

ASK FOR WHAT YOU WANT

By JOHN A. HOWLAND.
"If a thing is worth having it is worth asking for," is a maxim that speaks with special force to business men. Yet the value of persistent effort is by many novices not generally well understood and acted upon. If you want a certain position go after it and keep on going until you are satisfied beyond the shadow of a doubt that you are standing up against a stone wall.—Let nothing stop you.

There is a certain value in merely expressing your personality upon the man from whom you want something. At least he is constantly reminded of you and the business you represent. Consider the value of publicity and the value of direct advertising. Think of the millions spent by rich firms to keep their names before the public—in newspapers, magazines, on the fence, on the hillsides. Certain, then, there is great value in a personal interview with a man you know you could do business with if you could persuade him of the superior value of the idea you represent. Many a man has won the wife of his choice by simply refusing to take "no" for an answer. That may be doubtful wisdom, but at least it shows the value of persistency from a practical standpoint.

"Constant dropping wears away the stone," and the power of suggestion represented by personal interviews or by letters is of great practical value.

A few years ago a young woman applied for a position in a grocery store in one of the suburbs of Chicago. She had been doing stenography in a downtown office, but her health demanded constant physical exercise. The proprietor said he preferred men to clerks in his store; that he had never employed a woman, etc. In fact, he did not seriously consider her at all. That young woman presented herself again and again during three months, each time making some reference to her wish to hold a clerkship in that store, always appearing cheerful, smiling, confident. At last the proprietor told her that if she would only use the same tactics with his customers that she had with him she would be invaluable to him. Today that man thinks he could not hold half his trade without that young woman. Persistent interviewing won this case.

The novice is too apt to feel something personal in a rebuff—to feel such things in failure that he cannot bring himself to apply the second time. He must be disconcerted by his own blunders to such an extent that it is willing to "give up." Besides, it is only the inexperienced man who thinks there is anything necessarily final, or even significant, about two or three or any number of failures. One man may think you are of no account, but that is only an opinion, no matter how big a man he is. Just remember that when somebody treats you as if you were everything you represent were absolutely worthless, you are at liberty to convince a thousand other men. Besides men have been known to change their minds. The man who refuses you today, tomorrow may listen to your arguments and be convinced by them.

Even a dogged persistence, without hope, without enthusiasm, sometimes achieves success. Suppose you merely present yourself at an office door with a book to sell or an offer of your services for an indefinite number of days. You might drop in some morning just when the occupant of the office happened to need your book or your services, and you would

THE LIGHT OF OTHER DAYS.



Not very many years ago alcohol was used for lighting in combination with other fuels under the name of "Camphene," but it suffered, because it was too dangerous. Alcohol is generally harmful when taken in the form of medicine, especially to a delicate system. Dr. Pierce's Pleasant-Laxative is a function-strengthening plan of treatment is following after Nature's plan. He uses natural remedies, that is native medicinal roots, prepared by processes wrought out by the expenditure of much time and money, without the use of alcohol, and by skillful combination in the most exact proportions.

Used as one of the active ingredients of Dr. Pierce's Golden Medical Discovery, BLACK CHERRYBARK specially exerts its influence in cases of lung and bronchial troubles, and this "discovery" is therefore a sovereign remedy for bronchitis, laryngitis, chronic coughs, catarrh and kindred ailments. The names of the medicinal ingredients of this world-famous remedy are: Golden Seal root, Queen's root, Stone root, Black Cherrybark, Bloodroot and Mandrake root. "I have had such a wonderful experience with Dr. Pierce's Golden Medical Discovery that I do not hesitate to recommend it, believing it to be a wonderful medicine to build up the tissues of the system," writes Miss Bessie Brown, Secretary Emerson Literary Association, 428 Kerman Avenue, Apolton, Wis. "Worry and nervous troubles had completely run-down my health and strength, had no appetite, slept badly, and was in a state of nervous collapse. I took twelve bottles in all, and each week knew that I was getting better and stronger, until finally I was as well and strong as I had ever been. I have the utmost faith and confidence in your medicine, and wish to thank you for my good health, which is a blessing to anyone."

For 31 one-cent stamps to cover cost of mailing, you can get a free copy of the "Common Sense Medical Adviser," paper-covers; or cloth-bound for 31 stamps. Address Dr. R. V. Pierce, Buffalo, N. Y. Dr. Pierce's Pleasant Pellets should be used with "Golden Medical Discovery" whenever a laxative is required.

make a sale or get your position. That is not a highly intelligent method—as enthusiasm, belief in your own success, would win so much more surely—but it is better than giving up. And when you have once proven that persistency—even the least intelligent kind of persistency wins something—you will never again be ready to "give up."

