

Feeling "Just So-So"

Anyone who is feeling just "so-so" is not well. Liver not acting right is the cause. Bad liver means bad health, bad stomach and bowels—often bad kidneys—unhealthy complexion—blues—headaches—all kinds of ailments.

A bad liver becomes a good, healthy active one when treated with



Better than pills for liver ills.

Never gripe, sicken nor act violently—always effective. Take an NR tablet to-night and you'll feel better in the morning.

Get a 25c Box

The A. H. Lewis Medicine Co., St. Louis, Mo.



For Sale by Capital Drug Co., Z. T. Riggs, Salem, Oregon.

BIGGEST OF EDITORS TALKS ON ADVERTISING

Brisbane, who earns \$75,000 yearly speaks on subject.

Arthur Brisbane, editor of the Hearst publications who enjoys a salary greater than that of the President of the United States, was a speaker before the convention at Kansas City, of the national association of advertisers.

Mr. Brisbane counseled writers of advertising to write clearly. "The simplest way is the best way," said he. "Write as you converse. A newspaper is the expression of thought and these thoughts should be shared with all. Make people think. Your ideas may be wrong but if you've started a thought you've done a wonderful thing."

Here follows the speech which Mr. Brisbane had prepared for the occasion, and which, he declared, he could not remember. It contains much that is valuable for everyone who is interested in advertising, the writer of advertisements, and the many elements that go to make up a successful business in the commercial world.

The advertising man is a distributor. Upon his intelligent and convincing work depends the growth of industry, the growth of human comfort and the elevation of the standards of living. A man can buy only when he knows that the thing is for sale. A man must be intelligently instructed as to the quality of what is offered to him, and advertising does this important work.

I may be prejudiced, but I believe that the daily newspaper is the one most important engine in the hands of the intelligent advertiser. A good evening to bear in mind is this: "Reputation is reputation. Only the daily newspaper can give you the constant repetition that wears away selfishness and forces attention. To say a thing every day is, of course, the quickest, surest path to permanent memorance."

I should like to say, however, and in this I am certainly not influenced by personal interests, that the intelligent advertiser should under no circumstances neglect the importance of the local paper—daily. Every man who sells goods, every man who tries to convince his fellow men, knows how important the personal question is if you wanted to sell a coat and you could get that man's intimate friend to go to him and talk to him about the coat, your sale would be assured.

The local newspaper is the intimate friend of the people, trying to reach in each locality. You advertise in a few metropolitan newspapers and break ground for wells, and in my opinion, you can get the best results without going to your aid the daily newspaper of the local editor with his local readers.

Many a man in Kansas City reads and believes a statement vigorously often repeated in the Kansas City Star, for instance, who would pay no attention to the same statement if he saw it in the New York Herald; it wouldn't seem to him to be a statement from home. And here are many men in the small towns around Kansas City that would pay less attention to a statement published in Colonel Nelson's newspaper than to that same statement published in a local newspaper, which smaller, much less important to the world's eye, but published at their homes.

I am especially anxious to emphasize this point, because I feel very strongly the importance of supporting all newspaper enterprises, and of reading advantageously the work done by the local editor and his staff. You cannot keep the country in order, cannot regulate or keep down duly organized society, unless you have in every little town, and possible in every little village, the

local editor, who is a moral policeman, using publicity as his club.

If you kill the local editor, by neglecting his advertising columns, you revive his locality and the country at large of the most important feature of public defense and good government. You harm the community; a you would harm the farmers if you went systematically to work starving their watchdogs to death.

The local editors are the watchdogs of the local neighborhood, and in addition to that they are the real defenders of the public; they do a work that a handful of metropolitan newspapers cannot pretend to do.

Fortunately, they give you a good return, the best return for your advertising investment, when you advertise with them wisely, and they will grow in power and prosperity with the growth of intelligent advertising.

I would say to the writer of advertisements, as I would say to a reporter, or a young editorial writer, that the most important thing of all is simplicity in language, distinct utterance of each thought, perfectly distinct separation of each thought from each other thought, to avoid confusion, and above all things, cultivate a style easily read. Every man can write simply, readily, if he will.

Certain formulas, I think, hold good in the advertising field as in other fields of human effort. The value of an advertisement depends first upon the number of people it reaches, second upon their willingness and comfort in reading it, and third upon the ability of the readers to buy the goods advertised.

It is important for the advertiser to avoid duplicating his advertisement. Much money is wasted in this way. A man goes into a big city and advertisers in half a dozen or more of the newspapers of that city. One man buys three or four newspapers and takes them all home; only one out of the three or four is read by the woman in the house.

The advertising done in the other is duplicated or wasted, money thrown away.

Women's Ailments

are many and peculiar. At times they so disorganize the system that the general health is impaired and weakened.

