

# SAVE YOUR CLOTHING

AND

## PREVENT MOTHS WITH 20 MULE TEAM BORAX

Before packing away Clothing, Furs, Flannels, Rugs or Woolens, sprinkle them freely with 20-Mule-Team Pure Borax.

IT WILL NOT INJURE THE FINEST FABRIC

Leaves no grease, stain or odor, and will keep the articles free from Moths and germ-proof.

All dealers, or Free Sample and Illustrated Booklet for 5 cents in stamps of PACIFIC COAST BORAX CO., San Francisco, Cal.

In Laundry Work the best soap to use with "20-Mule-Team" Borax is "20-MULE-TEAM" BORAX WHITE SOAP. Insures white clothes, soft hands. All grocers.

NEW ADDRESS: BACON BUILDING, OAKLAND, CALIFORNIA.

### TALE OF BLOOD AND MYSTERY

It Helped to Liven up New York Papers on a Dull Day ...

A story of a murdered sea captain, a missing heir and a fortune awaiting an owner was told with a wealth of interesting detail in several New York papers last Monday morning. It was the story that smacked of Stevenson and incidentally it showed how alert the papers are in seeking good stuff, especially on Sunday when things are likely to be dull as ditchwater.

The alert young men who read papers for the city editors all saw a little Herald ad in which John Cox, staying at the Waldorf-Astoria, offered a reward for the address of Henry Pollexfen and for a Spanish gold piece lost in Fifth avenue.

Here were the makings of a beautiful Monday morning spread.

Mr. Cox's Sunday luncheon was not digested when reporters began calling. They showed him the ad and settling himself in a luxurious armchair, he spun a yarn of crime and mystery. He was an Englishman, he explained, and had arrived in La Provence Friday. He was connected with an agency that makes a business of tracing lost persons.

Last November, Mr. Cox told the reporters, Henry Pollexfen, retired steamship captain, was foully done to death in London by villains who had so far escaped the clutch of justice. The captain's fortune was estimated at \$700,000 and part of it was in coins in an old chest. His only heir was his son, also named Henry and believed to be somewhere in America. The only clue to his whereabouts was a queer coin, which

Mr. Cox had unfortunately lost in the street.

#### It Was a Good Story.

All this and much more the voluble Mr. Cox told the reporters, and they played the story up as good stories ought to be played up on a Sunday when there is nothing doing in the way of routine news.

Tuesday's Evening Journal contained a half-page ad, in the upper part of which were reproductions of the scare heads and introductory paragraphs of various versions of the Cox-Pollexfen tale. Beneath was a grateful acknowledgement of the service rendered to the American by its neighbors in advertising "Doubleblons," a novel to crime and mystery soon to begin running in the American. The opening chapters were outlined by "Cox" to the obliging reporters. At the office of the American inquiries as to the identity of "Cox" were answered with smiles and wise waggings of heads.

#### In Self Defense.

Major Hamm, editor and manager of the Constitutionalist, Emulsion, Ky., when he was fiercely attacked, four years ago by piles bought a box of Bucklen's Arnica Salve, of which he says: "It cured me in ten days, and no trouble since." Quickest healer of Burns, Sores, Cuts and Wounds. 25c at J. C. Perry's drug store.

#### Fish Traps Destroyed.

The famous fish traps on the upper Deschutes river west of Rosland were destroyed last week by the local deputy game warden, John Atkinson. Every year thousands of fish have been entrapped in a pool and captured. This pool or trap was partially constructed by nature, and with a little assistance of a man a large pool was formed at the foot of a fall, where the fish were securely held. The destruction of the traps will doubtless be of great benefit to the fish of the stream.

## TOM LAWSON'S WAY



The Original Advertising Methods of the Famous Boston Financier

Early in his career little General Bonaparte disgusted the respectable Austrian commanders. They said he was a dunce who would never learn to fight according to rules. True, he put one Austrian army after another out of business, but what glory was there in victory gained at the sacrifice of every sacred principle of time-honored strategy?

To call a man of Napoleon of this, that or the other branch of peaceful industry is to use a shop-worn phrase often misapplied. But the advertising campaigns by Thomas W. Lawson are so entirely free from fetters of tradition and are pushed with such untiring and overwhelming energy as to suggest the methods of Marengo and Austerlitz.

