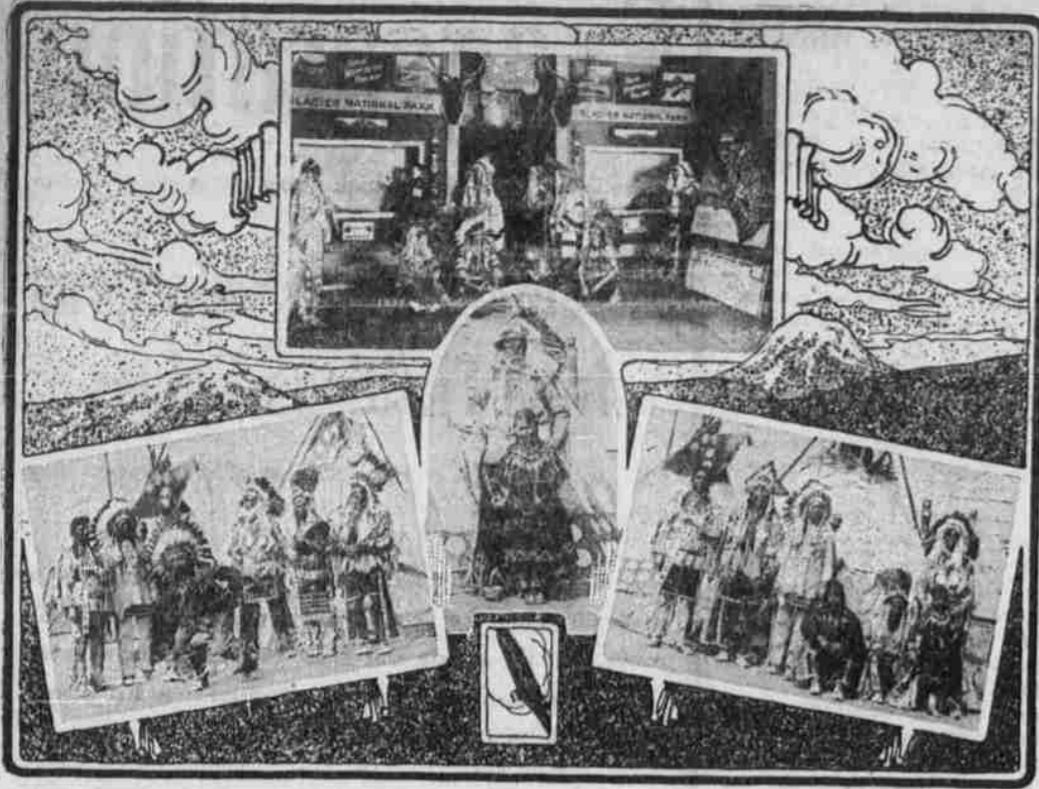


BLACKFEET INDIANS FROM GLACIER NATIONAL PARK INVADE NEW YORK.



Glacier National Park over-shadowed everything in the New York Travel and Vacation Show, which was held in the Grand Central Palace March 20th to 23rd.

Indians, of course lent, much color to the Glacier National Park Exhibit. Besides the Indians the marvelous beauty presented by the scenic photographs and paintings made the Glacier Park booth easily the attraction of the Show.

at all times of the day and night while the Show was open, thronged about the exhibits. The attendance to the Show averaged ten thousand daily. Judging from the enthusiasm shown, Glacier National Park, the tourist travel to that place this year will break all records.

Advertising Adjuncts

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

Copyright, 1912, by T. H. Shore.

Newspaper advertising should be supplemented by good values, right prices and efficient salesmanship. The ad. cannot do its full duty if it is not properly backed up.

Once an man read in a daily newspaper the ad. of a large retail concern. It greatly impressed him and he determined to buy the goods advertised, even though he did not need them.

The business of selling is an extremely important one and one that sometimes requires the patience of Job and the tact of a diplomat. Customers are frequently unreasonable and overreacting.

dividuals, each with his or her own characteristics. Each one requires different handling.

Attractive window displays are a great help to the retail merchant and nicely supplement his newspaper advertising.

The lighting, heating, ventilation and appearance of a store are big factors in making for success. Ninety per cent of the buying is done by women, and no woman likes to go into a store that is dark, dirty or untidy.

The manufacturer must also back up his newspaper advertising, but he is not so close to the consumer as the retailer, and has a problem that is more complex.

The maintenance of quality and uniformity cannot be overlooked. Neither should the matter of having the goods look as presentable as possible.

One of the most important things for both the manufacturer and the merchant is that they have a consistent policy. A business, like any individual, should have an individuality.

Ridgways TEA. Gold Medal, London, 1911. Largest Sale HIGH-GRADE Tea in World. Don't deny yourself the pleasure of drinking exquisite Ridgways Tea.

IN THE SPORTING WORLD.

TRYOUT SHOWS HE HAS FINE MATERIAL

Senators Have First Practice Game and Manager Baker is Greatly Pleased.

INDICATES GOOD TEAM

Practice Shows That There is Likely to Be Better Baseball This Year Than Last Season.

The Salem Senators had their first good practice of the season Sunday afternoon, before a large and enthusiastic bunch of fans, and it is the opinion of all who were on hand that the 1913 Senators will be still harder to trim than in 1912.

The class of ball played was good, considering the condition of the ground and the lack of practice.

Manager Baker had some 28 or 30 men on the list who he would like to have seen out, but some were excused and others evidently have a faint heart.

Both teams played airtight ball, after they got warmed up, and the pitching on both sides was in a class by itself. Manager Baker says he expected to see several 1912 Twilight league players make the team this year, but they are evidently satisfied to stay in the bushes, as they did not show up.

