

PUSH FLAX FIBRE

Letters Keep Pouring Into the Commercial Club

The Greater Salem Commercial Club is receiving many letters from capitalists and others who are interested in the cultivation and manufacture of flax, and will hold a special meeting some time this week to see what can be done to interest the public in the matter of establishing this industry at Salem, the natural home of flax culture. Following is part of a letter from a party who represents a company who were about to put in a mill in North Dakota, but have decided to come to Oregon:

"Your of the 23d received giving information in reference to the flax industry in your country received this a. m., for which please accept our thanks. I am forwarding your letter to New York this morning on the 20th Century Limited special delivery, so as to reach Mr. Meyer, one of the parties interested in this industry, who will mail for Europe on the 29th, to be gone about four or five weeks. Would it be possible for you to obtain some samples of last year's straw, and express a small quantity to this office? We want to get hold of several bales of straw to experiment with the new machine which we have recently brought to this country. If you can obtain a sample of this straw will you please express same at once?"

"The writer has been through your country, and feels that what you say

is true in reference to the Willamette valley being particularly adapted for this industry."

A Flax Center.
Hon. T. B. Kay, the Salem woolen mill man, who was a member of the last legislature from Marion county, is in the city on a business and pleasure trip. He says a movement is on foot to start a twine and thread factory at Salem. Experiments have shown that flax of the finest quality can be raised in that section of the state, and the plan is to organize a local company to erect a plant to manufacture it into twine.—Astoria Budget.

Special Sales.
I have special sales every week day in the year, and sell more good instruments every month than any special piano sale advertised for several years. These special sales assist in creating a special sale demand for pianos and organs, and I always have a specially large demand during and after these outsiders' high-priced advertised sales are over.
GEO. C. WILL.

Only One Run.
During the month of April the fire department made only one run. That was for an alarm turned in from the James Willson residence, where a gasoline stove caught from a leak.

Take Your Supper
At the Unitarian church Wednesday evening.

CASTORIA For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of *Wm. D. Galt*

PERTINENT POINTS FOR ADVERTISERS

By the Journal Ad Man.

Is the modern advertising page too swift for you? Store advertising is a strenuous matter in these days. It is work which is congenial only to men of "business blood," of tested nerve and courage—of absolute faith in themselves and in their stores. The man who is afraid to spend more money in advertising than his competitor spends—who is afraid to use his bank balance freely when the need arises—is self-handicapped in a race where courage and audacity usually decide the matter.

The fourth horse in a race, or the fourth yacht in a regatta, or the fourth sprinter in a contest are not seriously considered—the second and the third horses, boats or runners usually divide the interest with the first ones—but the fourth ones are spoken of as "running yet."

In store advertising you should be "one-two-three," at least, in contest with your rivals.

"The modern pace in store advertising" sears only those who are easily scared—and a store run by a "scared" man will be run right into the sheriff's arms.

Some advertisers "go gleaming roadside chance-blades, while full-sheaved corn-fields are at hand." And that is why even the poorest advertising medium will always have some advertising.

To make your poorest business day this month as good as your best business day last month, make your poorest advertisement this month as good and as big as your best advertisement last month.

Just as we eat to live, and do not live to eat—so we advertise to do business, and do not do business to advertise. And we should use as good judgment about the advertising as about the eating—and as much system and regularity.

"When pain ends, gain ends, too," and when it's "too much trouble" to advertise aggressively it's idle to hope for store-growth.

Can you picture a big store from a small advertisement? Does the one ever suggest the other? Does your store's advertisements give the reader an adequate idea of your store's importance—or of its size?

Shakespeare said that "Hold-fast" is the only dog; and it is true of policies, war, worship, courtship, automobilism—and especially of store-advertising.

Most merchants lament that their "show windows" are not larger, that they might give to the public a wider glimpse of what is inside. But the right kind of store advertising puts a "show window" at every counter of your store.

If the "voyage" of your store is coming to be a little too much "bound

in shallows," a "flood-tide" of effective newspaper advertising will turn your course toward the port of fortune.

Just as a traveler consults a timetable before starting to catch his train, so a woman consults a store's advertisement before starting to the store.

The ancient law, made for "him who hath not," has never been repealed. And to "him who hath" is still "given;"—if he "hath" "gumption" as well as goods. The old statute is enforced without mercy in the advertising world.

Not even a competitor, unless he is "gronchy," grudges to the aggressive advertiser his prosperity; for the old adage has it: "They well deserve to have, who know the strongest and surest way to get."

It is as important for a store, which is open every day, to tell its store-news daily as it is for a daily newspaper to miss no issue—even if it "looks like bad weather," or if "there is little news to tell."

To the store-advertiser, "Today is yesterday returned;" returned full-powered to rectify yesterday's omissions, to fill the store with buyers which yesterday's weak advertising failed to do.

