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### TALKS WITH THE BUSINESS MAN

By Nels Darling.

No. 8.

The calendar, the better, the solvent or premium you give away, all have their place in the general scheme, but the advertising medium that sells the goods is the newspaper.

When you have decided what your advertising appropriation will be for the coming year (and this is something you should think about) make up your mind to put at least two-thirds of it into newspaper advertising—into real live, pulling, getting-the-business advertisements.

A well dressed window is always a trade getter. Change your window display frequently, putting in goods appropriate to the season and plunking prices. Call attention to these windows from time to time in your newspaper advertisement.

Be of service to your community. Never in the least degree misrepresent. When you advertise a reduction sale, put it on in accord with your promise.

Send the advertising of the large stores of the city, found in the metropolitan dailies. You are bound to catch some of the spirit, and when you do catch it, you will enjoy, mapping out your campaign, preparing your state news, and in watching and gauging the results of your efforts.

### MAN'S FRIEND, THE HORSE

The Boston Work Horse Relief Association, a most efficient organization, has issued its hot weather rules for the care of horses.

Not many horse owners are willingly inconsiderate, but ignorance or disregard does not lessen the sufferings of the faithful beasts.

The rules of the association are:  
"Load lightly and drive slowly."  
"Stop in the shade if possible."  
"Water your horse as often as possible while he is working. Do not fail to water him at night after he has eaten."

"When he comes in after work sponge off the harness marks and sweat, his eyes, his nose, the mouth and the dock. Wash his feet but not his legs."

"If the thermometer is 75 degrees or higher wipe him all over with a damp sponge. Use vinegar water if possible. Do not turn the hose on him."

"Do not use a horse-hat, unless it is a canopy-top hat. The ordinary bell-shaped hat does more harm than good."

"A sponge on top of the head, or even a cloth, is good if kept wet. If dry it is worse than nothing."

A horse not in the best of condition can stand a great deal of warm weather while doing his work if he is properly handled. If he is as fit as a sound horse well nourished ought to be he can easily be killed or ruined under mismanagement and the heat.

In the East, where the Boston association is doing its principal work, hot weather is more to be guarded against than on the Pacific coast with its short summer and cool nights and mornings. Still the horse deserves attention in any country and climate and the rules laid down are worthy the consideration of all horse owners.

Coo's Bay wants a congressman, no mistake about it, but with the withdrawal of Mr. Simpson, founder and perpetual mayor of North Bend, the people there are at a loss to know who to put forward. The Daily Tide voices coast sentiment in the following editorial paragraph:

"The esteemed granddaddy of Oregon dailies—the Oregonian—is of the opinion no one can beat Congressman Hawley. It being a Portland institution looks at the matter from the viewpoint of what would Portland get if a Coo's Bay or southern Oregon man was sent to Congress. Greater politicians than Congressman Hawley have been beaten but unless southern Oregon unites upon a strong man and then sticks to him we will not relieve the situation and Portland will again send her representative to Washington to intercede for the Columbia River and ask for greater appropriations for extending the jetty and dredging the big stream."

Nels Darling's "talks with the business man" in the Capital Journal are well worth reading. He has some excellent ideas and knows how to express them.

Rev. Billy Sunday has especially good reasons for believing in a literal hell of fire and brimstone. He has had experience with baseball umpires.

## LADD & BUSH, Bankers

Established 1868

Capital \$500,000.00

Transact a general banking business  
Safety Deposit Boxes  
SAVINGS DEPARTMENT

### THE VIRTUE OF PAYING

All the world loves a Skimpole and admires a Walter Scott. They paid.

Now a great preacher, the Rev. Newell Dwight Hillis, of Brooklyn, has joined the ranks of great promisers to pay.

General Grant and Mark Twain were heroic payers. Dr. Hillis promises to be in the same class.

Sir Walter Scott, after having achieved a fine fortune, went bankrupt, but afterwards paid all he owed. President Grant, through his son, lost all he had and heavy obligations were put on him. Dying of cancer in his throat, he wrote his Memoirs and paid up. Mark Twain went broke, through the failure of a publishing house, but later made the money and paid every dollar.

Dr. Hillis' determination to join the ranks of these distinguished payers has decided charm.

The mail order house of Sears, Roebuck & Co., of Chicago, a concern which next to the Ford Motor Company, disbursed the largest dividends in the country, is going after Oregon business hard. Two car loads of their catalogues have just arrived at Roseburg to be mailed there by parcel post to people living in the several counties of southern Oregon. They began this plan last year in order to take advantage of the zone system of parcel post charges. There is no question but the large mail order houses are making business dull for the merchants of many small towns, and by draining the country of money retarding its advancement, but it does little good to preach against the mail order evil. They go out after the trade and get it, quite frequently because the home merchant is too sleepy even to advertise in his local paper. The people of his community actually do not know his stock or the prices he puts upon his goods, because he fills his shelves and warehouse and expects people to come and look for what they want. The mail order houses and city department stores go out to the people with the message of the bargains they have to offer in the newspapers, or through catalogues, and they keep everlastingly at it. Too many local merchants set down and kick over conditions brought about by the big city competition instead of going out and trying to remedy conditions by getting the right kind of goods at the right prices and making that fact known through approved methods of advertising.