When women feel nervous and debilitated, or suffer with sick headache and depression,



will promptly relieve these unpleasant symptoms, and do much toward restoring healthy conditions to the various organs. For backache, dizzy spells, feeble blood, stomach weakness, constipation and other distressing ailments, Beecham's Pills are a reliable preventive and

A Natural Remedy

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

THE MANUFACTURE OF CHIP HATS IN ITALY

The manufacture of chip hats and plaits is a very ancient one and characteristic of the province of Modena, Italy, having been introduced at Carpi at the beginning of the sixteenth century by Nicolo' Biondo, its inventor.

The chip is made through a special process from a willow tree grown on the banks of the Po. Ouring several years past the manufacture of chip plaits has spread into many other communes of the province, such as Reggio-Emilia, Bologna and Ferrara, without detriment to the commune of Carpi, the principal center of the trade. The exportation of this peculiar product is made to all the markets of Europe, America, East India and Australia, but principally to New York, Paris, London, Berlin, Brussels and Vienna.

The industry in the province of Modena alone occupies more than 25,000 hands, females predominating. Owing to its peculiarity it is liable, more than any other industry, to periods of business activity and of stagnation, in accordance with the changes of fashions.

The annual production is estimated at 10,000,000 to 15,000,000 Italian lire, equal to \$1,930,000 to \$2,895,000. During the past three years both the production and the exportation of chip hats and plaits has steadily increased. The yearly exports from the commune of Carpi, which a few years ago was calculated at 3,000,000 to 4,000,000 lire, equal to \$579,000 to \$772,000, has increased to 15,000,000 lire, equal to \$2,895,000. During the fiscal year ended June 30, 1907, the declared value from Bologna to the United States was \$357,996.

Much has been contributed to the fortunate growth of the historical industry through the improvements effected by a new \$500,000 stock company, which has built at Carpi a new plant with perfected machinery based upon the latest chemical discoveries.

Nowadays chip hats and plaits are whitened and dyed on the premises while in the past they were exported to and reimported from Germany and England to undergo this process. Thus the bleached and dyed goods are directly shipped from the place of production to foreign markets.

Straw hats and braids are also extensively manufactured in the commune of Formigine Modena, where the average annual production is about 3,000,000 pieces of braids, measuring from 40 to 50 yards each, besides 30,000 straw hats.

CURE OF UNEMPLOYMENT

QUESTION HARD TO SOLVE BOUND UP WITH THIS PROBLEM IS ANOTHER challenge to organization—the cure for unemployment. Figures are regularly published after a general strike or lockout to show the amazing losses lost to both sides through the stoppage.

What colossal sums are similarly lost during hard times, when hundreds of factory bellies are cold and tens of thousands of workmen vainly seek employment. To the organizers of industrial combination the wastes of duplicate plants, of antiquated factories running on part time, and of superfluous commercial staffs, are all abhorrent.

But these organizers seem not to realize the stupendous wastes of unemployment. The statesman is yet to come who will make the nation conscious of the unparalleled loss involved when Coxey's army is recruited and who will then enlist the ablest citizens in organizing to insure steadiness in industry and employment. Collectively we are conscious of stupidity until that organization is perfected. It is an indictment of our ability to control ourselves when double shifts one year are followed by shutdowns the next year; when feverish haste to fill orders is succeeded by anxious eagerness to secure orders, and when the rewards who come to our shores are greeted by the smiles of prosperity.

Organization is part of the American-repented creed, and the nation will need to go great lengths in the practice of that creed before the social machinery is running smoothly. A further principle besides organization, a principle equally important for the future, is discernible in the reconstruction that is going forward. When Mr. Rockefeller gives \$32,000,000 at one time for the improvement of education; when Andrew Carnegie light-heartedly tosses ten million to college faculties, and when lesser gifts, involving a great sacrifice and good will on the part of the donors, are reported almost daily, it is clear that either with full consciousness or without clear formulation, a potent ideal is working in our society. Croes is privileged to express by golden gifts the hopes which many vaguely feel.

John Martin in the Atlantic.

GERMAN FORESTRY EXPERIMENTS IN CHINA

During the ten years of German occupation of the Kiaochow colony one of the most active branches of the government has been the forestry department.

After experiments with a large variety of trees to determine what would grow best and quickest here, the acacia was chosen as the tree to be used most in the afforestation of the bare hills surrounding Tai-shan. The reasons for this selection were twofold: A tree was wanted to make shade and cover the hills as soon as possible, regardless of its value, and the wood sold produced the use of a variety which would not grow in almost any part of China. While these acacias (Robinia pseudo-acacia) have been growing, more valuable species of all sorts, adaptable to the climate, were being constantly planted.

In the winter of 1906-07, acacia was planted in 1902 and 1903 were cut for the first time. All timber cut by five contractors (1.27 inches) diameter were sold to the Shantung Mining company for mining timber. This company has made extensive experiments with the wood, and now reports that for mining purposes the acacia is as good or better than the pine and cedar varieties now being imported from Japan. The demands of the company are growing from year to year and are now 706,250 cubic feet per annum. With the satisfactory results of these tests, the German government has decided to go heavily into the acacias also have many other good and large tracts of land apparently worthless or anything else. The acacias also have many other good points. Unlike the pine, they are not subject to disease or ravages by insects. Furthermore, the entire cost of production is covered by the sale of refuse twigs, etc., to the natives for firewood, while the mining company has agreed to take all timber offered at 5 per cent 35,314 cubic feet.—Conular Report.



