

THE CAPITAL JOURNAL

E. HOFER, Ed. and Prop.

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The first requisite to successful self advertising by newspapers is confidence on the part of the publisher that his space is worth the price. Without such confidence he can hardly hope to inspire in his prospective advertisers or subscribers the man with a paper which he feels is not worthy the attention of advertisers would better make it so or swap it for a yellow dog and get another.

The self advertising begins at the date line and runs all the way through to the last period on the last page. Good or bad, it is found in every line of news or advertising—even in make-up. The general advertiser can size up a sheet with approximate accuracy at a glance. The local advertiser knows of his own knowledge (or can readily determine) whether a given paper is making good with his public. So there must be, first of all, something to advertise—something that will pretty nearly stand the acid test. This something to advertise can be more quickly created if the paper talks about itself in a proper way in its own columns. By making the best of what it has, by keeping discreetly mum regarding what it hasn't, while it hustles to get it.

FROM THE EDITOR'S NOTEBOOK.

As the editor goes about his duties he makes notes and observations about officials, persons and things. Sometimes they are interesting and sometimes they are not. That is not the fault of the men, persons or

SOME REASONS WHY A BANK ACCOUNT IS A GOOD THING—

- It teaches economy.
It helps your credit.
It furnishes a receipt for all money you pay out.
It creates business habits that will increase your savings.
It protects your funds against loss by robbery.
It enables you to get ahead during the productive years of your life.
It places you in a position to take advantage of any good business that comes your way.
It is our Savings Department that will pay you better income than government bonds, no matter how small the amount.
Your money in bank is in active use and benefits the community in which you live. It employs labor, operates factories, plants fields and grows crops to market. We will be glad to cooperate with you and help you save.

SAVINGS DEPARTMENT CAPITAL NATIONAL BANK

President Homan of Willamette was one of the lecturers of the Lin County Bible school, and speaks well of it. The crowds were not as large as could have been expected but the interest was wholesome. He says Salem would be a fine place for some such summer school as has been attempted at Albany, and has been carried on several years at Oregon City. Homan is more of a business man than a preacher, although a fine platform talker who is ever ready with the right thought and the appropriate word if we can judge from the few times he has been heard at Salem.

J. C. Goodale has gone to Salt Lake, Utah, to represent the Curtis Lumber Co. in that territory. He came to Salem with his father and brothers 13 years ago, and of the family C. C. Goodale remains at Salem and is connected with the same corporation. Jas. Goodale was in the city council and has built up a good reputation in the lumbering business which the firm recently sold out to the Curtis company. The Goodales are men of good business habits, liberal and fair-minded, of the live and let live style who make friends and keep them. The many friends of J. C. Goodale will wish him success in his new business location.

Some of the work of preparing school teachers can be successfully carried on in the high schools. When the new board that has charge of the normal schools of this state was organized, a member of the board offered a resolution asking the committee on course of study in normal schools to prepare a one-year teachers' training course for high schools. It was done because many students attend high schools a year or two years merely to fit themselves to pass an examination at the county institute and then become teachers in the country schools without further professional equipment. For this class of students the teachers' training course gives at least one year of work in the theory and practice of teaching, and they have no excuse for not taking the course, as they know very well at the beginning of the year that they are going to try to become school teachers. State Supt. Ackerman has now made the one-year teachers' training course in high school part of the state course of study for high schools. On consultation with City Supt. Powers it was thought best to have the students admitted to the teachers' training class in a high school at least have had one year's high school work, or have completed the equivalent of the ninth grade. This would then make the teachers' training class equivalent to the tenth grade, and upon completing it admit them to the State Normal schools, and enable them to finish there in two years. It is expected that graduates of state high schools will be able to complete the state normal school course in one year. But they can take the tenth year's work in the teachers' training class of a high school and save a year. But for a professional teacher the full high school course and the full normal school course are not too much work. State Supt. Ackerman has reason to be congratulated on his prompt compliance with the suggestion of the state normal school board that some of the work of the normal schools can be done in the high schools.

W. H. Dalrymple, a well known contractor, is interesting himself in the formation of a home builders' association, to help young men to get homes of their own. There is to be a meeting called at the Board of Trade rooms this week and steps taken to organize the enterprise on new lines, patterned mainly after one that has been very successful at Elgin, Ills. Everything that helps anyone build a home is to be encouraged as this city has nearly reached the famine limit for houses to live in. President Homan of Willamette is very anxious to have some one put up a good eight-room house for rent, as he has been unable to find any thing suitable for his family to live in. It is understood that some of our capitalists are willing to help such efforts if they are put forward with any assurances of good management.

