

MISSES' and CHILDREN'S KNIT SUMMER VESTS
Values now 15c

WOMEN'S SUMMER KNIT VESTS
15c Vests now 8c
25c Vests14c
30c Vests19c

WOMEN'S SUMMER KNIT PANTS
30c Pants19c
25c Pants14c

THE SUMMER UNDERWEAR

ON SALE IS a broken line and is offered at these ridiculously low prices, because they are no part of the regular stock, although they are good in every respect.

LINGERIE WAISTS VALUES
\$1.00 49c
\$1.75 84c

SEE OUR 30c COLORED POPLINS AT 19c YARD

A FINE LINE OF WAISTS FOR BOYS ONLY 25c EA



SOCIAL CONSCIOUSNESS

(Continued from page one.)

vantages, but to secure them continued employment.

"The truth is that a new social bill of rights is being practically worked out in our land. Men have not known that they were working out a revolution. If, however, we are to attempt to set back the car of social progress to the point where it stood even ten years ago, we would speedily become conscious how far it had run in that interval. Indeed, the program of one of our political parties takes shrewd advantage of this social consciousness and bases its plea for power on the working out by law of social reforms.

Power Condemns Monopoly.

"The impulse of this mighty force is felt in our political debates and is reflected in party platforms. One may scarcely take up the morning paper or read his monthly magazine without seeing, if he has vision, the daily strides this movement makes. It is the power that condemns monopoly. It is the power that removes the force which demands the removal of privilege. It is that which says the creature of the state may and shall be regulated by the state.

"It follows almost of course that advantage will be taken by selfish men of this great power to enhance their personal fortunes. It is natural, too, that sincere advocates of the cause shall sometimes be more impassioned than accurate.

"We have become socially conscious. Have few become socially thoughtful? "If I have clearly suggested to you something of the nature and extent of existing social movements and of living as well as the grave issues that lie therein, I am sure it will be plain also that we need in our public discussions not only accurate information on the subject of debate in addition to a righteous and unselfish motive, but also, I hope, a sense of public proportion lest our vision be distorted and we spend on the unimportant the mental energy, physical effort and financial power that should be exerted upon the essential.

Dealing With Human Life.

"Let us briefly, then, consider how we deal with human life. We value it, of course. That is, we say we do. None of us individually gives it up willingly. Happily, few of us would take it with

lingly. But collectively do we care very much about it? It has until recently been our reproach in the eyes of the world that we sacrificed many of our children to keep a national holiday. At last this particular motor center of our national conscience aroused action. We have nearly stopped the sacrifice.

"We deplore the loss of life and human suffrage which arise from disturbed conditions in our sister republic to the south.

"The red pictures of the battlefields of the civil war make us quiver.

"We are shocked that the Balkan wars cost nearly half a million dead or wounded.

"Now, there have died in the United States in the last six months from preventable causes more people than were slain in the civil war, and more, many times more, than all that have died in the Mexican troubles. A special student of this problem connected with out of our great life insurance companies tells me that every year in the United States 650,000 people die from preventable diseases and accidents.

"Our advocates of peace are vocal and varied in their attacks upon war. I don't recall them as being excited over the massacres of peace.

Many Lives Are Needless.

"Apart from those who will sorrow this year and are sorrowing now from losses that are needless, the money value of these deaths, which we know how to prevent and yet permit, is staggering. By conservative estimate it is placed a thousand millions, a full billion, every year.

"What we need to have aroused is a sense of proportionate values. There are men who worry over a battleship or two but every month by saving those in ways that are well known who needlessly die we could more than pay the cost of four battleships and save a lot of human agony besides.

"It is the statement of the same authority I am quoting that are a million and a half people constantly ill in the United States from causes which are well known to be preventable and that this entails a loss of five hundred million per annum; so that from preventable death and preventable illness each year fifteen hundred millions of dollars.

Some Losses Compared.

"A discussion as to proposed advances in freight rates on eastern railways is going on before the interstate commerce commission. It has aroused widespread comment. The sum involved seems large. It is stated to be about an additional hundred million dollars annually. The question's importance is conceded, but surely it is proper to compare it in relative importance with other public matters of expenditure or waste.

