

IT WAS A GALA DAY AT THE WHITE HOUSE

Foremost Feature of Taft's First New Year's Reception Was That Genial Smile.

Washington, January 1.—The expansive Taft smile overflowed its usual boundaries today and embraced the world.

The occasion was the first annual New Year's Day reception of the new administration. The big, broad Taft personality reached out and gathered to its kindly presence thousands—from the courtly members of the diplomatic corps to the plainest of the plain people.

It was 'open house' at the presidential abode, with Citizen and Citizeness Taft as host and hostess.

Long before the White House doors were unlatched the crowds began to assemble in the president's front yard. It was a motley gathering that had come to wish "Big Bill" a happy New Year and shake his hand in greeting. Young and old chatted in the line. Fur-lined overcoats rubbed elbows with garments that were shabby and thin. Venerable graybeards, young bloods, timid maids and matrons of poise huddled together in a heterogeneous American multitude.

While the Great American People were aligning themselves in a snaky column that filled the yard and extended for blocks up Pennsylvania avenue, their high-priced servant was doing his duty as the head of a great world power, greeting the representatives of the other world powers with words of cordiality and regard.

As the great hall clock in the White House boomed out eleven and four buglers stepped from the band and sounded the presidential fanfare, the executive and Mrs. Taft left the family apartments on the main floor and started down the great main staircase. With the vice-president and Mrs. Sherman and the cabinet members and their wives, they took up their position at the southern end of the Blue Room. The ladies stepped

to the right and formed a part of the receiving line. Then began the brilliant, formal reception of the diplomatic corps, the "elite" of official life.

Only one thing that has characterized White House New Year's receptions in the past was lacking. That was the gathering of specially invited guests who in former administrations crowded the Blue Room. The sole permanent occupants of the room today were President Taft and his official family. Mrs. Taft's health has forced the curtailment of social festivities at the White House, and it was thought best to conserve her strength on this occasion by omitting the personal guests.

A gorgeous procession of diplomats clad in the brilliant panoply of the court costumes of their various nations, was the spectacle of the occasion. Led by the Italian ambassador, Baron Mayor des Planches, the dean of the diplomatic corps by virtue of his length of service here in Washington, and followed by the entire body of accredited foreign representatives, ambassadors first, then ministers, and both arranged according to length of service—the newest ambassadors and ministers last in the procession of their rank—they entered from the south door of the mansion, and with great formality made their way to the host and hostess. With each ambassador were the members of his suite and their wives.

At the rear of the ambassadorial procession came the brilliant suite of Baron Yasuya Uchida, the new Japanese Ambassador, who arrived in Washington a little more than a week ago.

Two of the new ambassadors—Hussein Klazim Bey, of Turkey, and Senor de la Barra, of Mexico—were absent. They were represent-



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ed by the charges d'affaires of their respective Embassies.

The ministerial parade was led by the representative from Costa Rica, Senor Calvo. Chang Yin Tang, the new Chinese Minister, was officially received only about a week ago, and he was the last of the diplomats, but the brilliant Oriental appearance of his train more than made up for the rear end position. The other new diplomats of ministerial rank attending their first New Year's reception were: Mr. Sannon, from Hayti; General Velez, from Cuba; Senor Rojas, from Venezuela; Mr. Coromilas, from Greece; the Marquis of Villalobar, from Spain; Senor Joubert, from the Dominion Republic, and Count de Buisseret, from Belgium—the latter with a bow of crepe instead of a gold sword knot, the official badge of mourning for his late sovereign, King Leopold.

When the gaily apparelled diplomats had filed past the receiving line, and had been cordially greeted, the venerable Chief Justice Fuller, led by the Associate Justices of the Supreme Court and other members of the judiciary. Then came former cabinet members, United States Ambassadors and Ministers, and members of congress. There were but few of the latter, the holiday season having sent most of them to their homes.

The buglers sounded another call, and representatives of the army and navy filed into the room. Decked out in all the glory of full dress uniforms, the military and naval officers made a brilliant showing. They were the last of the un-

formed visitors. The assemblage took on a more subdued appearance as they departed.