Nothing, for example, could be farther removed from the usually accepted style of financial advertisements than Mr. Lawson's proclamations. A reveille on bugles is not more different from the wheeze of an asthmatic melodeon than one of Lawson's ads from the stereotyped stupidity of the orthodox financial columns. The Boston man's style is free from absurdity and affectation. He uses short words and short sentences, and goes to the heart of the subject with the swift directness of a Lincoln.

But it is not alone the mere marshalling of words which makes Mr. Lawson's advertisements as attractive as even the most sensational piece of news. You feel as you read that the man has something to say, is in dead earnest and not afraid of anything or anybody.

He fights his moral foe, "the system," with untiring, furious, unquenchable energy. He throws diplomatic prudence to the winds of heaven, and whatever may be thought of his principles or his methods, there is no doubt that he made his enemies sit up and take notice early in the game. And they have been sitting up and taking notice ever since.

The same impatience of routine which marks the composition of Mr. Lawson's advertisements is seen in his ways of getting them before the public. The question of expense is less than secondary; it is practically negligible. Two illustrations will show how the work is done.

On Monday, December 5, 1904, Mr. Lawson concluded to put out a startling advertisement, urging holders of amalgamated stock to sell. At four o'clock he telephoned his determination to C. A. Chandler of the H. B. Humphrey company, his advertising agent, and gave a list of papers he desired to use in Boston, New York, Philadelphia, Chicago, Los Angeles, San Francisco, about thirty other American cities, and London.

Copy for a four-column ad was in the office of the agency at seven o'clock, with instructions to use San Francisco, Los Angeles, Chicago, Philadelphia, New York and Boston papers the next morning and to get

the ad in the whole list by Thursday morning.

The large and well trained staff of the agency got busy at once. The ad was set and Mr. Lawson O. K.'d the proof by telephone. Then bells jingled, buzzers buzzed and telegraph keys clicked. A battalion of men worked as if their lives were at stake. Yet no energy was lost. The ad, with instructions for position, display, etc., was telegraphed all over the United States and cabled to London. And all the financial world was talking about it the next day. That ad cost \$92,000.

The readers of Mr. Lawson's ad that appeared in many large cities Monday, December 12, 1904, would have been even more interested than they were could they have known the circumstances in which the copy was produced and transmitted.

On Sunday afternoon Mr. Lawson wrote the matter in pencil. His secretary, who enjoys the rare distinction of being able to read Mr. Lawson's writing, took the copy to the Humphrey agency and interpreted it to a typewriter. At half-past nine Mr. Lawson had telephoned some corrections and half an hour later the matter was in the printer's hands.

But the proof was not O. K.'d until half-past eleven and the last word was not ticked off by the telegraph operator until long after midnight. Yet the ad appeared the next morning in all the papers and Mr. Lawson had a laugh at the expense of his secretary, who was sure it could not be published outside of Boston.

The Humphrey company's valuable work in handling the Lawson advertisement has been frequently and heartily acknowledged by the financier himself.

#### THE ENGAGEMENT HELD.

Preacher Had to Follow Sunday Clothes and His Written Sermon.

Two prominent divines, one of Grants Pass and the other of Medford, agreed to exchange pulpits for last Sunday.

The Grants Pass minister made a trip to Medford on the 11:25 train Saturday morning, in order to enjoy a chat with an old friend, who was to go north on the 5:09 train. He met his friend and traveled as far as Grants Pass, intending to take the next southbound (the midnight) train for Medford. In the meantime his Medford conferee had been detained by an important meeting of the church Saturday afternoon until too late to catch the evening train for Grants Pass.

Rather than get up at 4 a. m., to catch the morning train he concluded to telephone the Grants Pass minister and call the engagement off. The conversation was something like this: "Hello! this you, Bro. T.—This is Bro. C.—As you must come back to Medford on the midnight train and I must get up at four o'clock to come to Grants Pass I think we should cancel our engagement to exchange pulpits." "We can't cancel that engagement," was the wail that came through the phone, "because when I went to Medford this morning I left my preaching clothes spread out on the bed at my boarding place, and—and—well all my sermons is my valise there, too. Three things—myself, my ministerial garments and my sermons must be assembled in order that there may be an harmonious whole, and the only way I can conceive in which it can be done is for us to keep our engagements with each other."