"Let us look for a moment at our losses from fires, referring not to great conflagrations, but to the regular run of fires. Since 1906 this direct loss has never been in any year as little as two hundred millions in any one year. It has risen as high as two hundred and thirty millions in three of these years.

"To state it differently, we get quite stirred up by the question whether the average freight rate per ton mile shall be .0075 of a cent of .0079 of a cent, but we don't get excited at all as to whether we shall lose many times the sum involved in another way which we know how to prevent.

"Come with me to the railway station

and let us stand there as a freight train goes by. Suppose as we wait there looking at it we concede the worst that has been charged against railway managers and financiers, yet this thing they have done—they have so worked that every ton of freight in that train and its following trains is being carried at an average rate of three-fourths of a cent for a mile.

Cartage and Railroad Charges.

"Come with me now from the railway station and stand in this city street. Watch the teams go by. All the goods on these carts and trucks have been carried by the railway. That cost you three-fourths of a cent average rate per ton mile. What does this cartage cost you? No one has ever taken the trouble to find out.

"It appears to be the truth, though I warn you we are speaking now of a subject on which our knowledge is scanty, that many of the goods we use or eat in one form or another increased by the cart haul from seven to forty times. That this factor of cartage forms a very considerable portion of their cost we more than suspect. It is a much larger element of expense than are railway freights, possibly many times more.

"I have been told that the cost of delivering potatoes from the retail grocer in New York to residences within a mile is greater than the combined cost of transporting those potatoes from Maine to New York City and delivering them from car or market to grocer.

"The director of the census has been instructed by me to make inquiries in to the coast of cartages in a number of cities of different sizes and in some country districts as well in order to begin the shedding of light upon the subject.

"I have already touched upon the last topic which I shall add to this address. It has to do with the effectiveness of our industries. In the very rush of our energy we have been some times thoughtless of the most effective methods and careless about the actual knowledge of what things cost. I have known of a process in a modern factory multiplied by nine in its output within a year; of another in the same shop multiplied by five; of another case, was such that the work was done in one-twenty-eighth of the times theretofore taken.

"There are two terrible and preventable losses in our American homes. One is that from needless deaths, with needless sicknesses; the other that from untrained lives. The one takes away; the other fails to add.

"To the problems of life and fire and distribution and education let us add one of a physical nature. The ravages of flood are not unknown to most of our sisterhood of states. The losses from them in past years has been frightful and the toll of lives that the waters have taken would by comparison make some battlefields seem a dream of peace. More, much more, than the Panama canal has cost has been swept away by the raging torrents that have worked their will almost unchecked heretofore and for whose destructive forces they way remains still far too open.

"Very briefly and inadequately we have dealt with certain elements of national waste, believing them to be more vital to us as citizens than many things to which we give greater heed."

EDITORS HAVE GOOD TIME WHILE IN CITY

Banquet Ends Festivities of Day and Addresses of Much Interest Are Given On Occasion.

AUTOMOBILE TRIP TAKEN AND CITY MAKES GOOD IMPRESSION

Program of Much Interest is Concluded at Commercial Club and Then Entertainment Begins.

Indictment of the space grafter, the spineless editorial writer and the four-flushing advertiser resulted Saturday afternoon when members of the Williamette Valley Editorial association met in the auditorium of the commercial club. Viewing the results of the meeting from various standpoints, it was one of the best, if not the best, ever held by the valley editors and newspaper managers. It was brim full of spice—that sort which interests the man who has to foot the bills for the operation of an advertising and news medium. The program proved an absolute success and the visiting editors had the time of their lives during the time they spent in the Capital City.

Honesty Best Policy

The association of newspapermen assembled in the commercial club and the convention was called to order by President Hornbrook. Percy R. Kelly, judge of department No. 1 of the circuit courts of Marion and Linn counties, was called upon to address the assembly. As usual, Judge Kelly delivered a most excellent address. Viewing the editors in the light of human machines who act as the mouthpiece for all the people and who herald the topics of interest in every step of life, Judge Kelly said that the newspaper is one of the greatest necessities of the present age and is generally becoming more important year by year. He said that editors should not only be strictly honest in their general business transactions, but should be very careful to keep upon the side of honesty and fairness in their editorial columns and in their reports of the general news of the day, whether it be in the line of law or in other falls to add.

