

## CAPITAL JOURNAL

BY HOFER BROS.  
Publishers and Proprietors.

## SELECTION DATES TO REMEMBER.

Last day for filing nominating petitions for county offices May 19.  
General election June 4.

## ADVERTISING IN DAILY PRESS

Ben Hamton, a very observing New York business man, has the following interesting observations about newspapers and the practical effects they produce in a community.

Can you imagine for a minute what life would be without the daily newspaper? It goes into the home, the office, the factory, the shop, on the cars on trains—wherever you find human beings there will you find the newspaper.

More than that, you will find the newspaper is read carefully, not only for the news of people and events that it gives each day, but for the interesting news of the stores.

I have made many interesting experiments to satisfy myself as to just how a daily newspaper is read. I know that other people have done this and I am pretty sure that the experience of every man who makes any investigations along this line will prove that the first thing that is read in a daily paper published in a small city is the news of a personal and purely local nature. I am speaking now of the women readers. They are the ones who buy the goods and they are the ones that we are particularly interested in.

After the personal information and local news is read, a woman may glance through to see what the big news events of the day are about—that is, she will read the headlines. That is just about as far as her interest goes.

Then she reads the ads; if, indeed, she hasn't read them before.

The ads. are to her just as interesting as any other part of the newspaper, and I suspect many times they are more interesting than most of the columns of the average daily newspaper.

The store news as given in the advertising columns is not only of interest to the thrifty, intelligent housewife, but it is absolutely an important part of her daily business. She wants to keep posted on the newest things; also, she must keep informed as to the best places to buy the articles of merchandise that she needs in conducting her household. All this information she gets from the advertising columns of the newspaper.

No one need ever question the ability of the advertisement to get itself read. That's the easiest thing in the world. Every advertisement of fair size is sure to attract some attention.

If the ad. is well put together typographically if the headlines are properly written and properly displayed, and if the text matter is prepared with thought and attention; if—in other words—it is made interesting news, the advertiser will be read with all the care that is needed.

After that, everything depends on the message that the ad. carries. If that message is one of interest to the woman if it promises her a good piece of merchandise at a fair price, the chances are that she will buy that merchandise if she needs it.

There has been such an atmosphere of mystery and romance thrown around advertising that I think many people are often confused by what is, after all, one of the simplest propositions in business.

A good store with good merchandise, can build up a good business without advertising. If it adds to its other good things, good advertising, it is sure to build up a bigger business, to build it on a more solid foundation and to

THE AVERAGE SAVINGS DEPOSITOR IN THE UNITED STATES HAS OVER \$400 TO HIS CREDIT.

ARE YOU UP TO THE AVERAGE?

IF YOU WILL OPEN AN ACCOUNT WITH US AND KEEP REGULARLY ADDING TO IT, YOU WILL SOON BE ABOVE THE AVERAGE.

WE PAY THREE PER CENT INTEREST, COMPOUNDED SEMI-ANNUALLY.

Savings Department  
Capital National Bank

## Weak Lungs

Cherry Pectoral breaks up this taking-cold habit. It strengthens, heals. Ask your doctor, the very next time you see him, what he thinks of Ayer's Cherry Pectoral for weak lungs.

place it beyond the reach of competition.

The store that does not advertise is constantly liable to attacks from a competitor who does advertise. The first store that suffers in a community when the town is invaded by a "fly-by-night" competitor is the non-advertising store.

When I lived in the middle west, our towns used to be invaded very frequently by merchants who wandered around from place to place with stocks usually of clothing. One of these fellows would come into town, rent a store, advertise a gigantic fire sale, or some other kind of a sale that would attract curiosity-seekers and bargain-hunters.

I am sorry to say that these fellows by their lurid advertising and extravagant claims almost always succeeded in getting a lot of business. It is true that they were clever advertisers. Usually they knew how to get up their copy so as to attract immediate attention, and their promises were so glittering that many people were drawn into their establishments.

