

# Mid-Summer Carnival Journal

THE DAILY JOURNAL—MID-SUMMER CARNIVAL EDITION.

**J. A. SIMPSON**  
**Liveryman**  
 Headquarters for Rubber Tired  
 Cabs and Rigs of all kinds  
 143 Court Street  
 Salem, Oregon

**Lets Get Acquainted**  
 JUST FOUR WEEKS FROM TODAY GREATER SALEM'S FIRST CARNIVAL WILL OPEN.  
 IT IS TO BE AN OCCASION FOR INNOCENT AMUSEMENT AND HARMLESS AND PLEASANT RECREATION: A TIME TO LAY ASIDE FOR AWHILE EACH DAY, THE CARES OF BUSINESS, THE WORRY OF EVERYDAY LIFE, THE CEASELESS STRUGGLE AFTER THE BIG IRON DOLLAR, AND DEVOTE A FEW HOURS TO GETTING ACQUAINTED WITH EACH OTHER.  
 WE KNOW OF ONE ANOTHER, BUT WHEN THAT IS SAID, ALL IS SAID, EACH OF US HAS HIS OR HER LITTLE COTERIE OF FRIENDS, WHOM WE REALLY KNOW, AND BECAUSE WE KNOW THEM, HOW MANY MORE ARE THERE WHOM WE WOULD LIKE AS WELL, IF WE BUT KNEW THEM?  
 WHAT WE NEED IS TO EXTEND THESE LITTLE FRIENDLY CIRCLES, JOINING TWO AND THREE TOGETHER UNTIL FINALLY THERE SHALL BE BUT ONE GREAT CIRCLE, INCLUDING THE WHOLE COMMUNITY.  
 THE CARNIVAL OFFERS THIS OPPORTUNITY.  
 IT GIVES US A COMMON GROUND ON WHICH TO MEET.  
 PLEASURE KNOWS NO CASTE, AND CONFETTI DRAWS NO DISTINCTION AS TO DRESS.  
 THE ENTERTAINMENT WILL BE CLEAN, WHOLESOME AND INTERESTING. THE CROWD WILL BE, AS ALL SALEM'S CROWDS ARE, GOOD NATURED, FULL OF LIGHT JEST AND MERRY LAUGHTER.  
 FOR THE LITTLE ONES IT WILL BE SOMETHING NEVER TO BE FORGOTTEN. A SOURCE OF DELIGHT NOW, AND HEREAFTER SOMETHING FOR MEMORY AGAIN TO RECALL AND ADORN WITH ALL THE FLOWERS OF CHILDHOOD'S DREAMS.

