

WINDY CITY NEWS LETTER

THE COMING OF THE FLEET.

Plan of State of Illinois for Constructing Deep Waterway From Lockport to Mississippi Is Already Defeated.

(Special Correspondence.) Chicago, March 21.—The plan of the state of Illinois for constructing the deep waterway from Lockport to the Mississippi river is already beaten, unless the Chicago sanitary trustees are mistaken. Already President R. McCormick of the sanitary board is making preparations to renew his fight to secure from the legislature the water power rights below Joliet. This is upon the assumption that the constitutional amendment—"the little ballot"—will be beaten at the November election, notwithstanding the efforts in its behalf by the leaders of the deep waterway movement. It has been the great ambition of President McCormick to carry Chicago's drainage canal through the city of Joliet, against that city's protest, behind retaining walls and to develop the waterpower for sake of revenue. On this point the state and drainage trustees collided. The state needed water power revenue to pay for the great waterway. The proposal to extend the authority of the Chicago sanitary district, so far into the state met with opposition. At the next session of the legislature, however, the trustees will follow the expected failure of the waterway plan by asking for these rights. Already efforts to this end have been made through the medium of legislators and business men.

There is increasing evidence here that big "bucketshop" interests are lending encouragement to various bills in congress to prohibit the purchase and sale of grain, cotton and provisions in future delivery contracts. It is a means of retaliating upon the legitimate exchanges where the actual farm products are dealt in for the promotion of speculative schemes. The bucketshops have recently made war upon "bucketshops" and driven them out of business in many places. The Chicago board of trade, in its discredit thrown upon legitimate business by the places where bets are made on fluctuations of the market, has made a move to prohibit a kernel or pound of the actual commodity changes hands in the transaction. The gambling in bucketshops, which uses the names of "corn," "cotton," and others, instead of the names of cards or the turn of a wheel. It must be remembered that for a bucketshop to make money its customers must lose. Bucketshop interests have grown rich and their support of "anti-futures" is likely to prove formidable, for it is not to be expected that the best interests of the producers and buyers of the commodities are largely due to the "bucketshops" that the grain markets in the United States have been a subject of prejudice almost in proportion to the perfection with which they equalize time, transportation, and effort in equalizing prices.

Professor Cox, the United States "weather man" at Chicago, has struck at one of the most cherished traditions of this and our lands by branding the equinoctial storm as "a myth." From time out of memory, man has given the equinox a weird name. Plans have been laid with a nice calculation as to the days on which the seasons changed, as it was deemed reasonably certain that the passage of the sun across the line from winter to spring, or summer to fall, occasioned storms of unusual fury. But now comes Professor Cox, who with brusque and scientific manner, sweeps aside the tradition of centuries and brands it "a myth," and even "nature fails." He recently stated, "never caused a storm. Why should it? The line which is crossed by the sun is purely an arbitrary one fixed by the calendar system we use." "But," he was asked, "has not the record of seasons shown the equinox to be stormy, as a rule?" "If that is true," he said, "it is simply because the seasons are changing. It is likely, for instance, to be stormy a week before or after the equinox as it is in the week when the temperature changes are abrupt and conditions are usually favorable to the development of storms and atmospheric disturbances." The Chicago office of the weather bureau had its biggest surprise on March 17 that it had had in some time: The bureau printer, a loyal son of Erin, had smuggled in a can of green ink when the map for the day appeared it was as green as any flag flying in honor of St. Patrick.

At the Chicago headquarters of the scattered "independent" telephone interests of the United States, the unexpected cancer of the president, F. N. Vall, of the American Telephone & Telegraph company in his annual report was received with wry faces. The exaggerated stories of the fortunes made by original telephone investors, he said, "together with misleading statements of probable profits, made it possible to launch many of these companies at low rates for exchange service and high dividends to investors."



Our new Spring Derby is a headliner. Its name, "The Beaver," guarantees it to be the champion \$3.00 hat, and it will meet all comers. Tans, browns and blacks, in the latest blocks.