#### NEWSPAPER ENGLISH.

Superfluity of Words the Most Common Fault of Writers.

Writing for daily or weekly publication can seldom strike a high level. Modern journalists too often follow Shakespeare's example in never blotting a single line—not that they regard their product as impeccable, but that they have scant time for revision. This event of the week, an earthquake in San Francisco or the adjournment of congress, presses for notice; the clock ticks, "Now or never." All things considered, the wonder is not that journalistic writ-

ing is generally bad, but that it is ever good.

To censure its fugitive sheets as less carefully finished than Gibbon's "Decline and Fall" is like condemning a shelter tent because it is not St. Peter's at Rome. And yet if editors were content with the average output from their shops, the English of all dailies and periodicals would melt and swim in a deliquium of inanity.

The fault of much manuscript submitted to this journal, for example, is not erratic punctuation, grammatical blunders, or improprieties. These are superficial vices. The articles are clogged with words, all of them correct, a fourth of them superfluous. In preparing manuscript for press more editorial labor is spent on trimming out the undergrowth of words than on any other one thing. Learned gentlemen imagine that we are eager for papers which began thus:

"Among the many interesting questions—and they are various and important—which are being discussed at the beginning of the twentieth century by educators in all parts of this country, none demands more, if as much, serious consideration from parents, teachers and pupils, from college trustees and school superintendents—in a word, from all those who are devoted to the development of humane studies—than the instruction of our boys and girls in the fine, and we may even say indispensable, art of writing English."

Apply the blue pencil unsparringly, and we get something like this: "Teaching English composition is one of the most important questions now before educators."

Pruning is not everything, but it often makes an apparently dull article almost vivacious. The only safe rule, for amateurs and professionals alike, is to challenge every sentence and paragraph, and to hold every adjective, adverb and qualifying clause under suspicion. The presumption should be that each, until proved innocent deserves capital punishment. —The Nation.

#### Petition for Liquor License.

We, the undersigned, legal voters of Breitenbush precinct, Marion county, state of Oregon, respectfully petition the Hon. County Court of Marion county, state of Oregon, to grant a license to Lee Jeffries, of Mills City, Oregon, to sell spirituous, malt and vinous liquors in less quantities than one gallon in Breitenbush precinct, Marion county, state of Oregon, for the period of twelve months, as in duty bound we will ever pray. J. M. Dinmoo, A. D. Mazingo, H. W. Brown, H. M. Stanton, J. B. Wisner, William Giebel, W. L. Quinn, J. J. Fitzgerald, George Cobart, A. B. Judd, Charles G. Giebel, F. Van Valkenburg, J. F. Wisner, C. Newbold, A. M. Mulkey, C. D. Matheny, Bert Banker, L. J. Stanton, F. W. Truado, B. R. Gilbert, E. G. Theodore Titzle, Wm. Harlan, Henry Yost, Charles Cuisse, Harry Dunlap, T. E. Taylor, Albert Carter, Will Carter, Fred Carter, N. Allen, J. O. Hall, Wm. G. Smith, J. W. Michlman.

Notice—Notice is hereby given that J. Lee Jeffries, will on the 9th day of August, 1906, apply to the Honorable County Court of Marion County, state of Oregon, for license to sell spirituous malt and vinous liquors in less quantities than one gallon in Breitenbush precinct, Marion county, state of Oregon, for the period of twelve months. LEE JEFFRIES.

## OREGON STATE BANK

Jefferson, Oregon

Capital \$25,000

Best facilities known to reliable banking offered patrons. Jefferson is a good town, has good stores, good mills, a good bank, and good people. Come and see us.

Oregon State Bank

J. A. AUPPERLE, President  
M. J. CAMPBELL, Cashier

#### RATES.

Newport, Yaquina Bay, Breitenbush Hot Springs from All S. P. and C. & E. Points.

On and after June 1, 1906, the Southern Pacific, in connection with the Corvallis & Eastern railroads from points on their lines to Newport, Yaquina and Detroit at very low rates, good for return until October 10, 1906.

