

Tomorrow and Thursday

Vivy Vivacious Martin

"LITTLE COMRADE"

"MY VALET" COMEDY

PICTOGRAPH TRAVELOGUE

The OREGON



ADVERTISING SPELLS SUCCESS SAYS PARKER

Dentist Declares Publicity Responsible For Big Business Growth.

The man who whispers down a well
About the things he has to sell,
Will not reap the shining dollars
Like he who climbs a tree and hollers

Dr. 'Painless Parker', founder of the E. R. Parker System of Dentistry, is in town. The little stanza above in his act, for Parker is one of the greatest patrons of newspaper advertising in the country. In a recent campaign in California he handed out about \$70,000 to the boys in the front office and smiled as he did it. It was "good shooting" according to his version of it.



"Advertising has done more to help dentists than any other agency" said Parker, "and the fellows who formerly derided it now admit that statement as fact. Why in California, where the so-called 'ethicals' have been fighting me for years, butting their domes against my granite walls, and braining their tender toes kicking against the bricks like St. Paul, following a little mix up we had last fall, openly declared newspaper advertising by dentists 'per-fect-ly legit-i-mate'."

"Formerly people didn't know the necessity of caring for their teeth, and the relation of the teeth to health. The tooth carpenter couldn't tell those who could afford to pay because they might get wise and the dentist lose trade, and the fellows who hadn't any money were not entitled to know anyway."

"But with the organization of my first office I started telling them. I told it in the newspapers and on the street corners. I spread the glad tidings everywhere and people believed it. Further, I told them how they had been humbugged and how good dentistry ought to be within reach of all the people instead of only twenty per cent of them and they believed that. Result: a chain of offices from Atlantic to Pacific, nineteen on this coast alone. Each of them has a corps of the best dentists I can get. They use more dental supplies in a month than an ethical combination could get away with in a century. Answer: advertising."

OREGON PATRONS LIKE COTTON

Those who saw Al Cotton at the Oregon theatre yesterday will go out of their way in the future if they have a chance to see him again.

He is a black face entertainer who

For Constipation

Indigestion, Sick Headache, Biliousness, Bloating, Sour Stomach, Gas on the Stomach, Bad Breath or other conditions caused by clogged or irregular bowels, take

FOLEY CATHARTIC TABLETS

A wholesome and thoroughly cleansing physic—mild and gentle in action.

B. B. Howard, Unadilla, Ga. "I find Foley Cathartic Tablets give me quicker relief from constipation than anything I ever tried."

J. C. Perry's.



"I Can't Wash Today the Water is all Cold"

Sure enough, the fire went out in the night and the tank water cooled off. It takes half a day to heat it up, so the wash will have to wait, upsetting the whole week's work. Had there been a



RUUD Automatic Gas Water Heater
connected to the piping, the work would have gone on, uninterrupted, for you simply turn any hot water faucet in the house and an unlimited supply of scalding hot water is immediately available.

Ask for Demonstration

Portland Railway, Light & Power Company

GREETINGS, MR. ODDFELLOW

We wish to thank you and make you feel "at home" both in the Capital City and at BISHOP'S, "The Home of Good Clothes."

While you are planning and building a better and stronger structure on the deep foundation, laid so many years ago, so was the foundation of the Salem Woolen Mills Store laid.

Like the foundation of the I. O. O. F. they were laid down for equally good purposes—to clothe the Man and the Boy for their better health and happiness. Beside this we give them the best and the liveliest styles that are possible, they are to be found in Hart Schaffner & Marx, and Bishop's Ready Tailored Suits.



You were planning no doubt while here the purchase of a new suit, or other garments—and with the close approach of hot weather you should take advantage of the large and complete stocks carried by us for your selection while you are in the city. It's an opportunity that should not be let go by.

When You Think Clothes. Think Bishop

Prices are steadily advancing in "raw materials" so it's reasonable to expect that the finished goods will also have to follow. Why wait when you have the best makes of goods before you in many styles and shapes—and sold by Bishop. That means they are the best and guaranteed.

Bishop's suits come in the the popular High Waist Line and the Single and Double Breasted Suits the liveliest models ever designed—and then the more conservative styles for the middle aged man, they are all to be found here.

Make this your headquarters while in the city, we have typewriters for your convenience and will be glad to meet you whether you are buying or not.

"Every Family in Marion and Polk Counties a Patron."

Salem Woolen Mills Store

deplets a young ducky with a metropolitan education. In this character he gives the stage something new and gets away from the usual types presented. His clever patter and con jokes are mostly original and secured many laughs. Al has a pleasing personality and a way of his own in putting his stuff across.

The Terpsichore Duo are a clever pair of dancers who showed the audience some new steps in this popular art. Their work also, has the stamp of originality.

