

Make Your Advertisements Bring More Results by Reading "Shore's Talks on Advertising"

The Capital Journal series of Talks on Advertising, written by T. H. Shore, is so written as to be of value to you in the bettering of your advertising copy.

The articles deal extensively and forcefully with all the phases of advertising. They tell when to advertise, how to advertise, how to put the "Punch" and the "Pull" in your "copy," and how to display it.

Your advertising, after reading these articles cannot help being bettered in all the points in which it may now be even slightly inefficient.

The Talks start in this Paper April 11



Your Mirror Is Truthful

If you think that eyeglasses are not becoming, and strain your eyes rather than wear them, just let me examine your eyes, prescribe correct lenses, use only a suitable mounting and fit the eyeglasses perfectly. Then look in your mirror and I'll abide by your decision.

A. McCULLOCH
Optometrist

291 North Commercial Street
(Ground Floor)

Phone 925 Office hours 9 to 5



ARROW COLLAR

15c, 2 for 25c. Cluett, Peabody & Co.

Tooth paste, face cream and other toilet articles at bazaar, April 10, 11, and 12.

O, You Traders! What have you in a house and lot not to exceed \$4,000, to trade for my Bull Moose—will give or take difference—C. P. Calif.

Chester Huffman, the young man who was indicted by the grand jury on the charge of forgery, was paroled by Judge Kelly this morning.

The fire department received another call this morning when a chimney fire was discovered over the White House restaurant. No damage resulted.

Japanese imported oak, Persian gray, African veneer, antique silver, old ivory, French rust, hand carved effects on which no plaster or composition is used, are among the new mouldings just received by the Frame Shop, 279 N. Commercial. In addition to the latest in moulding, pictures are framed here in a truly artistic manner, with absolutely original ideas, giving just the touch needed to perfect.

Mayor J. T. Bridges, of Oakland, has registered an objection with the railroad commission to a \$25 annual rental charged by the Southern Pacific for use of ground by a municipal warehouse. The right-of-way was granted to the railroad company by the city several years ago and at first \$1 per year was charged. Later this rental was raised to \$5 per year and the increase to \$25 came recently.

MARRIED.

LAWRENCE-McCLURE—At the home of the bride, April 8, 1913, A. A. Lawrence, of Dallas, and Miss Hanna McClure, of Salem, Rev. Davis Errett officiating.

KEMANO-LENON—At the home of the bride on Second street, April 8, 1913, E. R. Kemano and Miss Agnes R. Lenon, Rev. A. N. Avison officiating.

DIED.

VERNON—At the home of his parents, 995 Union street, April 8, 1913, Orville Harrison, infant son of Mr. and Mrs. Otis Vernon, aged four days.

LANSING—At his home on the Garden Road, April 9, 1913, William Lansing.

Mr. Lansing leaves six daughters, 21 grand children and 6 great-grandchildren. The deceased moved to Oregon thirteen years ago from Iowa and was 68 years old.

Funeral announcements will appear later.

CALL UP CENTRAL AND GET FROST WARNINGS

Superintendent Reals of the weather department at Portland has made arrangements with the Pacific Telephone company to furnish it frost warnings. If anyone desires to receive this information and will call up central and ask for "Information," the weather forecast will be given them free. This is a matter of much importance to fruit growers and is a very nice little service on the part of the Pacific Telephone company, in the interest of its patrons.

Children Cry FOR FLETCHER'S CASTORIA

NEW TODAY.

FOR SALE—Four-room house in North Salem. Phone 4. 4-1-tf

FOR SALE—Modern 6-room new bungalow, roses, cherry trees, fine location, cash, or lots as first payment, balance on easy terms. E. A. Capital Journal. 4-1-tf

NICELY FURNISHED apartments, \$10 and up. Apply 597 North Liberty. Phone 2195. 4-4-6t

FOR SALE—Ten head of horses, weight from 1100 to 1400, cheap for cash. Silverton road, one-half mile west of Central Howell school. Phone Suburban 10x2. 4-7-3t

FOR SALE—Large sow, will farrow this month, \$25, and registered Berkshire boar, \$20, age 2 years. Phone Main 1484. 4-8-2t

FOR SALE—Thoroughbred white Leghorns of Western Washington Experiment Station stock, one cock, six hens. Also two thoroughbred Buff Orpington roosters. Phone Main 1988. 4-9-3t

FOR SALE—Five-room cottage, lot 150x55, ten blocks from State & Commercial Sts.; \$950. Write 2305 N. 21st St. Salem, Ore. 4-9-3t

REAL ESTATE

Money to Loan. JACOB & CO. Phone 2424. 206-207 Hubbard Bldg. 4-8-3t

Notice of Improvement of Church Street.