A man who is walking from the East to San Francisco rather than take a wife along on the cars as he should do says the devil made the kitchen, and that explains the fellow's disposition. If the devil made the kitchen—well, dismiss the thought of such a thing. The kitchen may in some places look it at times, but conclusions can't be always formed from looks. What would "home, sweet home," be without a kitchen.

The United Press association made a big news "scoop" yesterday by getting a near-interview with Kaiser Wilhelm. At least his chancellor spoke for him and explained why the kaiser could express his personal opinions. The Capital Journal carried this interview because the leased wire of the United Press runs into this office, and our own operator takes the full news report that goes over it.

All the nations engaged in the European war are determined to fight to the bitter end—and it undoubtedly will be a bitter end to some of them. Possibly, however, those talking loudest would seize the first opportunity to quit. Nations do not differ much from individuals in this respect.

The Russians have refused a peace offer from Germany, so it is quite reliably stated. Evidently those Slavs don't know when they are licked and people of that character sometimes keep on fighting until they actually come out on top.

"It's a fight to the finish," says one of the Mexican faction leaders. But it will quite likely be Uncle Sam who will do the finishing.

### INTERPRETATIVE DANCES ARE POPULAR



Three young women during a whirl in "A Moment Musical." Interpretative dances are very popular in Chicago this year. "A Moment Musical" was a pretty set in a regular program, gone through recently at Ravinia park.

### MRS. BERGER IS HEAD OF SCHOOL BOARD



Mrs. Meta Berger.

Milwaukee, Wis., July 16.—(Special.)—The only politics that I have ever known in the school board were injected there by the nonpartisans," said Mrs. Meta Berger, wife of Victor L. Berger, first socialist congressman and Milwaukee socialist "mayor."

The newly elected president of the school board turned the gas tap under the jelly kettle in which bubbled the ruby liquid which was soon "set" as translucent current jelly in clear glasses on a shelf sacred to itself, and gave her aspirations in the wake of the election, which for the first time in the history of any American big city has placed a woman in that important position of high responsibility.

"My aim as president of the board will be, as it has been since my election six years ago, to stand for the greatest good to the greatest number, to give the best and broadest chance for educational development of all the children of all the people. I want our boys and girls to have every chance, I believe that that is the sole use of purpose of a school board."

"In order that the children shall have the chance, I am open to suggestion on all matters in connection with the school and education."

"I shall work with interest the rotary experiment which Mrs. Ella Ping Young has introduced in certain Chicago schools and which I understand she proposes to extend still further. It looks a sane and reasonable means of solving the problem of overcrowding in districts now suggested, but likely to be depopulated in a few years by the crowding out of the people by the erection of factory buildings."

"I have wanted to make a study of the city plan, but have not yet been able to do so."

"The Milwaukee system, if it proves to be all that has been claimed for it, may in time be taken into the public schools. It is now usually in its infancy, and its growth and development and possibilities for usefulness will be closely watched."

"Just now there is need for expansion on the part of the school of trades for girls, not in the curriculum, but the matter of overcrowding. There should be more for every girl who wants to attend this school. From time to time, as the need arises, more branches may be added to the curriculum, as is being done in the school of trades for boys, but so far it seems to fill the requirements save in lack of room."

Mrs. Berger, before her marriage, was a school teacher for three and a half years, and her father, Captain Benjamin Schlichting, a civil war veteran, was a school director 23 years ago, when Mr. Berger was also a school master.

### THE BUILDERS

I found a tiny city  
Close beside the ocean swell,  
With quietly modeled castles  
Made of sand and bright sea-shells.

A fleet, wind-blown sunset  
Lit the lullabian towers,  
And set aglow the sea-shells  
Till the walls became a crown.

I stayed until the shadows  
Blotted out the golden hours,  
Then lided slowly homeward  
To the mystic land of dream.

Next morn' I walked the sea-shore,  
Near a castle grazed the strand,  
Me little shell-hound city—  
Washed away—returned to sand.

I thought of other cities,  
Just across the ocean wide,  
Their lovely structures leveled  
By the war's offering tide.

And then I saw them coming,  
Elfin builders, moving fast,  
Their tiny spires and battlements  
Clanging out so merrily.

I watched 'em, unrooled castles  
Raise their petty battled towers,  
And heard the children laughing  
As they sped away the hours.

Again I thought of Europe,  
Would that war destroyed them  
Rebuilt their lovely castles  
On the rolling strand of Time.

Salem, Ore. —F.W.R.