H. M. Shafer, president-elect of the Ashland State Normal school, attended the National Educational Association at Cleveland, Ohio, and was in Salem Sunday on his way home from Ashland, where he looked over his new field of labor. The Ashland people are pleased that the new president is a normal school man, who has all his life been engaged in normal school work, and the state board are pleased that they are pleased, and so there is pleasure all around. Mr. Shafer has rented a house in the city of Ashland and will not live out at the school. He says he wants to identify himself to some extent with the community in which he casts his lot. He was for some years president of the State Normal school at Cheney, Wash., but a new local board of regents displaced him for political reasons, and not for anything connected with his professional work. He is a man in the prime of life, seems to have a fine mind and a winning personality, and there is no reason why his introduction into the educational field of Oregon will not work out well for the school and the state and for Shafer.

Dexter Field, a Salem farmer who raises cucumbers for four grocery stores and ships celery plants by the 20,000 lot, and makes money honestly and votes conscientiously and has been a decent Republican all his life, says he still believes Statement No. 1 will win out in spite of the

machine politicians, money and mendacity. He is no grafter and even makes the grocers sell his cucumbers at five cents when they were trying to get ten cents or three for a quarter.

The other Portland men begged off on the talking proposition, one of them stating that "Portland has a man employed at a big salary to do her talking for her, but he is not here today, preferring to go to the coast to spend Sunday rather than follow the crowd to the Cherry City." The audience understood that this referred to Tom Richardson, who, it is rumored, has not particular love for Salem.—Statesman.

A Journal reporter called on prominent members of the Cherry Fair committee and was assured by them that the above did refer to the manager of the Portland Commercial club. A committee from Salem went down there and addressed the club at its meeting and presented them with boxes of Salem cherries and 75 signed an agreement to come to Salem and take part in the Portland Day festivities. The Commercial club managers then further agreed to swell the list to 200 at least, and when the Portland crowd was all in on Portland Day there was barely two dozen. Whether Tom Richardson was to blame for this, is hard to say, but the committee here are loud in their expressions of distrust that something went wrong and that the crowd that was expected did not materialize. But there are so many cherry shows and fruit fairs going on all over the state that the Portland business men simply cannot attend them all in any considerable number and attend to their own affairs at home. The community that captures any large crowd these days has to be on the very best of terms with the manager, and it was supposed that such men as Judge Scott, Frank W. Power, the president and secretary of the Salem Commercial club, and its board of directors and the active managing committee had the ear of the manager at Portland. However, let us hope for better treatment next time. It cannot be said that the Harriman officials did not do their duty, as Messrs. McMurray, Scott, Coman and others of that corporation's head men came up and graced the occasion and made friends for themselves and the city of Portland. Salem and Portland are friends and will remain so.

It Can't Be Beat. The best of teachers is experienced. C. M. Harden, of Silver City, North Carolina, says: "I find Electric Bitters does all that's claimed for it. For Stomach, Liver and Kidney troubles it can't be beat. I have tried it and find it a most excellent medicine." Mr. Harden is right; it's the best of all medicines also for weakness, lame back, and all run down conditions. Best too for chills and malaria. Sold under guarantee at J. C. Perry's drug store, 50c.

District Conference—German Baptist Brethren Church of God. Portland, Ore., July 16-21, 1908. For the above occasion the Southern Pacific company will make a rate of ONE AND ONE-THIRD FARE on the certificate plan.

WM. M'MURRAY, J. M. SCOTT, G. P. A., S. P. Co. A. G. P. A., S. P. Co. 7-15-08.

Annual Session—Lodge Ancient Order United Workmen and Degree of Honor. Portland, Ore., July 21-23. The Southern Pacific Co. have authorized a rate of ONE AND ONE-THIRD FARE from Salem to Portland and return on the certificate plan.

WM. M'MURRAY, J. M. SCOTT, G. P. A., S. P. Co. A. G. P. A., S. P. Co. 7-15-08.

Albany College—Summer Bible School. Albany, Ore., July 17-27, 1908. For the above occasion a rate of ONE AND ONE-THIRD FARE on the certificate plan has been authorized.

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SUMMER RESORTS

WILHOIT SPRINGS HOTEL NOW OPEN. Stage leaves Oregon City, Tuesday, Thursday and Saturday until July 1, then daily at 9 A. M. Stage also goes from Mt. Angel. Fare \$1.50. F. W. McLean, proprietor.