They were immediately followed by the civilian officials of the government and representatives of various organizations, as follows:

Regents and secretary of the Smithsonian Institution, Civil Service Commission, Interstate Commerce Commission, Isthmian Canal Commission, Commissioners of the District of Columbia, assistant secretaries of the departments, the Solicitor General, assistant attorneys general, assistant postmasters general, Treasurer of the United States, Librarian of Congress, Public Printer, heads of Bureaus, President of the Columbia Institution, Society of the Cincinnati, and a score of other minor organizations.

Then there was a pause. Mrs. Taft and the ladies of the Cabinet departed for the refreshments which the hostess always serves on New Year's Day, to the wives of the Cabinet members. The President extended his smile a little more, the cabinet members braced themselves, and the Common People were given a chance.

There was no gorgeous display to greet the throng that came through. There was only that "jolly goodfellow" smile and the man behind it down at the south end of the Blue Room. There was no Rooseveltian hurry about the process. Everyone had time to say, "Happy New Year, Mr. President," and to receive a calm, dignified handshake, and a word of greeting in return.

The Marine Band, which up to now had been filling the White

House with the impressive strains of classic music, broke into "Hail the Conquering Hero Comes." But there was not speed enough in that and they were soon enlivening the occasion with ragtime. From one jingling air to another the band skipped, making the line move faster to keep up with the music. It moved fast right up to the point where "Big Bill" was passing out cheery greetings, but there it lingered reluctantly.

There were attendants on hand, however, to keep the guests moving, nudged—a hint that he had overstayed his time and had better be on his way. A tap on the shoulder or an eloquent gesture forced the hesitating to step along. Several gentlemanly looking chaps stood just double line of callers ahead of the president, keeping a keen-eyed watch on each man or woman that passed. They made sure that none carried a package—packages are looked on with suspicion in the hands of presidential callers—and they saw to it that no one approached the president with a hand behind his back or in his pocket.

White, black, yellow, and red were in the lengthy sinuous line that filed in and out of the Blue Room. There were all shapes, sizes, and manner of men, women and children. Down toward the end of the line were a few whose physical infirmities had forced them out of the crush up at the head of the column. They were greeted with extra cordiality by the president, and each of them went away feeling more than repaid for the long wait to get to

the presidential handshake and smile.

But for everybody—from the man of the diplomatic corps to the plainest citizen in the line—the foremost feature of the occasion, the distinguishing mark of the first Taft New Year's Day reception, was the broad, genial Taft smile. It seemed to imbue the entire gathering with a spirit of good fellowship. Coldly formal foreign diplomats thawed out and became amiable under its influence. It made everyone smile in return. Timid citizens who entered the White House diffidently were at their ease as soon as the Taft smile appeared on the horizon.

Gorgeously arrayed diplomats came and went; somber judges passed; smart army officers strode by; plain American citizens hurried through; but solid and stationally on constant duty, expressing greeting and farewell until the last of the Common people had filed out, was the "jolly good fellow" Taft smile.

The old fashioned way of dosing a weak stomach, or stimulating the Heart or Kidneys is all wrong. Dr. Shoop first pointed out this error. This is why his prescription—Dr. Shoop's Restorative—is directed entirely to the cause of these ailments—the weak inside or controlling nerves. It isn't so difficult, says Dr. Shoop, to strengthen a weak Stomach, Heart or Kidneys, if one goes at it correctly. Each inside organ has its controlling or inside nerve. When these nerves fail, then those organs must surely falter. These vital truths are leading druggists everywhere to dispense and recommend Dr. Shoop's Restorative. Test it a few days and see! Improvement will promptly and surely follow. Sold by Capital Drug Store.

The Pacific Telephone and Telegraph Co.

The New Year's edition of this paper covering almost every subject of interest to the people of Salem and vicinity, would be incomplete if we left unmentioned the plant and work of the Pacific Telephone & Telegraph Company, which plays an important part in the business life of our city, and which renders such intelligent, patient and important service to the community at large.

The first telephone exchange in Salem was opened during the year 1884, with Wm. Dumars, now with the Western Union Telegraph Company in Sacramento, as manager, and the central office was located in the Chemeketa Hotel, now known as the Willamette Hotel.

The growth of the telephone business for the first few years was very slow, as it was a new project, and business requirements at that time did not demand such quick action as is now afforded by telephone and telegraph service.