LION CLOTHING CO
Gas Kuhn Prop.
166-168 Third Street.



In San Francisco—Mamma Rat: "Oh, my! My children, I don't think there will be one of us left to shoot at by the time that big fleet of warships arrives here."

BRIDE AT BAY WITH SHOTGUN

Fortified in East Lyme, Conn., to Prevent Annulment of Her Marriage.

Meriden, Conn., March 23.—To prevent her relatives from separating her from her husband, who is 30 years her junior, Mrs. Samuel A. Mallory, a bride of 70, has entrenched herself in her farmhouse at East Lyme, with a shotgun trained on the approach to drive back constables who are seeking to serve papers in a suit for the annulment of her marriage. Thus fortified, Mrs. Mallory has served notice she will turn loose the shotgun on any process server that dares pass a given line. So far none of them has tempted fate by crossing the line, and Mrs. Mallory is in possession of her husband. Meanwhile Mallory continues to work on his wife's farm, and to laugh at the efforts of the constabulary to serve the writ. The annulment suit was brought by Fred Leeds of Freeston, who alleges Mallory became the fourth husband of his Leeds sister, not because he cherished any affection for her, but because he had a covetous eye on the \$2,000 fortune she possessed. When it became known that Mallory and the widow were to marry strong efforts were made to prevent it, but without success. Although the prospective bride was nearly twice as old as her prospective husband, both of them declared the affair was a love match, pure and simple, and that they would brook no interference with their plans. So they were married and would be living happily were not so much of the bride's time occupied in defending herself against the constables.

Many new and valuable facts regarding the case of President Lincoln have come to light as a result of the heated controversy which is now waging between the friends and foes of prohibition in this city, over the ratification of the new constitution. A host of unexpected antiquarians and historians have taken the field on either side and the net result of their recriminations, while doing little to solve the problem of prohibition or license, has been a truly noteworthy contribution to the biography of the martyr president. Sayings and speeches have been rescued from oblivion and one or two photographs have come to light. Regarding the actual point at issue curiously little serious testimony has been offered, but the exception of one characteristic quotation, in which Lincoln showed his fearlessness in standing by his convictions and his readiness of the opposition in some quarters which, then as now, must have been aroused by such plain speaking. He is reported to have said: "Prohibition will do great injury to the cause of temperance. It is a species of intemperance which itself, for it goes beyond the bounds of reason in that it attempts to control a man's appetite by legislation, and in making crimes out of things that are not crimes. A prohibition law strikes a blow at the very principles on which our government was founded. It has always been found laboring to protect the weaker classes from the stronger, and I never can give my consent to such a law as you propose to enact. Until my tongue shall be silent, I will continue to fight for the rights of men."

Chicago aldermen are all befuddled on the subject of the "sex" of streets in connection with the renaming and renumbering of thoroughfares which is under way in this city. The matter began when Aldermen Hurlbly and Conery suggested the change of the name of Cornelia court to Frances place. A city map showed Frances place a short street, of which Cornelia court is practically a continuation. "Couldn't Frances and Cornelia get along together?" asked Chairman Deppa. "Notice that Frances is crooked," observed Alderman Kunz. "But Cornelia is straight," said Alderman Lawley. "I don't think we have any right to change the sex of a street," said Alderman Young decisively. "We can change the name of Cornelia court, but we cannot change the matter to change its gender. We would be venturing on unknown ground. Frances place can go on being Frances place, but I move that Cornelia court be changed to Frances place." As the matter was settled, hereafter Frances place will open up into Frances place. Under the new system of numbering, which has been recommended in committee, everything in Chicago will be set off with relation to State and Madison streets; north and south streets will be numbered north and south from Madison street east and west streets will bear numbers according to their relation to State street. The numbers will run 800 to the mile in each direction. The two hundredth street, instance, would designate points about a mile and a half west of State or north of Madison.