Notice is hereby given that the Common Council of the City of Salem, Oregon, deems it expedient and hereby declares its intention to forthwith improve Church street from the north line of Court street to the approach of the bridge over North Mill creek, in the city of Salem, Oregon, with Clark & Henery asphalt pavement No. 1, consisting of four inches cement concrete base and a one and one-half-inch asphalt concrete wearing surface, at the expense of the abutting and adjacent property within the said limits in accordance with the plans and specifications for said street improvement, as heretofore adopted by the Common Council of said city and on file in the office of the city recorder, which are hereby referred to for a detailed description of said improvement and made a part of this notice by such reference.

Written remonstrance against the said proposed improvement may be made at any time within ten (10) days from the final publication of this notice, in the manner provided by the city charter. This notice is published for ten (10) days by order of the Common Council, the date of the first publication being the 1st day of April, 1913.

CHAS. F. ELGIN, City Recorder. 4-1-11t

Notice of Proposed Re-Establishment and Change of Grade on Front Street, from the South Curb Line of Shipping Street to the North Curb Line of "D" Street.

Notice to the public is hereby given that the common council of the city of Salem, Oregon, proposes to re-establish and change the official grade of Front street between the south curb line of Shipping street and the north curb line of "D" street.

The grades which are proposed to be established by the common council are described as follows:

Commencing at a point on the center line of Front street, on the south curb line of Shipping street, which point is fifteen (15) feet north of the south line of Shipping street, and is at an elevation of forty and fifty-two hundredths (40.52) feet above city of Salem base of grades, and which elevation is the present established grade of the city of Salem; running thence on a descending grade of six-tenths of one (1) per cent (0.6 per cent) in a southerly direction along the center line of Front street a distance of ten hundred and thirty-eight (1038) feet to a point, said point being at an elevation of thirty-four and fifty hundredths (34.50) feet above city of Salem base of grades; thence on a level grade in a southerly direction along the center line of Front street a distance of four hundred seventy (470) feet to a point, said point being at an elevation of thirty-four and fifty hundredths (34.50) feet above city of Salem base of grades; thence on an ascending grade of six-tenths of one (1) per cent (0.6 per cent) in a southerly direction along the center line of Front street, a distance of five hundred eighty-four (584) feet to a point on the north curb line of "D" street, which point is fourteen (14) feet south of the north line of said "D" street, and at an elevation of thirty-eight (38) feet above city of Salem base of grades, and which elevation is the present established grade of the city of Salem.

All persons owning property adjacent to said Front street or the part thereof described above and upon which it is proposed to re-establish and change the grade, are hereby notified to make and file their written remonstrance with the city recorder, if any they have against the said proposed re-establishment and change of grade, within the period of ten (10) days from the final publication of this notice, and unless the owners of more than two-thirds majority of the superficial area of this property adjacent to said Front street or the part thereof particularly affected by said proposed re-establishment and change of grade remonstrate in the manner provided by the charter of the city of Salem, Oregon, within the period above named, the common council will proceed to re-establish and change the grade of said Front street as above set forth by the passage of an ordinance on or after twenty (20) days from the date of the first publication of this notice.

This notice is published for ten (10) days in a daily newspaper published in the city of Salem, Oregon, the first publication being the 8th day of April, 1913.

CHAS. F. ELGIN, City Recorder. 4-8-11t

Property Owners of Marion Street.

You are hereby notified to appear at the council chambers in the city hall on Thursday, April 10, 1913, at 7:30 o'clock p. m., either in person or by a duly signed written proxy, for the purpose of making a selection of the kind of street improvement to be laid on said street between the east line of Water street to the west line of Fifteenth street. Chas. F. Elgin, city recorder. 4-8-3t

Property Owners of Union Street.

You are hereby notified to appear at the council chambers in the city hall on Friday, April 11, 1913, at 7:30 p. m., either in person or by a duly signed, written proxy, for the purpose of making a selection of the kind of street improvement to be laid on said street between the east line of Water street to the west line of Twelfth street. Chas. F. Elgin, city recorder. 4-8-3t

NORTHWESTERN NURSERY.

195 S. 24th St. Phone Main 1418
Large and complete stock. Peach and prune trees 25 per cent discount, and all other varieties of fruit. Evergreens and 50 varieties of rose bushes. Delivery to any part of this city.

PARLOR MILLINERY DRESSMAKING

Hats made to order, retimed; no big rent; no big prices.
MRS. BULLOCK,
340 Union St. Phone 1559

GENUINE CHICKEN TAMALES.

Wholesale and retail. Special for weddings and parties. Call Main 2048 or come to Fred in front of the Madison. The first chicken tamale Fred made in Salem, now you see them every place. I bet \$25 these are not like Fred's Tamales. You try one for yourself. 2-12-12

HOMEOPATHIC PHYSICIAN

I do a general visiting and office practice, treating both acute and chronic diseases. I have many patients for asthma, dropsy, diseases of the heart and kidneys, gall stones, rheumatism, diseases of the skin and nervous disorders.