D. W. Griffith's "The Girl Who Stayed at Home" and a Harold Lloyd comedy rounded out a pleasing program.

FORMALDEHYDE CHECKS SMUT
Smut has been greatly reduced in Oregon without injury to plants by out-

Eugene Golfers Win From Salemites Sunday

Eugene golfers defeated the Salem country club here in a tournament yesterday afternoon by a score of 63 to 24. This was the second of a series of three games scheduled for this year between the country clubs of the two places. The first was played at Salem two weeks ago when Eugene walked away with a close run of 35 to 31. Ercel Kay, of Salem defeated E. O. Immel of Eugene in the high score match by a run of 85 to 92.

Sixty club members came up from Salem Saturday night and yesterday morning. More than 100 local golf enthusiasts were at the links which had been put in first class condition by the light rains of the week. Luncheon was served to 160 persons at the club house at noon.

Following are the scores made in the matches yesterday:

Eugene, Salem
Immel 0; Kay 3
Tiffany 3; McDougal 0
Korer 3; Olinger 0
Martin 3; A. Smith 0
Hope 3; Griffith 0
Harrit 0; Roberts 3
Travis 1; Livesley 3
Dunbar 2; Thielson 1
Goodrich 3; T. B. Kay 0
Burden 3; Cox 0
Rapp 3; Brown 0
Fresch 3; Moore 1
Stetson 3; Burghardt 0
E. H. Bryson 1; Locke 2
Young 3; Dyer 0
P. X. Schaefer 3; Lyle 0
G. W. Griffin 3; J. Young 0
Price 0; Eyre 3
Pratt 3; Edward 3
G. B. Schaefer 3; Keene 0
Smith 1; Cusick 1
Huskey 3; P. Young 0
Miller 0; Cross 3

Getting rid of coffee troubles is made easy by changing to INSTANT POSTUM a delicious cereal drink



A TRIAL WILL CONVINCE YOU.

NOTHING that we could say would so thoroughly convince you of the value of Chamberlain's Tablets as a personal trial. We can tell you of thousands who have been permanently cured of chronic constipation, indigestion, biliousness, sick headache and disorders of the stomach and liver, but this will have little weight with you as compared to a personal trial. That always convinces.

Chamberlain's Tablets

LODGE FOLK

(Continued from page one)

term of each officer is for three years. Officers and Chevaliers of Canton Capital were given the Patriarch Militant degree, the canton was instituted

WHITE OXFORDS for Young Women

Fresh new models just received from the famous

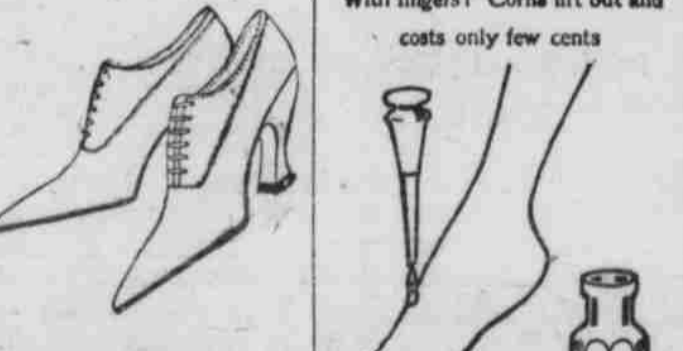
Keith Konqueror

"arch-fitting" factory.

Ankle-hugging styles that are snug and chummy.

LIFT CORNS OFF IT DOESN'T HURT

With fingers! Corns lift out and costs only few cents



Our Prices
..... \$4.50 to \$7.50

High heel or sensible walking heel as you choose.

Paris Shoe Store

with grand lodge
4 p. m.—Automobile drive, affording a view of the state institutions and Salem's famous fruit industries
Wednesday Evening
7 p. m.—Rebekah degree, armory; exemplification by Columbia Rebekah lodge No. 3, Portland
8 p. m.—Chemeketa lodge No. 1, regular meeting, I. O. O. F. hall.
9:30 p. m.—Band concert and electric fountain, Willson park

Local Woman Composes Poem Of Welcome To I.O. O.F. And Rebekah Guests

The following poem, composed by Mrs. W. M. Sigmond was sung under the good of the order by the T. T. C. club Monday evening at the regular session of Salem Rebekah lodge No. 1, as a welcome to the visiting Odd Fellows and Rebekahs: Welcome, thrice welcome here, Brothers and sisters dear, To our city of Salem where hearts are true, Old friends gladly we meet, New friends joyfully greet, In love, friendship, and truth, we do welcome you.

Chorus—
Somewhere in Oregon, there is a city
Where hearts are true,
And old Willamette is peacefully flowing
To oceans blue,
Where shady bowers are decked with
wild flowers
All wet with dew,
And woods are ringing, with song birds
a singing
A welcome to you.

