



IS YOUR HAIR SLIPPING?

The presence of dandruff and falling hair conveys a warning which it is best to heed. At first the loss of hair may be so slight as to be hardly noticeable. But no matter how little may be the fall each day, it is working toward the same and inevitable result, and that is total baldness.

You may have hair enough today, but how about tomorrow and the day after? Dandruff and falling hair demand the immediate regular and energetic use of Newbro's Herpicide. It keeps the scalp free from dirt and dandruff and allows the hair to grow abundantly and naturally. By this means total incurable baldness may be prevented.

Herpicide does not stain or dye and has a most exquisite fragrance which makes it especially pleasing to the ladies. It stops itching almost instantly.

You may be told that there are remedies "just as good as Herpicide." You cannot afford to take chances with nor can you expect to obtain results from "an off brand" article. Insist on having genuine Herpicide, the Original Germ-Remedy for Dandruff.

You can get a sample of this delightful hair dressing and a booklet on the care of the hair by sending ten cents in silver or postage to The Herpicide Co., Dept. S., Detroit, Mich. Try Herpicide once and you will never be without it.

Sold everywhere in 50 cent and \$1.00 sizes and guaranteed to give satisfaction or money refunded. Applications obtained at the better, barber shops and beauty parlors.

U. S. ENGINEERS STILL CHEERFUL

Wounded Men in Cambrai Offensive Praise Red Cross Service

Paris, March 30.—(Correspondence of the Associated Press.)—Twelve American railroad engineers who were wounded while taking part in the big British offensive near Cambrai in November last have been brought to the American Red Cross hospital No. 2 here, where artificial limbs will be provided for most of them.

All are suffering from serious wounds but will recover. They are in good spirits and proud of the fact that they were the first of the soldiers of the American army to see active service on the western front. All speak in high appreciation of the treatment they received in the dressing station behind the lines and at the army hospitals.

Sergeant Frank Haley of 103 East Ninety-seventh street, New York city, one of the wounded men, said, concerning his experiences:

"We were doing general engineering work behind the British lines. Before the attack we unloaded and assembled several hundred tanks, made a special roadway for them and helped to get them into position. When the attack began we followed the British troops, rebuilding the railroad to Cambrai which Fritz blew up during his retreat. The attacking troops moved so fast and we worked so hard that we were able to hook our end of the railroad line to the Cambrai end because, toward the last, Fritz retreated so rapidly that he did not have time effectively to destroy the road."

"A few days after the initial attack our company was near the front doing yard work. Shells had been falling heavily all day. We were ordered to return to our billets. I started walking down the track when suddenly I felt a powerful prod in my back. I thought a railroad train had struck me. Down I went with three wounds in my back. I scrambled up again and found I could not use my left arm."

"I ran seventy-five yards and then gave up. Two Tommies carried me to a field dressing station. Just as they were lifting me into an ambulance for the ride back to the base, we heard the whirling sound of a machine gun. I felt a sharp pain in my head and saw that one of the Tommies had been hit in the mouth."

"A Boche airplane had spotted our ambulance, swooped down, and fired a round of machine gun bullets, one of which had given me a scalp wound

while another hit the British soldier. He was not stunned and did not fall but grasped the rear end of the ambulance and said, 'I guess I'll ride to the hospital with you.'"

Charles Geiger of 2235 Fullerton avenue, Chicago, was a prisoner in the hands of the Germans for twelve hours.

"We were up near the front line when the shells began dropping heavily," he said. "We were ordered to take refuge in a dugout and remained there for some time but came out when the bombardment apparently was over. As we emerged we saw not fifty yards away, an advancing line of gray-green figures. It was Fritz. He had counter-attacked. We just turned and ran. I can hear the bullets whistle yet. Suddenly my left foot crumpled and over I fell. As I lay there the Germans came up and swept past. A German Red Cross man gave me a drink of water and bound up my wounds, but none of us was helped to the rear."

"We lay on the ground there for twelve hours while desultory fighting was going on all day. When the British counter-attacked again the Germans retreated but did not attempt to take us with them. Soon we were in British hands again. Then we were all rushed to the dressing station and thence to the base hospital."

Geiger's wounded foot was amputated before he was brought to Paris.

ADVERTISING IS HELP TO CREDIT

Banker Takes Position That It Pays Business Men to Advertise

A well known banker recently said, "When we see a man cutting down on his advertising, we cut down on his credit."

Advertising that gets a reading these days must be timely—have a real news value. Advertising familiarizes the public with the goods you are selling, and represents publicity by which everyone becomes familiar with your business. But advertising does more than this—it creates confidence. The public has learned to know that it doesn't pay to continuously advertise illegitimate products. Consequently, the public has faith in men who advertise consistently and persistently. For these reasons newspaper advertising represents the greatest modern force in business getting. There is no doubt about its influence.