I have cured dropsy in patients after they had been pronounced hopeless by other able physicians.

I have cured gall stones after eminent surgeons had said that an operation would be necessary to afford relief.

Office practice: Cash.
If you need my help, I am at your service.

DR. L. G. ALTMAN,
296 N. Liberty St.,
Phone: Main 147. Salem, Oregon

DR. ASSELI, DENTIST

Graduate N. W. U., Chicago.
Salem Bank & Trust Building.
Suite 205-206. Phone 2418

WATCH AND JEWELRY REPAIRING

Karl Neugebauer
Jeweler.
Masonic Temple

NORWICH UNION FIRE INSURANCE SOCIETY

BURGHARDT & MEREDITH
Resident Agents 88 State Street

Fine Art Studio

Lessons given, orders taken for china painting, firing and water colors.
E. M. GOODSPEED,
222 Hubbard Building.

MONEY LOANED ON REAL ESTATE

314 U. S. Bank Building

MONEY TO LOAN

On Good Real Estate Security.
THOS. K. FORD
Over Ladd & Bush Bank, Salem, Or

The K. & J. Candy Co. ICE CREAM

Try it—it is delicious.
266 Chemeketa.

MONEY TO LOAN

On good Real Estate security.
BECKETT & BYNON
847 State Street

COAL AND WOOD

Prompt delivery. Sole agents for the Famous Rock Springs Coal.
CAPITAL FUEL CO.
E. H. Jory, successor to J. J. O'Neil, Phone 210. Yards opposite S. P. passenger depot.

L. R. M. Pierce Tailor

Masonic Temple

MONEY TO LOAN

On farm and city property. John S. Scott, over Chicago Store, Salem, Oregon. Phone 1553.

WOOD AND COAL

In any quantity. Prompt delivery our specialty. Falls City Lumber Company, 279 North Commercial street. Phone Main 812

JAPANESE LAUNDRY AND DRY CLEANING WORKS

No machinery to tear and wear out delicate fabrics. Work called for and delivered promptly.
438 Ferry St. Phone Main 2222

HAIR TURNING GRAY OR FALLING? JUST MIX SAGE TEA AND SULPHUR

It's Grandmother's Recipe for Dandruff and Restoring Color to the Hair.
Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked or gray; also cures dandruff, itching scalp and stops falling hair. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome.
Nowadays skilled chemists do this better than ourselves. By asking at any drug store for the ready-to-use product—called "Wyeth's Sage and Sulphur Hair Remedy"—you will get a large bottle for about 50 cents. Some druggists make their own, but it's usually too sticky, so insist upon getting "Wyeth's" which can be depended upon to restore natural color and beauty to the hair and is the best remedy for dandruff, dry, feverish, itchy scalp and to stop falling hair.
Folks like "Wyeth's Sage and Sulphur" because no one can positively tell that you darkened your hair, as it does it so naturally and evenly, says a well-known downtown druggist. You dampen a sponge or soft brush and draw it through your hair, taking one small strand at a time. This requires but a few moments, by morning the gray hair disappears and after another application or two is restored to its natural color and looks even more beautiful and glossy than ever. J. C. Perry.

Globe Theatre

THURSDAY SPECIAL PROGRAM.

Amateur Night

Singing bulldogs and many good stunts.
Extra fine picture program today and tomorrow.

Kathleen Mavourneen

This is a three-reel picture that is a feature—an Irish picture all the way through.

LAST DAY OF

"Red and White Roses"

THE VITAGRAPH FEATURE

WEXFORD

Change Tomorrow.
9th Mary Picture Friday and Saturday.

"New Zealand Maori Chieftess"

YE LIBERTY

TODAY AND THURSDAY CHANGE FRIDAY

TODAY'S PROGRAM
2---REFINED VAUDEVILLE ACTS---2.
4---GOOD PICTURES---4
The kind that you can see here only.

BLIGH THEATRE

Sign of Good Shows Where Everybody Goes

TOMORROW
Complete New Show.
And it is a big Feature Program.

CITY NEWS.

Buy an electric iron at bazaar and keep cool.
All watch repairing done right. Rollins, expert jeweler, Red Cross drug store.
Your last chance to get a \$3 portrait enlarged for 57c, April 19th at Stockton's.
Flour, cereals, baking powder, spices etc., at Ladies' Aid Bazaar. April 10, 11, and 12.
Buy a glass of Salem Porter at bazaar, 247 North Commercial street, and quench your thirst.
Walter L. Toozee returned yesterday from Portland where he was called as a witness in a court case.
Ed Smith, who for 20 years has been Southern Pacific agent at Silverton, was in the city yesterday.