Metzger, optician, 242 Washington.
Free Skates to Ladies.
Special this week afternoon and evening, free skates: Ladies, 10c admission to all masters. Tomorrow night, Ladies' night. Music afternoon and evening. Learn to skate. Now is the time and the place. Monday night, March 30, employees' night.
Astoria Paper Licensed.
(Special Advertising for the Journal.)
Astoria, Or., March 25.—Deputy Sheriff Carl Knutsen and William Donagan have arrested the Astoria Weekly Herald of C. J. Curtis and will assume the management of the paper April 1.
If you haven't the time to exercise regularly, Don't's Regulars will prevent constipation. They induce a mild, easy, healthful action of the bowels without "riping." Ask your druggist for them. Eye glasses \$1.00 at Metzger's.

PERUNA EDITORIAL NO. 2.

Dr. Hartman has claimed for many years that Peruna is an EXCELLENT CATARRH REMEDY. Some of the doctor's critics have disputed the doctor's claim as to the efficacy of Peruna.

Since the ingredients of Peruna are no longer a secret, what do the medical authorities say concerning the remedies of which Peruna is composed? Take, for instance, the ingredient HYDRASTIS CANADENSIS, OR GOLDEN SEAL. The United States Dispensary says of this herbal remedy, that it is largely employed in the treatment of depraved mucous membranes, chronic rhinitis (nasal catarrh), atonic dyspepsia (catarrh of the stomach), chronic intestinal catarrh, catarrhal jaundice (catarrh of the liver), and in diseased mucous membranes of the pelvic organs. It is also recommended for the treatment of various forms of diseases peculiar to women.

Another ingredient of Peruna, CORYDALIS FORMOSA, is claimed in the United States Dispensary as a tonic.

CEDRON SEEDS is another ingredient of Peruna, an excellent drug that has been very largely overlooked by the medical profession for the past fifty years. THE SEEDS ARE TO BE FOUND IN VERY FEW DRUG STORES. The United States Dispensary says of the action of cedron that it is used as a bitter tonic and in the treatment of dysentery, and in intermittent diseases as a SUBSTITUTE FOR QUININE.

OIL OF COPAIBA, another ingredient of Peruna, is classed by the United States Dispensary as a mild stimulant and diuretic. It acts on the stomach and intestinal tract. It acts as a stimulant on the genito-urinary membranes.

Useful in chronic cystitis, chronic dysentery and diarrhoea, and some chronic diseases of the liver and kidneys.

These opinions as to the ingredients of Peruna are held by all writers on the subject, including Bartholow and Scudder.

Our Peruna Tablet Is Peruna With Fluid Removed.

(catarrh of the mucous surfaces of the mouth), follicular pharyngitis (catarrh of the pharynx), chronic coryza (catarrh of the head). This writer classifies hydrastis as a stomachic tonic, useful in atonic dyspepsia (chronic gastric catarrh), catarrh of the duodenum, catarrh of the gall duct, catarrh of the intestines, catarrh of the kidneys (chronic Bright's disease), catarrh of the bladder, and catarrh of other pelvic organs.

BARTHOLOW REGARDS COPAIBA as an excellent remedy for chronic catarrh of the bladder, chronic bronchitis (catarrh of the bronchial tubes).

BARTHOLOW STATES THAT CUBEBA, an ingredient of Peruna, promotes the appetite and digestion, increases the circulation of the blood. Useful in chronic nasal catarrh, follicular pharyngitis (catarrh of the pharynx), increasing the tonicity of the mucous membranes of the throat. It also relieves hoarseness. Useful in atonic dyspepsia (catarrh of the stomach), and in chronic catarrh of the colon and rectum, catarrh of the bladder, prostaticorrhea, and chronic bronchial affections.

MILLSAUGH, MEDICINAL PLANTS, one of the most authoritative works on medicinal herbs in the English language, in commenting upon COLLINSONIA CANADENSIS, says that it acts on the pneumogastric and vaso motor nerves. It increases the secretions of the mucous membranes in general. In the mountains of Virginia, Kentucky, Tennessee and Carolina, collinsonia canadensis is considered a panacea for many disorders, including headache, colic, cramp, dropsy and indigestion. DR. SCUDDER regards it highly as a remedy in chronic diseases of the lungs, heart disease and asthma.