If advertising were an expedient for excess profit or a device to dispose of inferior goods, cheats and shysters would be the chief users of printer's ink. But since advertising is primarily a challenge to comparison, the last man possibly to benefit through its use, is an unreliable merchant. Honest men alone invite attention. In the business underworld identifying marks are zealously avoided. From time to time knaves have unwisely attempted to prostitute publicity, but in the end the forces they invoked against public interests invariably struck back—struck back hard, and destroyed them. Misrepresentation defeats its own object. When you see firms and products on record year after year in the same newspapers and publications, be assured that they're giving full equivalent for the money they ask. "It pays to advertise." This fact has been demonstrated and found true the world over many, many times.

Advertising pays without question. In the show-down everybody knows that the auto goods buyer will pass up the unadvertised goods. He is for the advertised article every time. He has faith in them. He cannot help himself; moreover you know yourself, that you have confidence when you sell him advertised goods. Confidence is grown right into you and into your customer by advertising—consistent advertising—which is the very breath of merit.

The B. F. Goodrich Rubber company is the biggest newspaper advertiser of tires in the country. It is the desire of the Goodrich company through the insertion of advertisements in large and small newspapers to divert the flow of life business to the Goodrich dealer.

Mt. Helena Is Finally Topped by Motor Car

For a long time it seemed as though gasoline would never drive a motor car to the summit of Mt. Helena, in the state of Montana. But it has done so at last, and the car was left at the summit of the roadless of attempt for all of one night and most of the next day, so that the whole city of Helena might testify to the accomplishment of the hitherto impossible feat.

Mt. Helena is a peak in the foot hills of the main range of the Rocky Mountains. Its summit is approximately 5,900 feet above sea level. The city of Helena, at the base of the mountain, has an elevation of 4,000 feet.

There is no wheel road to the top of Mt. Helena, and it is difficult even for a pony to make the ascent. Numerous attempts have been made to put an automobile on the mountain top, and in 1910 it was claimed that a car with special gear ratio made the climb. However, no one except the claimants saw the ascent or saw the car on top of the mountain, and the story caused not great excitement.

The car which finally made the difficult ascent was a Dodge Brothers motor car owned by the Helena Motor company of Helena. It made the climb from the garage to the rocks on the summit in 45 minutes. Four men rode in the car. At the foot of the rocks which crown the summit, the car met loose and stony soil. It was necessary to build up a roadway for it. Repeatedly the car slipped backward off the track and had to be blocked up to give traction for the wheels, which were equipped with driving chains. In the last

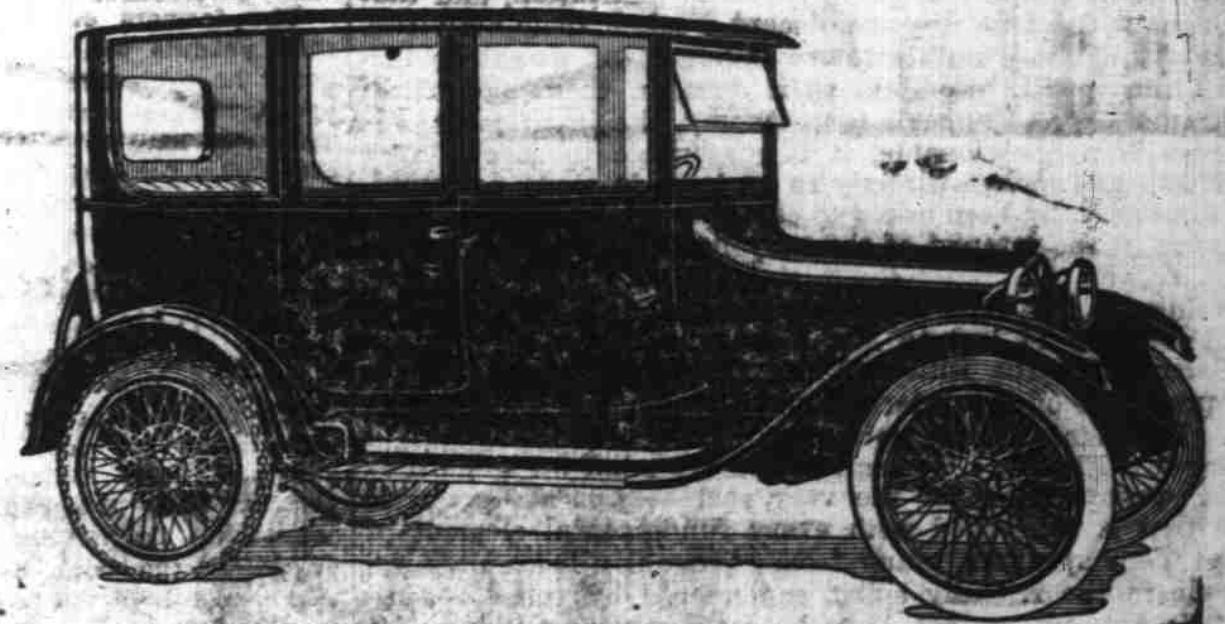
DODGE BROTHERS CLOSED CAR

Dodge Brothers Convertible Sedan is essentially masculine in its convenience, and essentially feminine in its comfort and ease of handling.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low. The tire mileage is unusually high.

