

Do You Suffer?

from HEADACHE
LOSS OF SLEEP
INDIGESTION
TORPID LIVER
BILIOUSNESS

BEECHAM'S PILLS

will quickly remove the cause of these distressing complaints and restore healthy action to every organ. You will feel like a new person after taking a few doses of Beecham's Pills. They rid the system of impurities, improve the digestion, banish headache and

Give Positive Relief

in all cases of Biliousness, Constipation, Indigestion and Disordered Liver.

The excellent results obtained by the use of Beecham's Pills have proved them worthy of the confidence they enjoy. They have helped thousands and recommend themselves.

Sold Everywhere. In boxes 10c. and 25c.

THE USE OF THE ADVERTISING MAN

A business man has asked us: "What is the first thing to do if you want to begin advertising extensively and successfully?"

Our answer is, Do what you would do if you wanted to build a house or fight a lawsuit.

If you want to build a house you hire an architect—unless you are sure that you are a first class architect yourself.

If you have a lawsuit to fight you hire a lawyer—unless you know how to practice law yourself.

If you want to go into advertising, you should consult an advertising agent, unless you know by experience that you understand thoroughly the art of writing advertisements that will simultaneously attract attention and convince.

There are a great many business men that would, without hesitation, spend thousands for lawyers, architects, engineers and other experts, but would resent a suggestion that they should spend money on an expert in advertising.

Scientific, intelligent advertising is absolutely essential to business success in these days.

Within the Business man's reach there are 80,000,000 of people. His fortune is made if he can do two things—

First, have the goods wanted. Second, get the fact into people's hands through advertising.

Many a man has tried to make money through advertising and has failed simply because he forgot in one thing to use his common sense.

A man that wouldn't dream of trying to preach a sermon to catch sinners thinks that, of course, he can write an advertisement to catch customers. He can't.

A man is naturally interested in his own sins. It isn't so hard to get him excited about his future.

It is simpler to make a man repent than to make him become a steady purchaser for a new brand of soap.

Of course the business of the preacher is higher than that of any other

mortal, but it is no more of a technical trade than that of the advertising writer.

We are advising men to build up their business through advertising and if they take the advice we want to see them make a success of it.

The merchant knows the difference in the value of the salesman.

One man that you sent on the road may be worth \$20,000 a year, and another may be worth \$500.

Yet you tell them both to say just the same thing: "Buy Smith's goods."

The difference in their value consists in the different way they have of saying, "Buy Smith's goods."

Don't get it into your head that the writing of advertisements is an inferior or easy kind of writing. To write a really great advertisement is a fine art. There are few men who know how to do it.

The perfection of style consists in simplicity.

And convincing simplicity is absolutely essential to the writing of good advertisements.

If you want the public to read your ads you must—

Be brief, be convincing, be entertaining.

Be business like and urgent, without being a bore.

Unless you have the time and the ability to do these things, and unless you have proved it, try to find the right man to do them for you.

The journal has advertising writers who will write and design your advertising in a way that will reach the buying people and bring results. Try some of our newspaper publicity.

Will Go to the Fair.

Miss Olive Williams, of Independence, won in the popular contest at the People's Cash Store. She received 3739 votes, while Miss Elva Taylor came in as second, receiving 1894 votes. The winner receives as a prize ten admission tickets to the Lewis and Clark fair, and one round trip railroad ticket and \$50 in gold for expense money.