Even if you appreciate the fact that every letter, every interview, counts in your favor, you may still fail in your object if you do not make every interview, every letter, interesting. This means that you must have something fresh and interesting to talk about, and this is the great problem, for if you do not have a good excuse for each call you make or each letter you write you will appear to be merely pertinacious. Judgment will tell you what subjects of common knowledge to introduce, but whatever you see brings practical results you may safely use. The one and only rule is: Never be a bore.

An excellent thing to do is to study upon a man's fads and fancies and map out a regular campaign of talk. If you have the good fortune to learn that the man you want to sell a house to once caught a thirty pound muskellunge, manage in some way to bring up the subject. If you can get the man to tell how he made that catch he will always have a warm spot in his heart for you. If you get no other results than an attentive audience, count that interview a success and call again. The great point is to find an opening wedge. If you succeed in getting a man to talking you have a chance to interest him in yourself personally, and also a chance to find out more about his business, himself, and the general situation. All this is easier said than done, since the smarter a man is the harder it is to draw him out—during business hours at least.

After saying all this in favor of persistent interviewing one must warn sensitive and thick skinned people that in following this procedure they will sometimes come to grief. There is a certain class of men—able men, too—who, when they have marked out a line of progress that from their point of view is perfectly logical, march straight on, regardless of difficulties, looking neither to the right hand nor to the left, absolutely sure that they



Holiday Ideas in Plenty AT HINGES'



All the new ideas in Christmas Jewelry await your inspection at Hinges. That they will win your approval is certain. They have won the approval of so many gift-buyers already that our large Fire and Burglar proof safe is filling fast with presents to be laid away until Christmas. But there is room for many more of other gifts to be selected from our brilliant array of holiday goods in our store. Come while the day is young and the crowds are not yet dense, and satisfy yourself that all you hear about Hinges is far within the limit of fact.

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You will be surprised at Hinges' price for diamond rings, earrings, or brooches. Our leadership in the watch trade is due to the practical knowledge, to the careful inspection of each movement received, and perfect time-keepers only are sold over our counters. Gold guard chains, vest chains, and lockets are of equal merit, and will do as we say, wear longer than some goods sold elsewhere. Everything guaranteed.



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When any portion of food remains in the stomach and refuses to digest, it causes the torments of indigestion. This undigested food rapidly ferments, irritating the sensitive coating of the stomach, while other parts of the body, particularly the head, suffer in consequence. So long as this undigested food remains in the stomach, the discomfort continues. A few doses of

BEECHAM'S PILLS

stop all fermentation, sweeten the contents of the stomach and give natural assistance that relieves the stomach of its burden. The use of Beecham's Pills gradually strengthens the stomach nerves and soon restores them to a normal, healthy condition. Beecham's Pills positively cure all stomach troubles, while their beneficial effects on the liver and kidneys greatly improve the general health. Beecham's Pills have been used and recommended by the general public for over fifty years. Sold every where in boxes. 10c and 25c.

will succeed. One cannot help admiring such a soldierly advance, even though it prove a stupid proceeding. It is well to press on with dauntless bravery, yet you must always be alive to the impression you are making. Note the signs by the way if you want to come out ahead. There is a time for retreat in business as well as in war, and a man must be sensitive enough to know what impression he is making, step by step, or he may unwittingly be driving away from him the man whom he wishes to reach. Above all things avoid giving a man the impression that you are forcing matters to an issue. There are a thousand men that you can win to one that you can take by assault. Persistent interviewing, well planned and carried out, works wonders, only be sure your persistency does not itself become an offense.

Santa's Headquarters.
All the poor children of this city who are intending to write to Santa Claus, should address their letters to the Salvation Army, as that is his stopping place this year. The time is limited, and Santa Claus is very busy this time of the year, so you had better hurry and get your letters in. Call at the Salvation Army hall Christmas night, and get an answer to your letter.