In 1891 there were but 56 instruments in use in the city of Salem. In 1891 Salem first received toll line connection with Portland, and not until 1898 was the toll line constructed to San Francisco and connected with the Salem office. Since that time the growth of the Salem Exchange has been very rapid, and the style of equipment in use at subscribers, stations and central office has been changed several times within the last few years, in order to provide patrons of the telephone company with the most modern and up-to-date service possible. At present the finest type of common battery multiple switch-board is in use. The growth of a city and the character and number of its modern commercial enterprises may be very accurately determined by the number of telephone instruments in service, and in this respect Salem has an enviable record. At the present time it has the highest telephone development of any city of its size in the Northwest, having very close to 20 phone stations for each 100 population, and the total number of telephones and the average number per 100 people is materially increasing each year.



On January 1, 1909, there were connected with the Salem Exchange 2166 telephones. November 30th there were connected 2370 telephones, indicating a growth of over 200 stations in the first 11 months of the year.

The demand for telephone service at Salem is constantly increasing, and construction work to provide additional facilities to reach the suburbs and to supply additional lines for handling the business section of the town is constantly going on.

All of this work is proceeding along lines of the most modern telephone engineering, the purpose being to give Salem a first-class telephone plant, which will provide adequate and proper telephone service.

A few years ago the manager and three or four operators handled the entire work at Salem. At the present time the business has grown to such an extent that Salem has been made a District Headquarters Office, supervising the telephone business in Marion, Polk, Linn, Benton and Lincoln counties.

In order to better meet the requirements of good telephone service, the business has been sub-divided into three departments, Commercial, Traffic and Plant, and each department has a representative at Salem in charge of the territory mentioned, and devoting his time exclusively to his own department.

Traffic employees now number 25, Plant Department employees 14, and Commercial Department employees 5, a total of 44 employees, and the monthly payroll compares favorably with any other company or business operating in Salem.

Sixteen toll lines now enter the Salem office, and an average of 15,000 local calls per day are handled. During the busy hours of the day the number of local calls average 1200.

The service has developed outside of the city of Salem, as well as inside, and rural lines now run in every direction and reach 647 homes within a radius of 18 miles of Salem.

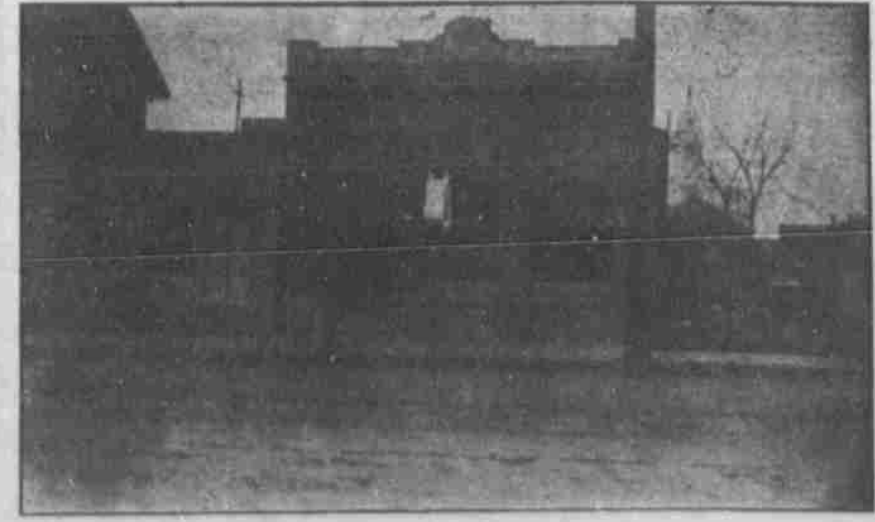
The development of the telephone business is indeed gratifying to the people of Salem, as it indicates the steady growth and progress of the city and the territory surrounding. Having for its aim the best service possible, the Telephone Company has provided special departments to handle the complaints and requests for information from the calling public, all of which tends to increase the efficiency of the service and add to the convenience of the subscribers at the other end of the wire.

Efficiency and concentrated effort is the cry of the business world today, and in the operating rooms of the Telephone Company these qualities are manifested in the highest degree.

The motto of the Pacific Telephone and Telegraph Company leaves little more to be said: "To furnish reliable and prompt telephone service. To deal courteously with everybody."



Interior View.



Exterior View