LOST A FORTUNE IN DUCKS

The Horse Editor Tells a True Story of a Rancher a Calculation and a Fool Goose

Hank Ladehoff owned a ranch up in eastern Oregon, and he made money off it, too. He made it because he had a peculiar aptitude for farming, was always experimenting, and generally won out. His greatest scheme, though, fell to the ground through a combination of circumstances, and an ungrateful goose, the first of which he could not foresee or the second forestall. Hank got to figuring on the rapid increase in the poultry business, and as he had a creek running through his place, his thoughts naturally turned to ducks. He knew that a duckling was fit for the market in from six to eight weeks, and so he began to figure out the amount of money he could make in five years by starting with one duck, or to put it financially, with a capital of 50 cents. He convinced himself that a good healthy duck with her maternal instincts well developed, would with a few doses of "Swelin's food," be able to hatch and care for two broods of ducklings in a year. Each brood would contain six ducks and six drakes. Each of the six ducks would in turn hatch two broods, so that, at the end of the second year, not allowing anything for measles, pips and other infantile diseases he would have with a starter of a dozen eggs, 156 ducks and the same number of drakes. Keeping the ducks and selling the drakes, the third year he would have 2040 ducks and 1872 drakes, the latter for sale. The fourth year he would have 26,520 ducks and 24,480 drakes. He had estimated that the sale of the drakes would pay all running expenses, so that his ducks were clear profit. At the end of the fifth year the ducks would number 344,760, and the drakes he would send to the market would tally up to 318,240. The sixth year he would have 4,181,800 ducks and 3,837,120 drakes.

As they were now getting too numerous to handle, he would sell them all off at \$3 per dozen, and close out his business, with \$2,004,750 profit; which any one will admit is a handsome sum to accumulate in six years, with one dozen duck eggs as the original capital. Hank purchased a round dozen duck eggs, of the Clydesdale variety and took them home to start his fortune to growing. None of his hens showed any inclination to set, and as time was valuable he put the eggs in a nice nest in a barrel, and capturing a hen enclosed her in it. The old proverb says, "You can lead a horse to water but you cannot make him drink." Hank found the same rule true among the gallinaceous birds, for his old hen, with the stubbornness of her sex, set standing, and refused utterly to work. She was on an individual strike, and refused utterly to listen to the voice of reason. She scorned to set unless on her own terms, or, rather, on her own lay. Hank, knowing the perverseness of the sex, yielded to the inevitable, and began to look about for a substitute, a sort of stepmother for his unhatched ducklings. He had a dog, but he was of the yellow, short haired variety known as a mongrel, and without even a strain of "setter." The cow, the horse and a pet lamb were all considered as to their possibilities as an

Phone: Main 2953.

ALL WORK DELIVERED WHEN PROMISED

27 S. Commercial St. Over The Journal.

ELLIOTT'S SAFETY

HOP TICKETS

Printed on Lasting Grade Card Board. PRICES RIGHT! QUICK SERVICE! PROOFS SUBMITTED ON ALL WORK.

THE N. D. ELLIOTT PRINTERY 217 S. Commercial St., Salem, Or



John F. Stevens, the new chief engineer of the Panama canal.

College of Music--Willamette University Opens Sept. 26

Helen I. Calbreath, B. M., Dean, piano; Frederick W. Goodrich, London, piano and pipe organ; Wm. Wallace Graham, Berlin, violin; M. Evelyn Hurley, New York, voice; Eva Cox, B. M., Salem, piano. New pianos, newly furnished studios, new faculty.



A SUBSTANTIAL MEAL That will make good rich food and that will stick to your ribs, you can always enjoy when you buy your meats from our fine stock. The very best beef, mutton, lamb, veal and pork for roasting, broiling, stewing or frying, you will always find at prices as low as the lowest at

E. C. CROSS

State Street Market. Phone 291.

A Painless Cure of Curable Pain

Never resign yourself to suffer pain. Women's pains are curable. They are the sign of dangerous conditions of the female organs, which should be promptly attended to or dangerous results will follow.

TAKE Wine of Cardui

IT COMES TO WOMAN'S RELIEF

whenever she suffers from any of woman's biting and weakening pains. It not only compels the pains to stop, but it follows up and drives out the cause of the pains, which prevents them from coming back.

It makes you well. Try it. Sold everywhere in \$1.00 bottles.

WRITE US A LETTER freely and frankly, in strictest confidence, telling us all your symptoms and troubles. We will send free advice (in plain sealed envelope), how to cure them. Address: Ladies' Advisory Dept., The Chattanooga Medicine Co., Chattanooga, Tenn.

"WITHOUT A PAIN," writes Mary E. Shelton, of Poplar Bluff, Mo., "I can do my housework, although, before taking CARDUI, two doctors had done me no good. I can truthfully say I was cured by Cardui. I want every suffering lady to know of this wonderful medicine."



BARON KOMURA



KOGORA TAKAHIRA



BARON DE ROSEN



M. MURAVIEFF

The Russian and Japanese peace commissioners.



