services.

Easter Services at the Reformed.

Corner of Capital and Marion streets. Sunday school, 10 a. m. German service and communion 11 a. m. English service 7:30 p. m. M. Deuny, pastor.

Salvation Army.

Sunday services as follows: Love Feast 9:30 a. m. Sunday school and Bible class 10:30 a. m. Christian praise meeting 2:45 p. m. Y. P. L., 6:15 p. m. Salvation meeting 7:45 p. m. Evangelist B. H. Churchill, of Portland, will speak in the afternoon and evening services. Meetings every night during the week except Monday and Thursday. A warm invitation is extended to friends and strangers. Capt. and Mrs. J. L. Kelso.

Sacred Concert, Central Congregational.

Anthem—"Why Weepst Thou?"—Chas. H. Gabriel. Tenor and Baritone Duet—"Crucifix"—J. Faure. Soprano Solo—"Ye Bells of Easter Day."—Geo. Cooper. Anthem—"Calvary."—Ira B. Wilson. Tenor Solo and Male Chorus—"Painting Under the Cross."—Ira B. Wilson. Soprano Solo—"The Resurrection."—Harry Rowe Shelley. Chorus—"Christ is Risen."—E. L. Ashford.

Unitarian.

Corner of Chemeketa and Cottage streets, Richard P. Tischer, minister. Sunday school at 9:45 a. m.; adult class at 9:45 a. m.; Miss Ethel Fletcher, superintendent. A special Easter program is being arranged for the Sunday school, also a "Special Easter Service," with special music for the occasion. Morning service at 11 o'clock, subject, "The Significance and Triumph of Easter." Music by Mrs. T. H. Galloway, Mr. Harry Mills, organist; Mr. William Skinner, clarinet; Mr. M. Beviere, flute. All friends of liberal religion and of progressive thought are cordially invited to our services. In

Highland Friends.

Corner of Highland and Elm streets. Our Sabbath school begins at 10 a. m., Mrs. Myrtle Kenworthy, superintendent. Meetings for worship 11 a. m. and 7:30 p. m. Rev. Levi Cox, a noted evangelist, of Indiana, will preach at both of these services. Junior Endeavor in the church annex in charge of Bessie Shinn, at 11 a. m. Christian Endeavor 6:15 p. m. Prayer meeting Thursday, 7:30 p. m. Josephine Hockett, pastor. Phone 1465.

First Methodist Episcopal.

Church and State streets, Richard N. Avison, minister. 9 a. m., Class meeting. 9:45 a. m., Sunday school. Decision day. 11 a. m., Sermon subject, "Loves Sement." Self denial offering for foreign missions. 3 p. m., Rev. H. B. Dorks will speak at the Old People's Home. 3 p. m., A meeting for men under the direction of the University Y. M. C. A. Address by President Carl G. Deoney, also by Messrs. Gale Semm and J. R. Rhodes. 6:30 p. m., Intermediate league, Mrs. M. C. Findley, president. 6:30 p. m., The Epworth league will be held in a study "Little Chances to Help," by Miss Lora Milliken. 7:30 p. m., A program of Easter music by the choir.

German M. E.

Corner Thirteenth and Center streets, A. J. Weigle, minister. Sunday school at 10 a. m., Henry Grallap, superintendent. Public worship at 11 o'clock. There will be no meeting in the evening.

First Church of Christ, Scientists.

Sunday services are held at 140 Chemeketa street, at 11 a. m. and 8 p. m. Subject of Bible lesson, "Prohibition After Death." Sunday school at 9:45 a. m. Wednesday evening testimonial meeting at 8 o'clock. Reading room in the Hubbard building, suite 303, and is open every day, except Sundays and holidays, from 11:45 a. m. to 4 p. m. All are welcome to our services and invited to visit our reading room.

Lutheran.

East State and Eighteenth streets, G. Koehler, pastor. German and English Sunday school at 10 o'clock. Divine service and holy communion at 10:30 a. m. Luther league at 7 o'clock p. m. Evening service in English at 7:30.

Free Methodist.

No. 1228 North Winter. Sunday services at 11 a. m. and 2:30 p. m. and 7 p. m. Special services continue until May 7. Rev. Walter Klotzbach, evangelist. W. J. Johnston, pastor.

Commons Mission.

No. 241 State street. J. D. Cook speaks Sunday at 3 p. m. Services Tuesday and Friday at 7:45 p. m. Free employment office. J. D. Cook, superintendent.

A Journal New Today will
convert waste into wealth.