They did sell goods and, naturally, about every time they made a sale, they just took so much trade away from one of the old established merchants of the town.

I have observed many sales of this kind and invariably the first man to suffer in the town would be the merchant who had not fortified his business by good advertising. It always seemed that his trade was willing to leave him as soon as some fellow came in and made the most sensational statements possible. The merchants who were in the habit of advertising regularly and persistently were affected the least.

I always thought an explanation of this might be found in the theory that the advertising merchant had created a confidence in the minds of the community by his advertising that could not be shaken by the fakir.

## Fire-Walkers in Many Lands.

It seems that the ceremony of fire-walking, which is occasionally practiced in India and which is such an interesting phenomenon to westerners especially, is by no means unknown in various other countries. It is now believed to have been practiced by the Fiji Islanders from time immemorial and has been witnessed and reported by English people of undoubted veracity. It is common in Japan, as will be noted later on; but the most recent report comes from Honolulu. In January last a Tahitian "Kahuna" walked four times over the hot stones. "The fierce, red glow attesting to the heated condition of their under side." According to an account in "Theosophy in Australia," "He, in a loose white wrapper guarded at the waist with a rope of leaves, a crown of which he also had on his head, and held in his hand a bunch of them with which he thrashed the earth twice each time before passing over the heated stones, at the same time inwardly invoking the fire spirits and praying to 'Cina Nin, the Ahara, Vihine Nin, Itee Ahurai, the God, Goddess and Spirits.'" The following is the concluding comment: "This shows that the old Polynesian sorcerers also did possess mysterious magical powers and secrets carefully guarded and handed over through initiations, and which were evidently the remains of the great magical knowledge of the Atlanteans."

The following describes in detail one of those thrilling performances (happening in Japan), and the elaborate preparatory rites enacted by the priest:

"The bed of charcoal was 18 feet long by 5 or 6 wide. It was a glowing, red hot mass, and the heat nearly scorched the spectators who stood a little way off. The court yard was densely packed with Japanese, Europeans and Americans.

"One by one the ascetics assembled, all dressed in a single cotton kimono. At last one of them stood at the head of the fierce and glowing furnace, his head bowed in prayer, and holding high in both hands an offering to the god to whose power they attributed the casting out of the spirit (heat) of the fire, so that they were enabled to pass over unhurt. A silence fell on all. The watchers or spectators, whether skeptical, curious or wondering, were breathless.

Then followed the movement of the priest. The man strode forward, step by step over the 18 feet of glowing, scorching fire. Not gingerly or timidly, mind you, did he tread, but with well planted, firm and fearless feet—thus he did pass over without the least hesitation. Then proceeds the account: "Not even the smell of burning reached our expectant nostrils, though his (the priest's) filmy white gown was down to his ankles. Another of the

ascetics followed, making a well-worn path across that marvellous road of fire. The ascetics, or treats, as they are called, went over several times, and then called out that they had tried the fire—that it had no power to burn, and anyone who liked might now pass over. Then a strange thing happened. The Japanese men, women and children around me went down and walked over unhurt. A continual stream passed over the dull furnace. Their clothes were unsinged and their feet unhurt. For I myself and some of my friends went to examine them afterward. Some begged me to try, telling me that the fire would make my feet very strong and my 'feelings would become good' (i. e., comfortable) were I to do so. Alas! I had neither their faith nor their simplicity, and so I did not tarry.

Curiosity prompted the writer two days after to visit the temple and ask the high priest for an interview. He told him how struck he had been with what he had seen, and asked him if he could explain what appeared a miracle. This was the high priest's reply: "To you and to the ordinary spectator it seems and impossible thing, and you try to account for it by assuming some vulgar trick or conjuring, but to me it is not strange. We of the Shintshukyo sect believe in one god, and by invoking him are enabled to pour boiling water over our bodies, to walk over fire and to mount sword blades without sustaining any harm."