Miss Susan B. Anthony, the venerable woman suffrage leader, who has again been chosen honorary president of the American Woman Suffrage Association. Despite her advanced years Miss Anthony continues to take the keenest interest in all that relates to the equal rights movement, and at the recent convention of national women suffrage association in Portland she was easily the foremost figure.

"WANT ADVERTISING" IN THE CAPITAL JOURNAL

WILL "DO THINGS" FOR COUNTRY PEOPLE AS WELL AS FOR CITY PEOPLE. A WANT AD WILL SELL YOUR FARM, SELL YOUR HORSE OR WAGON OR TEAM OR FARM IMPLEMENTS OR CROP OR COWS OR POULTRY OR TIMBER OR MINERALS. A WANT AD WILL SECURE FARM HELP FROM CITY OR COUNTRY, STORE HELP, HOUSEHOLD HELP. THROUGH WANT ADVERTISING YOU MAY "TRADE THINGS" WITH PEOPLE IN CITY AND COUNTRY - ANYTHING YOU HAVE FOR SOMETHING YOU WANT—ONE KIND OF FARM MACHINERY FOR ANOTHER—ONE KIND OF LIVE STOCK FOR ANOTHER—ONE KIND OF FARM PRODUCT FOR ANOTHER; YOUR FARM ITSELF FOR ANOTHER ONE. YOU MAY FIND PRIVATE BUYERS FOR EGGS OR BUTTER OR MILK OR VEGETABLES OR ANY OF THE PRODUCTS OF THE GARDEN OR FARM OR DAIRY, THUS FINDING YOUR "BEST MARKET."

ADVERTISE IN THE JOURNAL AND GET RESULTS

BURIED WITH HER HOG

Strange Story of a Wealthy Russian Girl Who Loved a Gardener

St. Petersburg, Aug. 2.—The Kaluga newspapers report the death and amazing burial of Mile. Agava Simbirski, one of the richest and most eccentric men in Russia.

When only twenty years of age Mile. Simbirski, by the death of her father, came possessed of a fortune of nearly three million roubles. Suitors numerable sought her hand, but the seriously wealthy girl set her affections on an ugly, red-haired gardener, Andrei Vanukin by name. Furious at her choice, Mile. Simbirski's brother ordered Vanukin to leave the neighborhood. The gardener refused. Within a week he was found lying dead in a paddock reserved for the use of a half-tame wild boar. Although an evident case of murder, the family hushed things up, alleging that Vanukin had been killed by the pig, which he well knew to be dangerous. Contrary to expectation Mile. Simbirski appeared to accept this explanation. But the joy of her family was turned to despair when the young lady proclaimed her belief that the spirit of her dead lover had entered into the body of his slayer. From that day forth Mile. Simbirski consecrated her life to the evil-smelling bog.

To her orders a firm of St. Petersburg contractors built a palatial sty of granite and snow white marble.

The demented lady retained the services of an expert cook, who twice daily prepared a sumptuous repast for the benefit of the grunting porker. Mile. Simbirski was accustomed to feed the pig with her own fair hands, and only recently ordered a gorgeous silver trough from a well-known Moscow manufacturer.

A few weeks ago the unfortunate girl became extremely religious, and insisted that Andrei—for so she called the pig—should fast when she fasted. One night she visited the marble sty. From that visit she never returned. Early next morning the steward discovered his mistress' body terribly mutilated in a corner of the pig's "bedroom." Again there were rumors of foul play, but again the family alleged that the pig was the murderer. Color was added to this story by the circumstance that the "fasting" and half-famished boar had mangled one of the arms of his mistress. In the presence of a vast concourse, Mile. Simbirski's eldest brother shot Andrei through the heart. Afterwards the body of the boar was buried in a grave beside that of his benefactress.

Account of the Woodmen Of the World celebration at Portland, Ore., commencing August 3d, the Southern Pacific Company will sell tickets as follows: Individual tickets, limit 30 days, \$2.20 round trip. Parties, 10 or more, 10 days, \$1.65 round trip, going and returning in a body. Parties of 100 or more, moving on day and train, good for return on any train within 10 days, \$1.65 for round trip.

W. E. COMAN, General Passenger Agt.

CASITORIA. The Kind You Have Always Bought. Sold Everywhere.