Graber Bros.

PLUMBING AND GAS FITTING. Will give prompt attention to all orders, guarantee our work to give satisfaction and to be up to the sanitary standard.

WE WILL BE PLEASED TO GIVE ESTIMATES ON CONTRACTS. Call at our shop on Liberty street, back of Barr's Jewelry Store. Phone 550.

Gold Dust Flour

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

P. B. Wallace AGENT

SALEM WATER COMPANY OFFICE CITY HALL. For water service apply at office. Bills payable monthly in advance.

Phone 44 Main 147 N. High St. C. W. YANKE Proprietor of THE FASHION STABLES Cabs and Livory, all Rigs Modern Rubber Tire.

Huie Wing Sang Co.

BIG STOCK OF GOODS. We make up all kinds of wrappers and white underwear, waists and kimonos and skirts; all kinds of gentlemen's and ladies' furnishing goods; all kinds of silks and dress goods; hose, suits, pants, overalls, blankets, neckwear, matting, china-ware, trunks, embroidery and lace, etc.

OUR STORE BEST. Goods now at very low price—big sale. 326 N. Commercial St. Salem, Or.

O. C. T. Co.

Steamers Pomona and Oregon leave for Portland daily except Sunday at 5 a. m. M. P. BALDWIN, Agent.

CHICHESTER'S PILLS. THE DIAMOND BRAND. Ladies! Ask your druggist for Chichester's Diamond Brand Pills to keep you healthy and free from all ailments.

MADAME DEAN'S FRENCH FEMALE PILLS. A Safe, Certain Remedy for Nervous Prostration. NEVER KNOWS TO FAIL. Ask your druggist for Madame Dean's French Female Pills.

HOLLISTER'S Rocky Mountain Tea Nuggets. A Busy Medicine for Busy People. Brings Golden Health and Renewed Vigor. A Specific for Constipation, Indigestion, Live and Kidney Troubles, Pimples, Eczema, Impure Blood, Bad Breath, Sluggish Bowels, Headache and Backache.

BRING YOUR CAMERAS and KODAKS to SMITH'S CAMERA STORE. We Do Developing for Amateurs. Serve Lunches and Sell Cigars. Nye Beach Newport, Or.

THE TAFT HOUSE

Private boarding. Strictly home cooking, serve the best meals, you help yourself. Rates reasonable. MRS. MARY BATCHMAN, Mgr. Cor. Fifth and Huriburt Streets, one block north of Presbyterian church.

ROYAL RESTAURANT

For quick service, strictly home cooking, go to the address below.

BEACH LUNCHES

our specialty. West side of Front St., one and one-half block south of boat landing.

A. J. Rader's Camping Ground

Here you will find good water, septic tanks, good location; foundation and furnished tents to rent at Nye Creek. A. J. Rader, proprietor, Newport, Oregon.

O. K. BARBER SHOP

A first class up-to-date shop. Do not overlook this place for the best work. There is no barber better skilled with a razor or pair of scissors than R. N. WALTER, Prop. West side Front street, near boat landing. Agency for Corvallis laundry.

CIGARS and TOBACCOS

I have selected the best brands of Cigars and Tobacco consistent with the trade. Can supply you with what you wish with satisfaction. Also carry a complete line of soft drinks. E. CASS, Prop. Front Street, opposite the Reception, Newport, Oregon.

ED. SULLIVAN'S MARKET

Fresh fish of all kinds in season. Fresh Krabs Kooked daily. Fish bait on hand at all times. Boat repair.

Stocker's Meat Market

Here you will find at all times the choicest meats that can be procured also fish. Your patronage solicited. STOCKER'S MEAT MARKET Newport, Oregon

FURNITURE

Newport, Oregon. For Household Furniture of every kind and description go to H. D. BLAKELY. Carpets, Matting, Stoves and Ware. Sell or rent you a complete housekeeping outfit and buy when you leave. Prices always reasonable. South Front Street, only store of the kind.

Bain's Hack & Dray Co.

gives special attention to traveling baggage and camp outfit. Lined and unfinished horse-drawn wood and hay for sale. Ladies' dressers at Bain's Bakery, Nye Beach, Newport, Oregon. Phone 44.

Newport House

Board and rooms, home cooking, best 25c meal in city; you help yourself. Large, pleasant rooms, reasonable. Mrs. M. E. Frye, priestess, Newport, Or.