April 19th will be the last chance to get a picture enlarged for 57c, at Stockton's. Remember the date.

For sewing machine repairing of all kinds telephone to Geo. C. Will, or call at the store at 432 State street.

Ask for your coupons, one with each \$1 purchased at Stockton's, good till April 19th.

Mrs. Frank Whiteaker, Miss Vivian Whiteaker and Mrs. G. O. Skinner, of Independence, visited in Salem yesterday.

Al Cleveland will leave tomorrow for southern Oregon. He has been employed here for several months with Frank Moore.

A bazaar of wholesome products will be held by the Ladies' Aid Society of Salem Heights, 247 North Commercial street, April 10, 11, and 12.

Robert Paulus, assistant manager of the Salem Fruit Union, is on the job again, after having been confined to his home with an attack of tonsillitis.

The "Manda" lamp is the lamp that you have been wanting in your home. It is a pleasure to read by its light. See Geo. Pettigell, 135 North Liberty.

Friends and acquaintances of Mrs. Harry Clay will be pleased to learn that she is improving rapidly after several weeks' illness, and that her recovery will be speedy.

The regular meeting of the Board of Trade will be postponed from tonight until next Wednesday night on account of the absence from the city of President P. H. D'Arcy.

"Edgar," the grocer, carries in stock the Olympic flour. The popular family flour, and not expensive. Save money, yet have just as good bread as your neighbor. Phone Main 216. Corner Court and High streets.

The annual spring banquet of the business men's class of the Y. M. C. A. will take place at the association building Friday evening of this week. An uproarious time is looked for. The feed will begin at 6:30 o'clock.

SINCE MEN REGARD THE NAME EDWIN CLAPP

in its relation to shoes the same as they regard the mark Sterling in its relation to silver, it is hardly necessary for us to add our share of praise.

What we would impress is this: Never have we shown such a comprehensive display of the smartest and most stylish footwear for men and women—made by the BEST makers in the world.

If you want the very latest in Footwear, we will expect to see you, as this is the store you will eventually come to.

Reinhart's

Home of the Hanan Shoe
The Quality Shop
444 State St. Opp. Bligh Theatre

OREGONIAN RESTAURANT AND GRILL

Under new management. Employs all white help. Music every evening from 5 to 8 p. m. Dinner from 6 to 8 p. m. Everybody welcome.
371 State street. UNION HOUSE RUEF & ALLEN.

Mrs. O. E. Price, of 1543 Court street, was terribly burned about the face and arms Monday while attempting to re-light a fire with the aid of kerosene. There was an explosion when the oil struck the live coals. She will recover.

Up to date Parlor Millinery. Reasonable prices for good goods. Shapes to suit your own taste, and re-trimming done. A nice stock of hats and materials carried. Mrs. Alice Bryngelson, 694 North Commercial, corner Division.

E. E. Gilliam, the livery stable man, succeeded in raising over \$30 yesterday for a needy family residing on North Capitol street. Mr. and Mrs. Huffman, the parents, are paralyzed, and there are four children in the family.

Ask those who use our bread. Our customers are our best advertisement. It is made by union labor and in a bakery that is as clean as your parlor. Phone Main 131. The Sunset Grocery. Near where you change cars, State and Commercial streets.

L. H. Weir, playground expert of national reputation, will deliver an address before the Salem Playgrounds association at the high school tonight. Addresses will also be given by Alderman Rigidon, City Superintendent Kuntz and George F. Rodgers. The meeting will begin at 7:30 o'clock.

The place left vacant at the Board of Trade by the resignation of Paul E. Schwabe, who was assistant to Secretary Stude, has been taken by Earl Gregg, formerly of California. Mr. Gregg has had experience in clerical work and is expected to fill the Board of Trade position with credit.

A request has come to the office of the state railroad commission from G. O. Walker of Walker's station, near Cottage Grove, asking that the railway depot service at that station be made more adequate, and that the train service be bettered. He says there are no trains between 8 o'clock one day and 3 o'clock the next day.

Tom W. Gerber, who for several months has been in the employ of the Statesman as a reporter, has left his position which has been filled by Henry E. Browne, a veteran newspaper man who for several years has conducted the Independence Enterprise. Gerber has gone to Portland where he hopes to connect up with one of the big dailies.

The fire auto engine made a long run to South Salem early this morning and succeeded in saving a dwelling belonging to Peter Anderson, which was ablaze. The fire started in the roof near the chimney and was burning hard when the chemical arrived. The damage will not exceed five dollars.

Our prescription prices are as low as best quality will allow
Schaefer's Drug Store
No. 135 Commercial Street
Deutsche Apotheke