

THE CAPITAL JOURNAL

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FULL LEASED WIRE TELEGRAPH REPORT



ADVERTISING RATES.

Advertising rates will be furnished on application. "Want" ads and "New Today" ads strictly cash in advance.

The Capital Journal carrier boys are instructed to put the paper on the porch. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone the circulation manager, as this is the only way we can determine whether or not the carriers are following instructions. Phone Main 82.

A BURDEN TO EVERYBODY.

GENTLEMAN evidently a friend of the city administration, suggested to The Capital Journal man that street paving matters concerned only the persons along the paved streets who paid for the same, and that if they stood for the paving work, it was no one's else business. This proposition might under some circumstances have some merit in it, but in this case is absolutely incorrect. It is as much the duty of a newspaper to point out threatened danger to a subscriber living on a paved street, as to one in the suburbs, and The Capital Journal has a goodly number of such subscribers. A newspaper is in a large sense the guardian of the people's rights. It is its duty to keep posted as to all public matters, and to in turn pass its information on to its readers. The average every day man is busy making a living attending to his business, and relying upon his local newspapers to keep him posted on local affairs. That is a large part of the newspaper's business, and that is what its readers pay it for furnishing them. The man on the paved streets needs this information probably more than the other man in the suburbs. Anyway it looks that way to us in view of the fact that the city engineer says the concrete pavement heretofore laid for these gentlemen is defective from bad proportions and improper mixing.

This is pretty tough on the property owner who has paid for having the paving done, but it is tougher by considerable on those who have no street paving. The property owner having made the street improvement as required is done. He cannot be made to keep it in repair. He has paid for it, and the city owns it. The paradoxical thing about it is, that the cost is added to the value of his property, and he must pay taxes on the street paving forever. The city, however, must keep the street in repair and the taxes for this purpose are paid by the entire property of the city. It will be seen from this that it is not the owners of property shutting on the paved streets that are interested in having the paving first class, but every property owner in the city is just as much interested in it in proportion to his property values, as those owning the abutting property.

This is one of the urgent reasons why the city council should invariably require a bond from the paving companies, to maintain the pavements and keep them in repair for a given number of years. It is not for the protection of the abutting property owners, but for the protection of all the taxpayers within the city. To go further it is for the protection of every person who even rents a house in the city for the renter pays the tax. If the street needs repairing, the money must be paid by the city at large.

But there is still another side to this street paving business. One-third of the property owners, or rather the owners of one-third of the property on a street, can petition the city council to pave that street. The other two-thirds can suck their fingers, twiddle their thumbs, swear, go a-fishing, or anything they please, but they cannot stop that paving. The job goes ahead in spite of them. It will be noted that the balance of the citizens have absolutely no say in the matter, though they are kindly permitted to keep the streets in repair, once they are paved.

It will be seen from this that the paving of a street is a matter in which every taxpayer is interested deeply, and that it is properly the newspaper's business, if it would try to protect its patrons and the public, to not only keep close watch of city paving, but to warn

the public of any careless or defective work done, or to be done. For this reason The Capital Journal now warns all who may contemplate paving, to insist that the calls for bids specify that a bond to keep the street in repair be required. If they do not do this, and the contract is once let without this requirement being specified in it, then the statement of Gideon Stoltz, councilman from the Third by brevet and chairman of the street committee is true. After the contract is signed, the city cannot legally demand a bond to keep the street in repair. The council cannot alter the contract it has made, but it can make the original contract protect the people.

Why does it not do this? When did the chairman of the street committee learn that to demand a bond was illegal? He, no doubt, being a man of at least average intelligence (that ought to please him) knew that he could insist on a bond before the contract was signed, for he knew he could not legally require it after it was signed. If he knew this, then, if he is standing in with the people while acting as their representative, why did he not as chairman of the street committee, insist upon a bond being furnished. Why did he not make it a condition precedent to the completion of the contract rather than waiting until such time as he knew he could not compel the paving companies to furnish a bond, because the contract did not call for it. Until this matter of bonds to protect the people is settled and settled right; until the matter of proportions of material, and the proper system of mixing is established, Salem property owners are foolish indeed to even think of paving. Those living on streets wanting paving owe it to their fellow citizens not to have that paving done until their neighbors and the balance of the taxpayers of the city are protected from less by such paving.

Let us call a halt on all street paving until we get a new start, and that on a solid sensible business basis. Head the Cough that Hangs On. The seeds of consumption may be in lurk, and a cough that hangs on weakens your system, and lowers your vital resistance to disease. Take Foley's Honey and Tar Compound. It stops the cough, heals the inflamed membranes and strengthens the lungs. E. D. Rountree, Stillmore, Ga., says: "La Grippe left me with a deep-seated cough from which I could get no relief until I took Foley's Honey and Tar Compound. It completely cured me." Refuse substitutes. Dr. Stone's drug store.

Union will probably rebuild the big prune dryer which burned there last Friday. Messrs. Lasalle and Payne, of Albany, owned the plant. The dryer hauled about 80 per cent of the fruit of that section.