Three-day tickets to Newport and Yaquina, good going Saturdays and returning Mondays are also on sale from all east points, Portland to Eugene, inclusive, and from all west side points, enabling people to visit their families and spend Sunday at the seaside.

Season tickets from all east side points, Portland to Eugene inclusive, and from all west side points, are also on sale to Detroit at very low rates, with stop-over privileges at Mill City or any point east, enabling tourists to visit the Santiam and Breitenbush Hot Springs in the Cascade mountains, which can be reached in one day.

Season tickets will be good for return from all points until October 10th. Three-day tickets will be good going Saturday and returning Mondays only. Tickets from Portland and vicinity will be good for return via the east or west side at option of passenger. Tickets from Eugene and vicinity will be good going via the Lebanon-Springfield branch as desired. Baggage on Newport tickets checked through to Newport and Yaquina tickets to Yaquina only. Sunday excursions to Newport on the C. & E. will begin June 10th or 11th and run every Sunday thereafter leaving Albany at 7:20 a. m., leave Corvallis at 8 a. m.

S. P. trains connect with the C. & E. at Albany and Corvallis for Yaquina and Newport. Trains on the C. & E. for Detroit will leave Albany at 7:30 a. m., enabling tourists to the hot springs to reach there the same day. Trains from and to Corvallis connect with all east side trains on the S. P.

Full information as to rates, timetables, etc., can be obtained on application to J. C. Mayo, Gen. Pass. Agt. C. I. E. R. R., Albany; A. L. Craig, G. P. A., S. P. Co., Portland, or to any S. P. or C. & E. agent.

Rates from Salem to Newport and to Yaquina, \$4.50; three-day rate from Salem to Newport, \$3.00.

## HARVESTERS AND CAMPERS SUPPLIES

Cotton Blankets, note the size, 62 by 50 inches, only.....50c pair  
Ladies' linen colored dress skirts, only.....40c each  
Ladies' linen color muslin shirts, were \$1.25, now only.....65c each

#### STRAW HATS IN GREAT VARIETY

Boys' Overshirts  
Sunbonnets  
Canvas Gloves  
Towels  
Mosquito Bar  
Ticking  
Muslin  
Gingham

Donna  
Veiling  
Outing Handkerchiefs  
Shirts  
Sleeveless Vests  
Cotton Cover  
Cotton

Calicoes and Challies, fast colors, only.....5c yard  
Children's Overalls, only.....25c pair  
Ladies' gray cotton hose, good quality, only.....10c pair  
Wide fancy ribbons only.....10c yard

#### MILLINERY AT SALE PRICES.

60-inch gray satins, only.....75c yard  
LADIES' LINEN DRESSERS, NEW STYLES

## ROSTEIN & GREENBAUM

Old Nos. 298 and 300 Commercial St. Salem



#### DR. STONE'S DRUG STORE

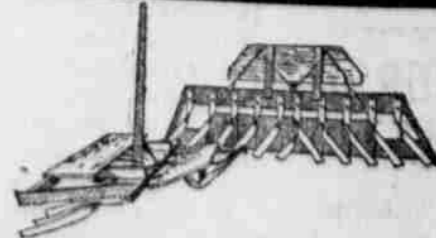
Does a strictly cash business, owes no one, and no one owes it; carries large stock; shelves, counters and show-cases are loaded with drugs, medicines, notions toilet articles, wines and liquors of all kinds for medical purposes. Dr. Stone is a regular graduate in medicine and has had many years of experience in the practice. Consultations are free. Prescriptions are free, and only regular prices for medicine. Dr. Stone can be found at his drug store, Salem, Oregon, from 6 in the morning until 9 at night.

## Men Are Well Dressed

If They Have Their Clothes Made By

## JOHN SHOLUND, The Opera House MERCHANT TAILOR

Cleaning, Pressing and Repairing.



## THE KIMBALL CULTIVATOR

The tools for summerfallow, orchards, hops and Berries. For destroying Fern, Briars and Canada Thistle it has no equal. Made exclusively and sold by

## KIMBALL & WEBB

At Poble & Bishop's shop, on Liberty street, Salem, Or. Standard sizes 5 1/2, 6 1/4 and 8 1-3 feet cut. Prices: \$11, \$12.50 and \$16, respectively. F. O. B. Salem.