Sedan or Coupe, \$1350; Winter Touring Car or Roadster, \$1050. Touring Car, Roadster or Commercial Car, \$885 (All prices f. o. b. Detroit)



H. F. BONESTEEL

Corner South Commercial and Ferry Streets,

Salem, Oregon.

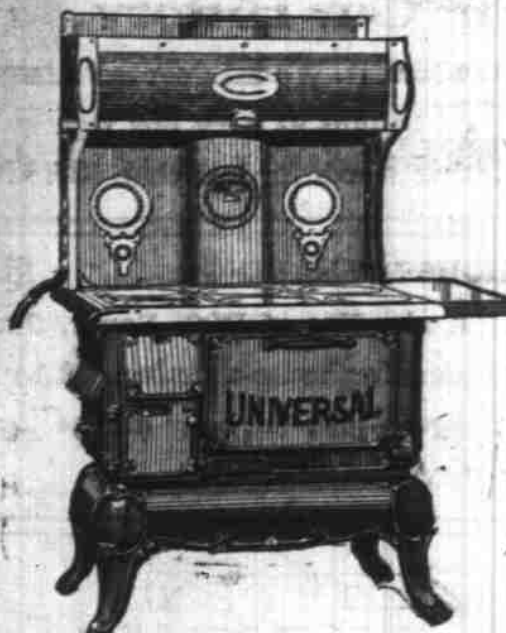
Many New Woolens

I have an excellent assortment of high grade woolens from which I will take your order for a suit AT THE OLD PRICES.

John Sundin, Tailor

347 State Street

Salem, Oregon



Universal STEEL RANGES

The Pride of the Thrifty Housewife

Week beginning March 29 and ending April 6 is Universal Stove Week the country over. See our advertisement in Saturday Evening Post and all big magazines.

Helpmate Universal Steel Range

Either the Helpmate or the Winsome Universal Steel Range described in this ad. will surely please you.

These two Ranges are made for hard or soft coal or wood—durable efficient Ranges that will delight every housewife because of the good cooking qualities and perfect heat control.

The Helpmate is handsomely finished with smooth nickel finish mirror trimmings.

The Winsome is made in Colonial design without much nickel and is for those who desire a stove without much ornamentation.

Winsome Universal Steel Range

The bodies of these two Ranges are made of fine high quality copper-bearing steel electrically welded in all essential parts, making them both air-tight and durable.

Both Ranges come in various sized ovens and styles, well ventilated with spring balanced oven door and white Porcelain Steel Oven Door front, and a large roomy high closet with White Enamel Splasher back. Cleanable, sanitary throughout.

Fire box of heavy linings and ventilated to insure lasting qualities.

Can be furnished with or without large copper or galvanized reservoir.

PRICES \$62.50 UP. TRADE IN YOUR OLD STOVES

UNIVERSAL STOVES AND RANGES are the best that money can buy, and we recommend them to you because we know they will give you the most satisfactory service. THE HELPMATE AND WINSOME described within strikingly exemplify the quality at ways sure to be found under the Universal trade mark. Better, more serviceable or more satisfactory ranges are not to be found anywhere at any price. EITHER OF THESE RANGES are sure to please you.

WE GUARANTEE THE HELPMATE AND WINSOME in every way and want you to come in and see them at your first opportunity.

E.L. STIFF & SON 6 BUSY STORES

The Biggest Stock of New and Second Hand Furniture in Oregon. Trade In Your Old Furniture

hundred feet, the rise was a 61 per cent grade.

After the car reached the top it was blocked in position and remained on the mountain all night and part of the next day, in full view of any one in Helena who looked toward the mountain top. Then it was driven back to Helena.

EMERGENCY FUND.

In some of the eastern schools there are penny savings banks for children.

Not long ago on a Friday morning a small youth walked up to the desk with an important air and withdrew 3 cents from his account. Monday

morning, however, he promptly returned the money.

"So you didn't spend your 3 cents, Francis," remarked the young woman in charge.

"Oh, no," he replied, "but a fellow just likes to have a little cash on hand over Saturday and Sunday."—Philadelphia Public Ledger.



Masters of America's Roads

FIGHTING tires, which hurl their tough treads and sturdy muscular bodies against the road, and battle the roughest going with phenomenal mileage, are Goodrich Tested Tires. You foresee splendid service in their generous, masterful size, and they have proved it for you on the car and on the road.

For Goodrich Test Car Fleets have brought back from a road test, which ran the length of the continent and the year of 1917, a new standard for tires, the Tested of—

GOODRICH TESTED TIRES

Actual road roughing it thus proves the tire construction of SILVERTOWN CORDS, and BLACK SAFETY TREADS, proves that the spiral-wrapped, cable-cord tire body, and tough black tread rubber baffle the teeth of the road.

Get proven durability and dependability in the tires that mastered the roads of America in the 4,178,744 tire miles, traveled by the Test Car Fleets. Get tire economy and satisfaction in "America's Tested Tires."

Buy from Goodrich dealers, located everywhere.

THE B. F. GOODRICH RUBBER COMPANY

Butte Branch: 53 W. Granite St., Butte, Mont.

THE CITY OF GOODRICH - AKRON, OHIO.