Ghirardelli's Cocoa

is a food drink for young and old that pleases the palate—strengthens the body—builds up the nerves—quicken the mind. It instills qualities in young and old which produce perfect contentment and perfect health and allows one to give

A Smile All the While

Ghirardelli's Cocoa is a standard combination of the cocoa bean. It is made with painstaking care and after 50 years of manufacture stands to-day a perfect product.

30 cups of a delicious drink 25c

COOPER S.F.

Portland Business College

"THE SCHOOL OF QUALITY"

Tenth and Morrison, Portland, Oregon A. P. Armstrong, L.L.B., Principal

We occupy two floors 65 by 100 feet, have a \$20,000 equipment, employ a large faculty, give individual instruction, receive more calls for office help than we can meet. Our school admittedly leads all others in quality of instruction. It pays to attend such an institution.

Said a Business Man: "Keep hammering away everlastingly on thorough work. It will win out in the end." Said an Educator: "The quality of instruction given in your school makes it the standard of its kind in the Northwest." Open all the year. Students admitted at any time. Catalogue free. References: Any bank, any newspaper, any business man in Portland.

In the house of lords, upset calculations by forcing a series of amendments, of which the most important, submitted by Lord Cromer, limits the operation of the bill to a period of seven years.

There is little doubt that the house of commons will reject the amendments and return the bill for passage in its original form. There is also little doubt that the opposition will be revived in the house of lords, with the ultimate defeat of the bill as a probable consequence. This would further widen the breach between the two houses of parliament and afford the liberals another issue upon which to bid for socialist support at the next general election. The scheme of state pensions for the aged is socialism in its most pronounced form, but it is socialism to which the present liberal ministry is unequivocally pledged. The only check upon its application is the house of lords and the English conservatives will doubtless pray that the lords will stand firmly to their guns and force the ministry to submit the pension policy to the judgment of the kingdom. We suspect, however, that upon such an issue the popular verdict would be with the government and against the lords. The prospect of free feed at the public crib should make an irresistible appeal.—Brooklyn Eagle.

The Secret of a Beautiful Face lies in keeping the skin protected as well as cleansed. Just washing is not enough—that only leaves the delicate surface more exposed to the irritation of dust and germs; to merciless attacks of sun and weather. After washing, apply Robertine and experience its delightful refreshment. You will admire the line-lace softness it imparts to face, neck and arms. It not only stimulates a radiant glow, but protects the skin from becoming coarse. Prevents burning, tan and freckles. Ask your Druggist for a free sample and—173

ROBERTINE

Women as Well as Men Are Made Miserable by Kidney and Bladder Trouble.

Kidney trouble preys upon the mind, discourages and lessens ambition; beats vigor and cheerfulness soon disappears when the kidneys are out of order or diseased.

Kidney trouble has become so prevalent that it is not uncommon for a child to be born afflicted with weak kidneys. If the child urinates too often, if the urine smells like flesh, or if, when the child reaches an age when it should be able to control the passage, it is yet afflicted with bedwetting, depend upon it, the cause of the difficulty is kidney trouble, and the first step should be towards the treatment of these important organs. This unpleasant trouble is due to a diseased condition of the kidneys and bladder and not to a habit as most people suppose.

Women as well as men are made miserable with kidney and bladder trouble, and both need the same great remedy. The mild and the immediate effect of Swamp-Root is soon realized. It is sold by druggists, in fifty-cent and one-dollar bottles. You may have a sample bottle by mail free, also a Home of Swamp-Root pamphlet telling all about Swamp-Root, including many of the thousands of testimonial letters received from sufferers cured. In writing Dr. Kilmer & Co., Binghamton, N. Y., be sure and mention this paper. Don't make any mistake, but remember the name, Swamp-Root, Dr. Kilmer's Swamp-Root, and the address, Binghamton, N. Y., on every bottle.

Probably it is your stomach and not your heart that causes pain in neighborhood of the heart. If it is Lane's Family Medicine will give relief. 25 cents at druggists

Boost, don't knock. A cough cure that can be given to children without chance of harm is Kemp's Balsam, the best cough cure it does not contain poisons or harmful drugs. Druggists sell it.

It is one thing to talk to a girl and another to speak to her father.

Bad breath has probably broken off more matches than bad temper and that's a good many. The best cure for bad breath is the tonic-lavative, Lane's Family Medicine.

Being polite might help some and it wouldn't hurt others. News are relieved immediately by two or three little swallows of Kemp's Balsam, the best cough cure. Croup patients should make a note of this.



Dr. Stone's Drug Store

The only cash drug store in Oregon, owns no one, and no one owns it; carries large stock; its shelves cumbered and show cases are loaded with drugs, medicines, notions, toilet articles, wines and liquors of all kinds for medicinal 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, Or., from 6 in the morning until 9 at night.