"We will endeavor to give every man an equal show, and pick the best men, although it looks to be a hard proposition on account of the short time to do it in," said Manager Baker today.

A WOMAN LOST HER HAIR AND GOT IT BACK WITH HERPICIDE

While there are no thrills in the narration of Mrs. E. T. Nichols, 623 Broad St., Beloit, Wis., her story is nevertheless one of amazing interest.

While the results which follow the use of Newbro's Herpicide are always more or less astonishing, they are always natural. Herpicide destroys the dandruff, stimulates the flow of blood to the hair follicles and keeps the scalp perfectly healthy.

Big League Statistics.

Table with columns for National League and American League, listing teams like Philadelphia, Pittsburgh, New York, Chicago, St. Louis, Brooklyn, Boston, Cincinnati and their respective W, L, PC records.

Yesterday's Results.

Table listing results of games from the previous day, including Portland-Los Angeles, Oakland-San Francisco, and Venice-San Francisco.

JOLTS

Wrestling continues to get some well deserved jolts. One sport writer says of the postponement of a match: "Our notion of nothing to be disappointed about is the news that the conflict between Messrs. Zybaske and Demetral has been called off."

Ty Cobb is in good mid-season form. He recently engaged in another tough house.

About 20 Sundays like yesterday will give baseball a show in Salem.

Fred Merkla, who made the most

brilliant bone-head play of the world series not so very long ago is at it again.

Ad Wolgast's defeat Saturday in the 17th round of his battle with Harlem Tommy Murphy is taken by his critics to mean that he cannot come back. Wolgast has never fought the same since an operation for appendicitis, and it looks as though he would have some trouble getting high-priced matches.

Governor Ammons, of California, has signed the state boxing bill, which permits contests under supervision of a boxing commission, when held under the auspices of a recognized athletic club.

WILLAMETTE PLAYS GAME WITH PENITENTIARY

The Willamette baseball artists finally got into a game, when they met and defeated the team at the penitentiary Saturday afternoon.

The varsity boys showed up and played ball from the start. The greatest weakness at present is their inability to connect the willow with the pill. Even the old-timers did not keep up their old standard of hitting.

Willamette went to bat first, Brazier Small opening the game with a clean single. But here the fireworks stopped and the men went down in one, two three or four, almost without exception, to the sixth inning, when Steelhammer distinguished himself with a long bingle into center field that brought in two men.

In the eighth the same number of tallies were registered by O. S. P., and the end of the ninth saw the score tied. The collegians managed to scare up another run in the tenth, and Drake then proceeded to fan the next men up in regular order, and the game was won.

For Willamette Drake twirled a splendid game, as did also McClure for the O. S. P. Drake fanned 15 men, McClure 12.

An incident somewhat extraordinary occurred when a pitched ball hit Johnson the pen's negro catcher on the head and bounced from his top piece over the pen wall. He did not seem to mind the occurrence, but, without feeling of his head or giving any visible sign of pain, he inquired, "Do I get a base," and calmly marched to first.

Batteries--Steelhammer and Drake; McClure and Johnson.

Killed in Fire.

Malone, N. Y., April 17.--Four persons are known to be dead, one is missing, and five are seriously injured, following a fire which destroyed the Hotel DeWilson here early today.

Journal Want Advs. Bring Results.

PAINS IN THE STOMACH.

If you continually complain of pains in the stomach, your liver or your kidneys are out of order. Neglect may lead to dropsy, kidney trouble, diabetes or Bright's Disease.

For rheumatism you will find nothing better than Chamberlain's Liniment. Try it and see how quickly it gives relief. For sale by all dealers.

YOU CANNOT BE LOST ON A STRAIGHT ROAD

You do not always stick to the straight road when buying. You wander off into the pleasant paths of buying on impulse, at strange stores at odd times, and sometimes even needlessly.

Advertising is the straight road to satisfaction, quality and price in buying. By it you gain known value of merchandise, good service, and the best quality for least cost.

TO ABSORB FRECKLES AND OTHER BLEMISHES

Every spring I receive many letters from girls seeking some reliable recipe for removing freckles. Last year I advised many to try mercolized wax.

For an ounce of mercolized wax at any druggist, spread a thin layer of it over the entire face every night for a while, washing it off in the morning.

Spring time also brings wrinkles to many sensitive skins that are much exposed to winds and changing temperatures. Pour a half pint witch hazel into a basin, then an ounce of powdered saxolite, which quickly dissolves.

Shorter engagements if followed by longer marriages would help some.

DON'T KNOW THEY HAVE APPENDICITIS

Many Salem people who have chronic appendicitis, which is not very painful, have doctored for years, for gas on the stomach, sour stomach or constipation.

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."

CASTORIA

For Infants and Children. The Kind You Have Always Bought. Bears the Signature of J. C. Fry.

Look Them Over TODAY

Then come to Porter and the get right Paint to make your screens and screen doors look like new.

W. J. PORTER 455 Court St.

Deafness Cannot Be Cured

By local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

Sold by Druggists, 75c. Take Hall's Family Pills for constipation.

Some women look upon charity as a stepping stone to society.

Doctor Stone's Wahoo Compound. A Spring Tonic Purely Vegetable medicine for the liver. Price 50c.

DR. STONE'S Earache Drops will stop the earache in five minutes. Price, 25c. DR. STONE'S Sheep dip for mud fever, mange, scabs, lice, ticks in horses, dogs, sheep and hogs. Price, 25c and 40c a bottle.

HAVE YOU TRIED IT? "SALAMANDER"

"Hopfen und Maltz---Gott Erhalis" A reproduction of the old-fashioned all-malt Beer

"Gesundheit und ein proher Mut Sind besser als viel gelt, und gut"

Especially bottled for home use. Send your order by telephone, Main 229 for a case

Salem Brewery Association