"Misfit" store advertisements are as common now as were "misfit" coats before the advent of good tailors. And an ad. which is "too small" for a store is in as bad taste as a coat which is too small for a man.

Advertising in a medium which costs more than it brings in is like "drawing nectar in a sieve."

That judicious store-advertising is simply an investment of money, not a waste of it, is well put in one of the oldest proverbs in the language: "Who shuts his hand hath lost his gold; who opens it hath found two-fold."

The woman who does a part of her buying at your store expects her home newspaper to contain your advertise every day. It is a part of her daily reading; and to "drop out" now, and then is to weaken her interest in your store.

Man's Unreasonableness.
Is often as great as woman's. But Thos. H. Austin, manager of the "Republican," of Leavenworth, Ind., was not unreasonable when he refused to allow the doctors to operate on his wife, for female trouble. "Instead," he says, "we concluded to try Electric Bitters. My wife was then so sick, she could hardly leave her bed, and five (5) physicians had failed to relieve her. After taking Electric Bitters, she was perfectly cured, and can now perform all her household duties." Guaranteed by J. C. Perry, druggist, price 50c.

Married a Schoolmate.
A marriage license was issued yesterday in Portland to M. M. White, of this city, and Libbie Teetskorn, of Portland. Mr. White is a well-known shoemaker of Salem. He is 71 years of age, and his bride is 61. This will be Mr. White's third marriage, his second wife, Mrs. Caroline Sloper-White, having died about a year ago. Mrs. Teetskorn and Mr. White have known one another for more than 50 years, having been schoolmates in their youthful days in Illinois. As they grew older their friendship ripened into affection, but their parents moved away from Illinois, and they became separated, finally losing sight of one another. Since the death of his last wife Mr. White discovered the whereabouts of his former sweetheart, and a correspondence ensued, which resulted in the present marriage.



TALL MEN have many advantages in a crowd; well dressed they have advantage anywhere. Some tailors can rob a tall man of his natural advantage very quickly. We study to enhance it.

E. KOPPE,
Clothing and Furnishing goods. Y. M. C. A. Building, Salem.

University Shoes
\$3.50

The best shoes in the market for the money. Noted for style, quality and comfort.

We manufacture ladies' woolen shawls to order. See our designs.

**Lumber
Fuel
Houses**

Wir benutzen diese Zeiten, um unsere Handlungsleute einzuladen, bei uns vorzusprechen, wenn Kunststoffe über Häuser-Bauten oder Baumaterial gewünscht wird.

Wir verkaufen alles was zum Hausen gebraucht wird, und wenn gewünscht, bauen wir Euer Haus für Euch. Wir versehen beste Bedienung und rechte Preise.

Alle Kunststoffe wird bereitwilligst und umsonst gegeben.
Voget Lumber & Fuel Co.
Julius G. Voget, Mgr.
Office and Yards 14th and Oak Sts.

A Decided Improvement.
A decided improvement is noticed on Commercial street since the wooden awnings have been taken down and replaced with duck awnings. The old wooden awnings are a thing of the past, and should be removed from all business houses.



Don't think

That because I do work for less money than other dentists than the work inferior. I depend on the volume of business done, and give you the best to be obtained, and without pain. Here is a sample.

**As to
Extracting
Teeth
Read This**

I have just had a gold crown put in a tooth by Dr. Wright, and it didn't hurt a bit.
REYNOLDS W. OHMART.

I had seven teeth extracted by Dr. Wright, and advise anyone wanting teeth extracted to go to him, as it is absolutely painless, not even the price of a needle is felt.
ROBT. L. LARGENT.

As to our plates, read this: Dr. Wright made me a perfect fitting of teeth, and I advise all to go to him who have had trouble with teeth.
JOHN LITTLE.

Dr. B. E. Wright
THE PAINLESS DENTIST.
Steusloff building, Court street. P.O. Main 2591. Hours: 8 a. m. to 10 p. m., 7 p. m. to 8 p. m., Sundays 8 a. m. to 12 m.

58 PIECE DINNER SETS

Decorated and White
Best Semi-Porcelains

FOR SIX PERSONS
\$6.00 a set

FOR TWELVE PERSONS
106 Pieces
For \$12.00

AT THE
Yokohama Tea Co.

Coffees are Roasted with our Roasting plant, therefore, always fresh. Phone 801 Main. Free Delivery.

Phone 801 Main Free Delivery

THE HOUSE FURNISHING COMPANY



With Rubber Tire

\$3.25



Rubber Tires,
Cushions, & Para-
sol. Only

\$10.00



Weathered Golden

Oak Saddle or Cane

Seat



Will you be crowded for sleeping room this summer? A folding bed will help you economize room. We have them at \$12, \$13.50, \$17.50, and up to \$37.50



Do not overlook our Carpet and Rug Department. New ones arriving every week.