Wild flow'rs bloom in the spring,
Wild birds sweet music bring,
And all nature is cheering brave
hearts and true
Look up, smile and be glad,
There's no time to be sad,
In love, friendship, and truth, we do
welcome you.

Methodist Centenary Drive In Northwest Half Over; Salem District Is First

Portland, Or., May 20.—The gigantic Methodist centenary campaign to raise \$105,000,000 for the rebuilding of the world more than passed the half way mark in the northwest at noon with a total reported of \$1,297,885 of a quota of \$2,455,000. The national total was reported as well over the thirty million mark. Two districts, Olympia and Tacoma, have reported virtually one hundred percent of churches and the districts are now well over the top. Salem district reports \$165,000 with twenty one churches over the top. Salem district heads the entire northwest with amount collected.

Supreme Court Passes On Number Of Minor Cases

A group of appened cases of very minor importance have been acted upon during the past week by the supreme court as follows:

Earl Tucker, appellant, vs. W. H. Nuding, appeal from Jackson county; suit to enjoin defendant from closing a roadway; from premises of plaintiff across defendant land to a public highway. Opinion by Justice Bean. Judge F. M. Calkins reversed.

Ukase Investment company vs. Walter V. Smith, et al, appellants; appeal from Multnomah county; a suit to foreclose a mortgage. Opinion by Justice Burnett. Judge J. P. Kavanaugh affirmed.

Sam Bugh Realty company, appellants, vs. Ole Solein; appeal from Lane county. Suit for commission alleged due for transfer of property. Opinion by Justice Burnett. Judge G. F. Skipworth affirmed.

F. J. Martin vs. T. Moreland et al, appellants; appeal from Multnomah county. Action for damages. Opinion of Justice Benson. Judge E. V. Littlefield reversed and case remanded for further proceedings.

J. C. Schultz vs. B. L. Walrad, appellant; petition for rehearing on motion to dismiss denied per curiam.

L. G. Parman, appellant, vs. Mary M. Parman; appeal from Wheeler county. Motion to dismiss appeal overruled per curiam.

Cases of David Auld et al, vs. J. F. Scores, et al, appellants, and of Mary Braughler, appellant, vs. East Side Mill & Lumber company, dismissed by stipulation.

and officers installed by S. E. Watkins. The following were obligated: W. A. West captain, H. B. Churchill lieutenant, E. A. Dickson ensign, R. G. Henderson clerk, C. O. Engstrom accountant

Officers Appointed

Captain West has appointed the following officers: Martin Holmes standard bearer, Charles A. Harwood guard, Reber Allen sentinel and Dr. E. L. Springer picket.

Following the ceremony with the Patriarch Militant, Auxiliary Capital No. 3 was formally installed with the following officers: Ethel M. Fletcher president, Luella Engstrom vice president, Elsie B. Simeral secretary, Alma Henderson aid, Hattie B. Cameron treasurer, Myrta Tyrell chaplain, Ida M. Traglio sentinel and C. O. Engstrom picket.

The official program for Wednesday is as follows:

Grand Lodge

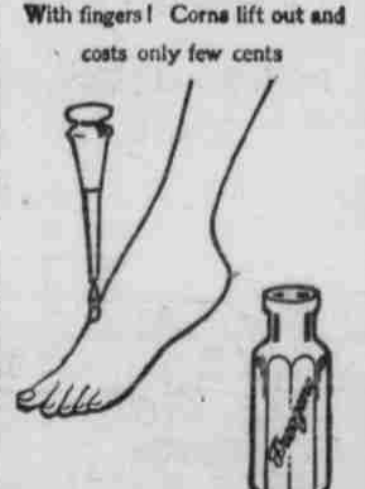
A. M. in the armory
1:30 p. m. regular session
9 a. m.—Special session—G. L. degree.
10 a. m.—Regular session
1:30 p. m.—Exchange of courtesies with Rebekah assembly

Rebekah Assembly

Senate chamber
9 a. m.—Regular session
10 a. m.—Past president's association
1:30 p. m.—Regular session
1:30 p. m.—Exchange of courtesies

LIFT CORNS OFF IT DOESN'T HURT

With fingers! Corns lift out and costs only few cents



Pain No, not one bit! Just drop a little Freezone on that touchy corn, instantly it stops aching, then you lift that bothersome corn right off. Yes, magic! Costs only a few cents.

Try Freezone! Your druggist sells a tiny bottle, sufficient to rid four feet of every hard corn, soft corn, or corn between the toes, and calluses, without one particle of pain, soreness or irritation. Freezone is the mysterious ether discovery of a Cincinnati genius.

The war department announces that after May 29 Camp Kenney, Cal., is to be discontinued as a demobilization center.