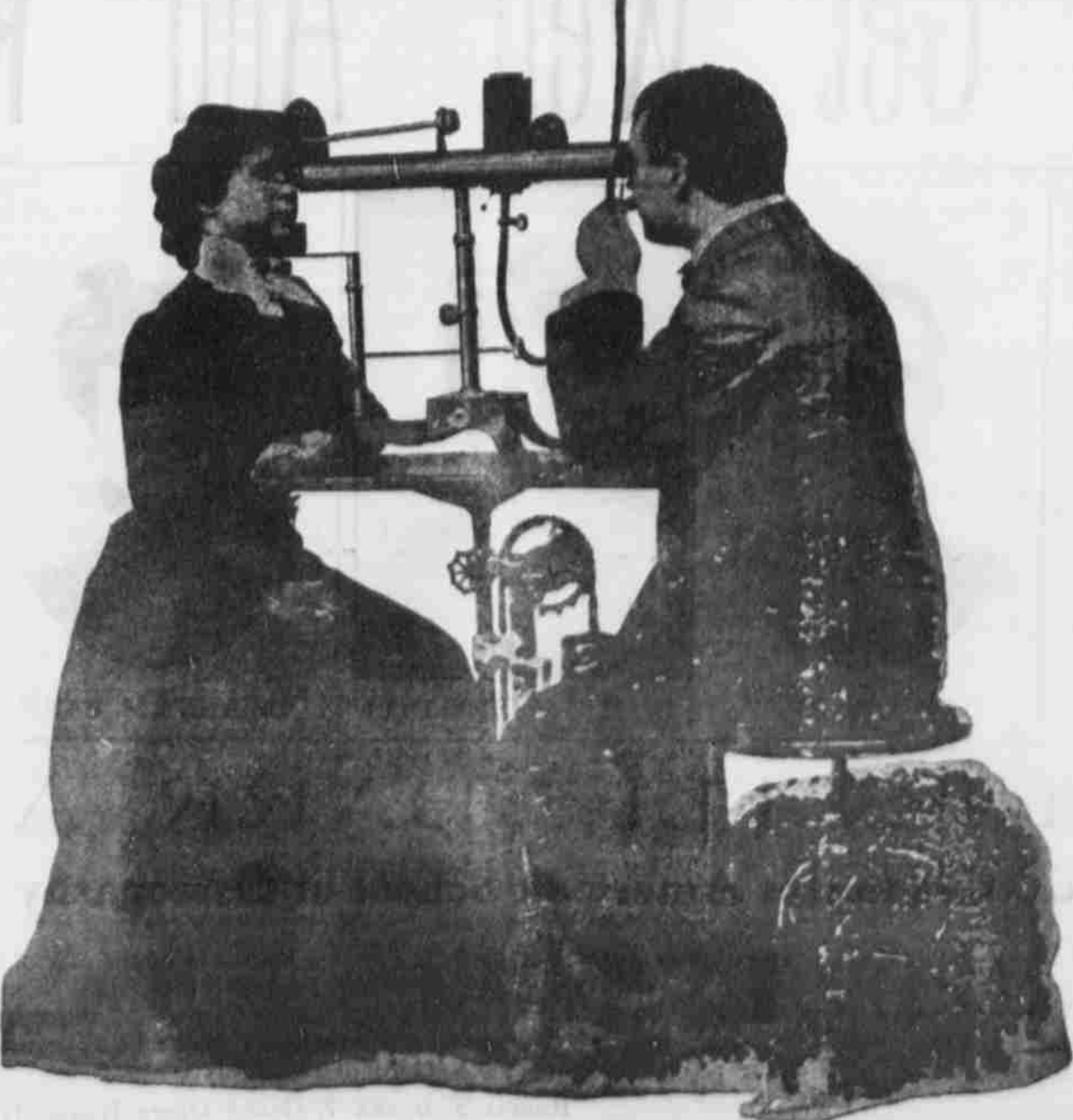
**Goodale Lumber Co.**  
 NEAR DEPOT, SALEM  
 Lumber, Lath, Shingles, Shakes  
 Cedar Posts, Heavy Timbers  
 Mouldings, Finishing Lumber, etc  
 EVERY ACCOMMODATION KNOWN TO THE TRADE

**Carnival**  
 Electrical Ferris Wheel  
 Newest Vitascope Effects  
 The Little People's Delight  
 New Attractions Every Day  
 Big Steam Merry-Go-Round  
 Greatest Parades Ever Seen  
 Endless Cages Wild Animals  
 Original Plantation Melodies  
 Grandest Triple Bar Experts  
 Beautiful Chinese Tea Garden  
 Grand Feats Physical Culture  
 Acrobats, Contortionists, Etc



**Pointers**  
 Great Oriental Carnival  
 A Full Week of Pleasure  
 Most Elaborate Attractions  
 Old Chestnuts all Ruled Out  
 Something Doing all the Time  
 Special Attractions Each Day  
 Most Stupendous Combination  
 See the Wonderful Victoriellas  
 Greatest Aggregation of Talent  
 Up To-date in all Appointments  
 Charming Electrical Exhibitions  
 See Grand Balloon Ascensions

**The Omen of Good Repute**  
 Signs and omens count for little in the cold reality of business dealings. There is only one that counts for much and that one is the omen of good reputation. Especially does it count in transactions where the buyer must largely rely on the good faith of the seller—for instance in the buying of watches and diamonds and jewelry articles generally. There are things in which few people dare quite trust their own unaided judgment. It is doubly important, therefore to make such a purchase at a store which has a high reputation to sustain. This is another way of saying—trade at  
*Barr's Jewelry Store*  
 LEADING IN LOW PRICES



**The Retinoscope**  
 Here is an instrument that is a wonder and a marvel of accuracy. With it we are able to test and fit the eyes of deaf mutes, children and people who cannot read, and on others it helps us to prove up other methods of testing. When there might have been a mistake in other tests this instrument will discover the error.  
 We take pleasure in fitting people with just the glasses required and believe a satisfied eye patient is the best advertisement. Come and see us when your eyes need attention, we will tell you if they need glasses or not.  
**HERMAN W. BARR.**  
 Scientific Optician.