The question then was asked of the high priest whether he and his disciples could at any time walk on fire without being hurt.

His answer was that it was only after long prayer and invocation that they could do so, and the goya (ascetic) must try it before an ordinary believer to find out if the power had been drawn out of the fire.

## A DIRECT PROCESS

HOW DR. WILLIAMS' PINK PILLS CURE RHEUMATISM.

Statement from One Who Was Cured of a Particularly Painful Form of This Disease.

In the many forms which rheumatism takes, that which is popularly known as sciatic rheumatism probably tortures its victim more than any other. That Dr. Williams' Pink Pills have cured this stubborn as well as painful trouble is a fact proven by the following statement, and no sufferer who reads this can afford to let prejudice stand in the way of trying these blood-making pills.

Rheumatism is now generally recognized as a disease of the blood. Dr. Williams' Pink Pills make—actually make—pure blood. When the blood is pure there can be no rheumatism. There is no "cure-all" claim about this. The action of the remedy is direct and powerful. Dr. Williams' Pink Pills have cured more cases of rheumatism than of any disease except anemia.

Mrs. Theodore Bresnahan, of 54 Mill street, Watertown, N. Y., says:

"My trouble began with a severe cold which I took about a week before Christmas in 1900 I began to have rheumatic pains in my back and limbs and after a time I couldn't straighten up. I suffered the most awful pain for months and much of the time was unable to leave the house, and I had to take hold of a chair in order to take a walk and sometimes I could not stand up at all. My husband had to help me up and down stairs. The pain was greatest down my left limb, along the sciatic nerve.

"The disease was pronounced sciatic rheumatism and, although I had a good physician and took his medicine faithfully, I did not get any better. After some six weeks of this terrible pain and suffering I tried Dr. Williams' Pink Pills and that is the medicine that cured me. After a few boxes the pain was less intense and I could see decided improvement. I continued to take the pills until I was entirely cured and I have never had any return of the trouble."

\$50.00 REWARD—The Dr. Williams' Medicine Co. has authorized the cashier of the Union National Bank of Schenectady, N. Y., to pay the sum of \$50.00 upon proof of fraud on the part of the company in the publication of the foregoing testimonial, or any others used in making known the merits of Dr. Williams' Pink Pills.

All druggists sell Dr. Williams' Pink Pills or the remedy will be mailed, post paid, on receipt of price, 50 cents per box, six boxes for \$2.50, by the Dr. Williams' Medicine Co., Schenectady, N. Y.

"My disciples never eat meat or fish," he explained, "never drink stimulants of any kind, either wine or coffee or tea, nor do they even think of strong smelling vegetables, such as onion or garlic; and we only eat twice a day—in the morning and evening. We must be clean in heart and body, or we should be burned."

## For Weak, Languid People.

Weak, sickly people often remark, "If I could only get something that would nourish me and give me strength," they do not know why, but the food they eat is of no benefit to them, they gain no flesh and feel no stronger. The fact is the stomach is too weak to perform its work, and the little appetite they once had is soon gone. The blood becomes more thin and watery, bringing on faint sick spells with loss of memory and ambition. There is a remedy for all this that acts in the right way. It is called Dr. Gunn's Blood and Nerve Tonic, and is sold by all druggists for 75c per box, or 3 boxes for \$2. It turns the food you eat into rich, red blood, making flesh and strength, creating an appetite because the system demands sustenance.

## Cannot All Agree.

Here is a bit of wisdom from the Arlington Record:

"Never argue with a man just for the purpose of killing time. Learn this one thing early in life, and learn it well, that the man who does not believe as you do is not always a fool. The fact that you hold views not in accord with your neighbor is not proof positive that you are right, and he is wrong, nor is it any evidence that your neighbor is insincere. If this were not true, then all smart men would belong to one party, and all good men to one church. And if all belonged to one party and one church, they would break up both party and church."