SALEM DRUGGISTS MAKES A STATEMENT

We always advise people who have stomach or bowel trouble to see a doctor. But to those who do not wish to do this we will say: Try the mixture of simple buckthorn bark, glycerine, etc., known as Adler-i-ka. This simple new remedy is so powerful that JUST ONE DOSE usually relieves sour stomach, gas on the stomach and constipation QUICKLY. People who try Adler-i-ka are surprised at its QUICK action. J. C. Perry.

The two most important needs in a woman's life seems to be love and money. Journal Want Ads. Bring Results.

Women Avoid Operations

When a woman suffering from some form of feminine disorder is told that an operation is necessary, it of course frightens her.

The very thought of the hospital operating table and the surgeon's knife strikes terror to her heart, and no wonder. It is quite true that some of these troubles may reach a stage where an operation is the only resource, but thousands of women have avoided the necessity of an operation by taking Lydia E. Pinkham's Vegetable Compound. This fact is attested by the grateful letters they write to us after their health has been restored.

These Two Women Prove Our Claim.

Cary, Maine.—"I feel it a duty I owe to all suffering women to tell what Lydia E. Pinkham's Vegetable Compound did for me. One year ago I found myself a terrible sufferer. I had pains in both sides and such a soreness I could scarcely straighten up at times. My back ached, I had no appetite and was so nervous I could not sleep, then I would be so tired mornings that I could scarcely get around. It seemed almost impossible to move or do a bit of work and I thought I never would be any better until I submitted to an operation. I commenced taking Lydia E. Pinkham's Vegetable Compound and soon felt like a new woman. I had no pains, slept well, had good appetite and was fat and could do almost

all my own work for a family of four. I shall always feel that I owe my good health to your medicine."—Mrs. HAYWARD SOWERS, Cary, Me.

Charlotte, N. C.—"I was in bad health for two years, with pains in both sides and was very nervous. If I even lifted a chair it would cause a hemorrhage. I had a growth which the doctor said was a tumor and I never would get well unless I had an operation. A friend advised me to take Lydia E. Pinkham's Vegetable Compound, and I gladly say that I am now enjoying fine health and am the mother of a nice baby girl. You can use this letter to help other suffering women."—Mrs. ROSA SMITH, 15 Wyona St., Charlotte, N. C.

Now answer this question if you can. Why should a woman submit to a surgical operation without first giving Lydia E. Pinkham's Vegetable Compound a trial? You know that it has saved many others—why should it fail in your case?

For 30 years Lydia E. Pinkham's Vegetable Compound has been the standard remedy for female ills. No one sick with woman's ailments does justice to herself if she does not try this famous medicine made from roots and herbs, it has restored so many suffering women to health.

Write to LYDIA E. PINKHAM MEDICINE CO. (CONFIDENTIAL) LYNN, MASS., for advice. Your letter will be opened, read and answered by a woman and held in strict confidence.



Continuous Advertising

The Fifth of a Series of Twelve Articles on Advertising—Written Expressly for The Capital Journal by T. H. Shore.

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No merchant who considers himself up to date would think of closing the doors of his place of business and not opening on dull days, or when the notion seized him. By no means. He is open every week day, and is always ready to wait on customers. He knows that the fact that he is open during the regular store hours means that he can expect customers at any time.

I once knew a merchant in a small town who, when the notion seized him, would close the store and go fishing. It was surprising, too, how often the notion seized him. His business suffered as a result of the unbusinesslike methods, because people got tired of going to his store only to find it closed. The merchant failed, and people said he was to blame for not having regular hours and sticking to them.

To be successful a merchant must have a consistent policy. He cannot run things haphazard and get the maximum of results. For instance, he must have salespeople employed in full as well as his times. So likewise must have bookkeepers and office assistants. He knows that business is judged by the year and not by any particular season. That he must keep hammering away all the time.

It is just as necessary for a merchant to be consistent with his newspaper advertising. The business man who omits his advertising from the paper for a week or two because he thinks that by so doing he is saving money is as unwise as the merchant who would close his store on certain days because business was dull. P. T. Barnum, one of the best advertising men who ever lived, said that advertising did not jerk; it pulled. Barnum was right, and knew whereof he spoke. He was one of the largest and most consistent advertisers of his time, and could speak from experience. Advertising pulls because we are largely creatures of habit and are impressed by repetition. For instance, the ad. of a certain product that we have seen ten times will impress us more than seeing it only once.

Many advertisers have lost out because they got "cold feet" and quit advertising. Had they kept on they would have accomplished what they had aimed to do when they started out. Keeping everlastingly at it is the secret

of success in any business. Continuous newspaper advertising, if at all efficient, will produce results by unconsciously influencing the minds of the readers. Seeing the name of a business firm in the paper constantly so impresses people that when they want some article or articles handled by that firm they go to that store and buy. They do it unconsciously because by reading the ads. in the paper they associate the name of the firm with the goods handled. These same people might not acknowledge that they were so greatly influenced because they do not realize it. They were influenced in spite of themselves.