The Future of Insurance.
In Germany there is a system of compulsory insurance for working people, of which one-third is paid by the employer, one-third by the workman and one-third by the state. If one hires a servant he is obliged to put each month stamps in his or her book to the required amount, and this is inspected to see that it is done. This provides a pension against sickness and old age. A similar system, or even more extensive, has been adopted in New Zealand. It is a kind of compulsory insurance applied to certain classes. We are not yet ready to adopt it, for we let older countries, where conditions are more stressful—and New Zealand—try a great many experiments for us. We do not even yet have postal banks, or parcel post, or municipal trolleys, or government railroads, much less old age pensions. We apply the system only to our army and navy, not even to our civil service. But it is likely to come one of these days, and we may very likely see a system of pensions developed beyond that for the working classes which will replace insurance and make the present system unnecessary. It may perhaps connect itself with a system of income tax by which the amount to be received will depend on the amount of income tax paid, but with an upper limit of perhaps \$1500. Thus, as is proper in taxation, the wealthier will pay more and the poorer less than their proportion, while it will be the poorer that receive the principal advantage. The system will be applied

so as to provide for widows and orphans, as well as for the support of the wage earner during his life time. It may be suggested that state-control of insurance will be expensive because it will give opportunities for graft. This is hardly the time to bring forward such an objection. Insurance as now managed by corporations does not seem to be clear of the same complaint.—The Independent.

EXCURSION TO CALIFORNIA.
Under Auspices of the Oregon Development League Leaves Portland on Special Train January 13th.

Secretary Tom Richardson, of the Oregon Development League, is very anxious that the state at large should be well represented on this excursion. The party, which will be composed of ladies and gentlemen, leaves Portland at midnight, January 13, 1906, stops being made at Sacramento, San Francisco, Palo Alto, San Jose, Paso Robles, Santa Barbara and Los Angeles. Special entertainment will be accorded the party at these points. The rate from Portland will be \$63 for one person, which includes three meals to be served on dinner between Portland and Sacramento, and Pullman berth to Los Angeles. A rate of \$58 will be charged where two people occupy a double berth. A deposit of \$25 is necessary on each ticket to secure reservation. Section reservations will be held until December 25th. This is an excellent opportunity to visit California, as the auspices under which it is given insure a most enjoyable outing. The excursion is to be run only provided that not less than 125 persons make the trip. All communications in reference to reservation and to the trip in general, should be addressed to Mr. Tom Richardson, manager, Portland Commercial Club, Portland, Oregon. 12-19-05

Senator Booth Talks.
State Senator R. A. Booth, of Eugene, manager of the Booth-Kelley Lumber Company, has recently returned from a visit of two months to the Eastern states. He evidently had his eyes open while gone, as the following excerpts from an interview with a reporter of the Eugene Guard will show:

"General business conditions in the East are good, and it is generally expected that such conditions will extend throughout the year 1906. More care have been contracted for than at any former time in the country's history. The fact that a panic, or at least a great depression did not follow the exposure of the insurance methods shows that the great financial strength that has followed good crops and general development. "There is much speculation throughout all the Eastern cities that will probably react to some extent, but there are yet many patriotic, conserva-

tive men in banking circles who have and are exercising great care in directing the abnormal strength and energy that has followed the general good times.

"This influence is now felt for good, and is serving as a splendid balance. "There is much doing in the way of electric lines throughout the territory between the Mississippi and Ohio rivers, and also elsewhere. The investments in this direction have generally been good, and the West is sure to feel the new pulse from such improvement. "There is considerable activity in timber purchase, but it is mostly in the South, and for immediate manufacture. Pine lands seem much preferable to fir, and hence Idaho and California are getting the benefit now, and will for a few years from money put into forests to a much greater degree than Oregon and Washington.

"The lumber market is much better than during the past two years, but the general feeling is that it will weaken after a few months. Cement and metal are entering much more largely than ever in railroad and other construction, which has its influence on lumber demands, especially as it relates to our timber. Pine is less affected. "We do not intend to increase our output or account of the present activity, as we are afraid it is not permanent. We will keep our mills moving as at present."

Gas Stand Lamps.
The Citizens' Light & Traction Co. is just in receipt of a large assortment of gas stand lamps. They are just the thing for Christmas presents for your friends. Nothing more appropriate. Nothing would be more appreciated. Examine the assortment. 12-20-05



BEEF IS BETTER
Then a turkey for Christmas. If you buy it at our market you will get the prime, tenderest roast, cut just the right way. Just try a properly-cooked roast of our juicy beef for Christmas this year, and note the satisfaction it will give to all who partake. A young porker should always be on the Christmas table. H. G. CROSS, State Street Market. Phone 291

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