These citations ought to be sufficient to show to any candid mind that Peruna is a catarrh remedy. Surely, such herbal remedies, that command the enthusiastic confidence of the highest authorities obtainable, brought together in proper combination, ought to make a catarrh remedy of the highest efficacy.

This is our claim, and we are able to substantiate this claim by ample quotations from the HIGHEST MEDICAL AUTHORITIES IN THE WORLD.

than she. Not only has Mrs. Mallory defied constables at the point of a gun, but visitors who have been suspected of sympathizing with the enemy have met with a similar reception. The constabulary board of stately has gone into session to devise ways and means of serving the papers that may result in separating the couple.

Beautiful Suits

All shades of the ever-popular, up-to-date Copenhagen blue and new browns. A shipment of 100 New Suits just in from eastern fashion centers arrived Friday last. See these. Nothing better shown anywhere, and prices far lower.

Allow Us to Fit You Out for EASTER!

Better choose early, while stocks are large and sizes complete. You do not need a full purse to trade here. A small payment down, then

\$1.00 A Week

Will soon pay for any suit in the house. You are welcome to credit, and will find our easy-payment plan a great convenience.

The ABC and XYZ of ADVERTISING

No. 9

A SERIES OF TEN TALKS ON ADVERTISING written by Seymour Eaton of Philadelphia for the readers of The Journal

I have a bunch of letters from advertisers asking me to criticise their advertisements—to tell them wherein the copy is bad or good.

It is nearly all bad; but sometimes even bad advertisements pay, which shows what a force advertising is. The better the copy, as a general rule, the better the results. Good copy for one class of trade might be very poor copy for another. But there are a few broad general principles which are always true.

Your advertisement should be attractive enough to catch the eye. Size doesn't do this. A two-inch single-column card may be made to attract more notice than an announcement as big as a sheet of note-paper. If your advertisement isn't seen, it isn't read; and if it isn't read, no matter if it has 10,000,000 circulation, it isn't worth a postage stamp. You are not investing in circulation, but in readers of advertisements.

The next point is to make your advertisement readable. As a rule, the most readable copy is printed in fairly large book type—one kind of type, with a display heading or two, and the reading matter divided into easy paragraphs. Most advertisers think that by crowding the space to its utmost they are getting bigger value for their money. Within reasonable limits the very opposite is true. Ten words read are worth more than 10,000 words looked at.

If I were advertising a retail shop and I found that my advertising appropriation would allow me to take a two-inch card daily in four newspapers, I should multiply the two by four and take an eight-inch card in one newspaper.

But the secret of copy is personality—red-hot, hustling life. Like breeds like. If your shop is a hustling, go-ahead concern, and this spirit is reflected in your advertising, the contagion will soon spread. The first 100 customers are the hardest to get; the second 100 come in about half the time; the third 100 are attracted by the crowd.

The full-page announcements of the department stores overshadow the small dealer; but there is opening up a great field in every big city for the attractive advertising of the smaller shop. This advertising must be done in a new way—it must be pleasing, refined, convincing; it must appeal to the individual who loves quiet rather than noise—the very antithesis of the broadside bargain advertising so common in every newspaper.

Seymour Eaton

P. S.—Talk No. 10 will be published in The Journal on March 28.

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COLUMBIA LIFE & TRUST COMPANY.

OUR NEW POLICIES OFFER ALL THAT IS BEST IN LIFE CONTRACTS EITHER TO BUY OR SELL.

Low Non-Participating Rates High Cash Values

SUPERIOR INDUCEMENTS OFFERED TO RELIABLE ACTIVE AGENTS. Apply to JOHN E. SHAW, Manager of Agents, 214 Lumber Exchange Bldg.

SLABWOOD

Delivered on Short Notice and In Any Quantity

Oregon & Washington Lumber Co.

Foot of Hamilton Ave. Phone Main 2163

JOURNAL LINERS COST LITTLE. ACCOMPLISH MUCH

GEVURTZ & SONS

Yamhill, First and Second Streets