In this busy world there is no room for the man who will not stick. As a rule it is the steady plunger who wins out. There may be times when he is discouraged and disheartened, but he keeps pegging away and in the end wins out. He knows that eternal work is the way to bring success.

Another and very important reason why newspaper advertising should be continuous is the matter of getting new customers or consumers. The complexion of a city's population is constantly undergoing a change. The boys and girls of today are the men and women of tomorrow. Today they are supported by their parents. Tomorrow they will do the buying themselves. This means new customers for merchants of the town. Every time a young couple gets married and goes to housekeeping it means more business for merchants in all lines. Every new family that comes to town means increased business. This means that every day there are new customers and consumers to be reached.

The merchant who takes it for granted that everyone knows him because he has been established in business for many years and occasionally does a little advertising is doing himself a grave injustice. He should take nothing for granted, but should keep pegging away, telling his story as often as possible. He will find that it will pay, all things being equal. He would do well to consider the advisability of advertising continuously. Results are what he is after, and he will find that continuous advertising will bring them.

The next article in this series will be entitled "Timely Advertising."

REDUCTION IN TARIFF

Means a great BOOM for the people of the United States. We see what is coming—we carry a large stock, and we intend to unload if we make only 6 per cent—all the goods in this big store will be closed out by next fall. So we will have the advantage of placing before our customers every article at Tariff Reductions. Buy now and buy freely at our special advertised prices, which means a clean sweep and a great saving to you. Come and see how fast we will unload the shelves.



NEW SPRING SUITS AND COATS

The latest show in the Best Materials and Newest Colors

PRICE

\$4.50

\$7.50

\$10.50

AND

\$12.50



NEW SPRING MILLINERY

Now on Sale in the latest

French and American Models

Beautiful DESIGNS and STYLES

PRICE

\$1.49, \$1.98

\$3.50 and up



NO MERCY SHOWN TO PRICES

ON THE FOLLOWING GOODS

DRESS GOODS, SILKS, HOSIERY, UNDERWEAR, MEN'S CLOTHING AND ALL THE REST

SALEM OREGON CHICAGO STORE THE STORE THAT SAVES YOU MONEY

Why He Was Late. "What made you so late?" "I met Smithson." "Well, that is no reason why you should be an hour late getting home to supper." "I know, but I asked him how he was feeling, and he insisted on telling me about his stomach trouble." "Did you tell him to take Chamberlain's Tablets?" "Sure, that is what he needs." Sold by all dealers. Of all the spring drummers, none is more persistent and monotonous than the grouse.

MADAME DEAN'S FRENCH FEMALE PILLS. A Great Pain Killer. Sick headaches, sour, gassy stomach, indigestion, biliousness disappear quickly after taking Dr. King's New Life Pills. They purify the blood and put new life and vigor in the system. Try them and you will be well satisfied. Every pill helps; every box guaranteed. Price 25c. Recommended by J. C. Perry.

Dr. J. C. Yuen

Successor to Dr. Kum, the greatest Chinese Expert Herbalist. Established 1887. Call and talk with those who are using the Herbs, and they will tell you that they are being benefitted. Others will tell you of the remarkable cures made by the use of Chinese Herbs. They are Nature's remedies for all stomach, spleen, liver, lung, heart, bladder, intestinal and kidney trouble, for asthma, catarrh, rheumatism, indigestion, constipation, purifying the blood, lumbago, coughs, colds, appendicitis, female trouble, Bright's disease and all disorders of the human system, sold by the Bow Wo Herb Co., 167 S. High street.

Baptist Convention. Baptist convention, commencing Wednesday, April 16, to last over Friday, the 18th. Delegates are now arriving from Linn, Marion and Polk counties. This evening at 7:30 p. m., praise service by Charles Roth, and address by the pastor, H. E. Marshall, for the Young People's Association. Tomorrow afternoon will be mostly routine and business until 3 p. m. Then an address by Rev. W. O. Shank, East Side church, Portland, on "National Publication Work," 3:45 p. m., sermon by Rev. Burleson. Friday evening Dr. Hinson, of the White Temple, Portland, will preach at the Baptist convention.

A Great Pain Killer. Sick headaches, sour, gassy stomach, indigestion, biliousness disappear quickly after taking Dr. King's New Life Pills. They purify the blood and put new life and vigor in the system. Try them and you will be well satisfied. Every pill helps; every box guaranteed. Price 25c. Recommended by J. C. Perry.

SALEM FENCE WORKS

Headquarters for HOP WIRE POULTRY NETTING WOVEN WIRE FENCING CEDAR FENCE POSTS BARB WIRE SCREEN DOORS MALTHOID ROOFING P. & B. and LEADY ROOFING At the Lowest Prices. R. B. FLEMING Successor to Charles D. Mulligan. 250 Court St. Phone 13

For Burns, Bruises and Sores. The quickest and surest cure for burns, bruises, sores, boils, inflammation and all skin diseases is Buckhorn's Arnica Salve. In four days it will cure L. H. Haflin, of Iredell, Tex., of a sore on his ankle which pained him as he could hardly walk. Should be in every house. Only 25c. Recommended by J. C. Perry.

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