### VILLA PREPARES FOR BATTLE

Washington, Aug. 15.—General Villa is massing troops at Toroson for a decisive battle with the Carranzista forces, according to advices to the state department today.

If it's for sale, a Journal  
Want Ad will sell it.

### TENTATIVE DRAFT OF BRITISH NOTE

### Exporters of This Country Are Urging State Department To Take Action

Washington, Aug. 9.—Urged on by exporters, the state department is today completing the tentative draft of the note which will be forwarded to Great Britain in answer to the refusal to cease interference with neutral commerce.

The administration, it is understood, will again insist that the British order in council be modified. No ground will be given and the right of this country to continue trade with other neutral powers will be reiterated.

The tentative draft is understood to declare that the civil war precedents cited in the British note are not applicable to the present case. It asserts this government never held up any shipments that were not known to be intended for the confederacy. It denies shipments were detained because they "might possibly" reach the south, as England is doing with neutral cargoes in Europe at present. England's suggestion for arbitration will be declined on the ground that there is no doubt the British course is indefensible, and that Great Britain itself considered such interference by until the present war.

The note as now being prepared is subject to revision by President Wilson.

### NORTH SALEM NOTES

Mr. and Mrs. Ward K. Richardson left Saturday for their annual vacation in the Siletz country. At Mrs. Minville they will be joined by Dr. and Mrs. Cummings and Mr. Richardson's brother, Earl.

Mr. and Mrs. Lester McCracken have returned from their honeymoon, spent at Neskowin.

Surprise parties seem to be a favorite pastime in this neighborhood just now. A delightful surprise was given at the home of Alma Monroe on North Fourth street, in honor of her birthday. Groups of various kinds were enjoyed. Refreshments were served later. Those present were: Harold, Lu Verne and Bernard White, Lester Hagle, Frank Wilcox, Warren and Albert Monroe, Lee Bowe Peabody, Hattie Wolfe, May and Urs Ward, Violet, Daisy and Ethel Hagle and Alma Monroe.

Dr. Cooper, 7-year-old son of O. E. Cooper, of 2349 North Liberty street, fell and ran a splinter into his foot, requiring the services of Dr. Clay to remove it.

### COUNT OKUMA WILL ACT

Tokio, Aug. 10.—Count Shigenobu Okuma will act, temporarily at least, both as premier and minister of foreign affairs in the new cabinet which he has formed at the request of the emperor. Tanaka Kato, who resigned with the remainder of the cabinet, following the recent election, declined to re-assume his post and Premier Okuma assumed the extreme difficulty experienced in filling the foreign department portfolio by assuming it himself.

There are 8,811,656 unmarried women of marriageable age in the United States, nearly 9,000,000. Could any bachelor tax overcome such a vast state of spinsterhood.

### DR. W. A. COX



PAINLESS DENTIST  
303 State Street  
SALEM, ORE.

A QUESTION OF  
INTEREST TO EVERY  
WOMAN

How Do My  
Teeth Look?

Let Me Examine Your  
Mouth and Tell You  
What Should Be Done  
and How Much It Will  
Cost

All Work Guaranteed

Lady Attendant  
Phone 926

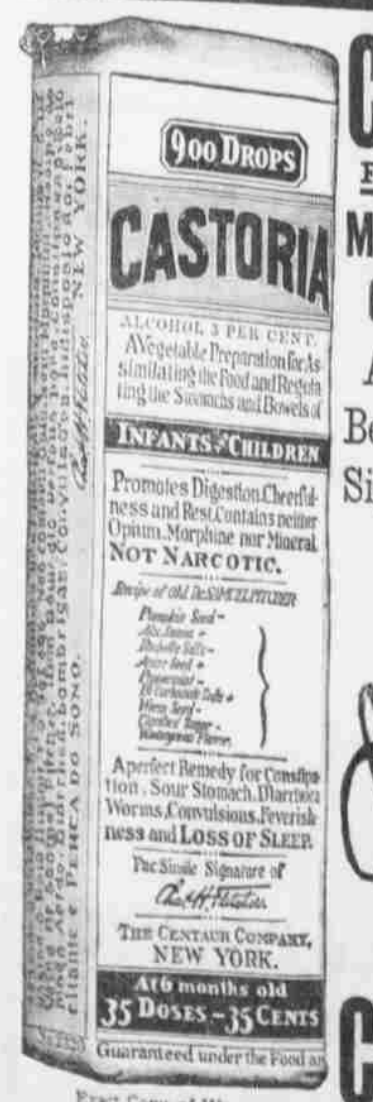
### POMPEIAN OLIVE OIL

ALWAYS FRESH  
PURE-SWEET-WHOLE SOME

### \$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

Address: F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. Take Hall's Family Pills for constipation.



### CASTORIA

For Infants and Children.

Mothers Know That  
Genuine Castoria

Always  
Bears the  
Signature  
of

Use  
For Over  
Thirty Years

### CASTORIA

THE CENTAUR COMPANY, NEW YORK CITY.