## Fortunate Missourian.

"When I was a druggist at Livonia, Mo.," writes T. J. Dwyer, now of Grayville, Mo., "three of my customers were permanently cured of consumption by Dr. King's New Discovery and are well and strong today. One was trying to sell his property and move to Arizona, but after using Dr. King's New Discovery a short time he found it unnecessary to do so. I regard Dr. King's New Discovery as the most wonderful medicine in existence." Surest cough and cold cure and throat and lung healer. Guaranteed by J. C. Perry, druggist. 50c and \$1. Trial bottle free.

The Southern Pacific Company. Will sell special round trip tickets to Eastern points on July 2nd, and 3rd, August 7, 8, and 9, September 8, 10, 1906, to Chicago, St. Louis, Milwaukee, St. Paul, Omaha, Sioux City, St. Joe, Atchison, Leavenworth and Kansas City. Good going 10 days, and returning 90 days from sale date, but not beyond October 31st, 1906. For particulars call on agents.

A. L. CRAIG, General Passenger Agent.

HOLLISTER'S Rocky Mountain Tea Nuggets. A Busy Medicine for Busy People. Brings Golden Health and Renewed Vigor. A specific for Constipation, Indigestion, Liver and Kidney Troubles, Pimples, Eczema, Impure Blood, Bad Breath, Shrunken Bowels, Headache and Backache. It's Rocky Mountain Tea in tablet form. 35 cents a box. Genuine made by Hollister Drug Company, Madison, Wis. ALL DRUGGISTS AND CIGAR SHOPS SELL.



Made in Oregon

Put up in glass fruit jars, jelly glasses, etc. The very best baking powder sold.

## Eppley's Perfection Baking Powder

If you haven't used it, order it from your grocer next time you need some. It is guaranteed absolutely pure.

C. M. EPPLEY

Manufacturer, Salem, Oregon.

## Liberty Store

FOR YOUR HENS

Oyster shells, Oil meal, Bone meal, Shorts, Bran, and Wheat. Always on hand. Shorts .....95¢ Bran .....70¢ Per Sack.

E. W. SMITH, Prop.

## STEAKS and CHOPS

COOKED TO PERFECTION

A GOOD MEAL FOR 20c

Short Orders served Promptly

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GEORGE BROS. Props.

Phone Main 196 State Street



Chas. V. Galloway of Yamhill County

FOR REPRESENTATIVE IN CONGRESS

## Gold Dust Flour

Made by THE SIDNEY POWER COMPANY, Sidney, Oregon. Made for family use. Ask your grocer for it. Bran and shorts always on hand.

## P. B. Wallace AGENT

Steamers Pomona and Altona leave for Portland Monday, Wednesday and Friday, at 10 a. m. Tuesday, Thursday and Saturday at 9 a. m. Leave for Corvallis Tuesday, Thursday and Saturday about 6:30 p. m. For Albany daily except Sunday about 6:30 p. m.

M. P. Baldwin, Agt

Patronise Your Home Industries and keep your money at home.

Not a new business, but the old black smith, wagon and paint shop of Jacob & Arthur very much enlarged. We are prepared to do all kinds of fancy painting, sign painting and buggy, carriage and wagon painting; repainting and repairing furniture and musical instruments. A first-class painter employed. Light and heavy wagons and buggies on hand and made to order. Work called for in any part of the city and returned free of charge by G. W. Johns or William Cross.

JACOB & ARTHUR. Phone 1453 Main. 2226 N. Front St. 9-22-12

## Screen Doors

I have a good selection of stock sizes of cedar screen doors, including hinges, etc.

Large stock of all kinds of Poultry, Lawn and Field Fencing, Posts, Shingles, Gates, etc. All at lowest prices.

WALTER MORLEY,

250 Court St., Salem, Or.

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Cornice Work, Heating and Building Work of all kinds. Estimates Made and Work Guaranteed.

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