"The editorial columns should be consistent with the news columns of a paper, stated the judge, and both should be as near accurate and honestly framed as possible. The price of honesty is little, said Judge Kelly, and the wild, fantastic version of public affairs, soap box artists, etc., should be given no place in the midst of an association of fair minded editorial writers and newspaper managers.

Judge Kelly's advice along this line was highly appreciated by those present and he was given special notice by the president of the organization who not only thanked the jurist for lending his most welcome presence but by giving the members a most instructive and valued talk.

Raps Spineless Editors

One of the addresses of the afternoon was delivered by Charles H. Fisher, of The Capital Journal. Mr. Fisher started out with good natured raillery and ended his address with some red hot shots which made every editor in the room sit up and take strict notice.

The speaker said that editors who prove themselves to be physical and moral cowards should not be allowed to exist in the newspaper world. He declared that each paper should be represented editorially by the editor of such medium and not by some hired professional editorial writer who fails to mix with the patrons of the paper and who

EARTHQUAKE SHOCK IS FELT IN SEATTLE AND PORTLAND

Seattle, Wash., March 23.—An earthquake shock lasting 15 minutes was recorded by the seismograph at the University of Washington this morning. The disturbance began at 11:05, and lasted until 11:20. The heaviest shock occurred at 11:15. The tremor jarred the needle off the drum. The distance nor direction of the shock could not be learned.

Shocks in Portland.

Portland, March 23.—Quite a number of Portland citizens, including B. F. Irvine, associate editor of the Journal, assert they felt a slight earthquake shock at 6:30 this morning. Dozens of persons declare they felt a similar shock early Sunday morning. There is no seismograph in Portland.

NUGGETS.

Some fellows divide their time between being roasted and being kept in hot water.

Any truthful girl will tell you that she would rather be a rich man's widow than a poor man's wife.

Some people have an idea that reform only makes the world better by making it more comfortable.

Beauty is only skin deep, but ugliness sinks into the soul.

The only real proof of success is an ability to hold onto it.

Put your best foot forward and you won't have so many kicks coming.

The theories that make the most noise are the exploding ones.

Hearing a scream from little Johnny, she asked: "What's the matter, Johnny?"

How the shrewd promoter does love to encounter a fool and his money!

New Silks

Received yesterday, a large shipment of new silks, adding greater choice to our enormous stock. They are beautiful Foulards, Silk Crepes and Vestings that you will like

JUST RECEIVED BIG SHIPMENT D. M. C.

Boy's Suits

Buy them while the season is young. You won't hesitate a moment when you see our new Spring suits for boys. Such snappy models as our Norfolks with the patch pocket will please the young man immensely. The fabrics and tailoring will please you, and our low cash prices can't be matched\$2.50 to \$7.50

Women's Neckwear.

The newer neckwear for this season is decidedly smart. Those important necessities are most easily selected from our large new stock.

TANGO BEADS—Oriental colors, assorted sizes, some furnished with silk tassels or other ornaments, at 50, 75c

CREPE COLLAR AND CUFF SETS with Swiss Tabs, collar embroidered in designs of French knot and eyelet work, assorted colors; set 50c, 60c

CREPE RATINE COLLAR AND CUFF SETS with Armenian lace edges 60c

LACE COLLAR AND CUFF SETS in new patterns, both cream and white; set upwards of 60c. An especially strong line at\$1.25 and \$1.50

NECK BOWS—We are showing many very beautiful and strictly high class novelties in satin fold goods finished with tinsel cord loops and some with dainty chiffon bows in center; 25, 50c

Corset Cover Embroidery and Flouncing.

The styles this season are very dainty and attractive. We are showing a large assortment of patterns in new 18-inch Corset Cover Embroideries at prices ranging, yard25c to 85c

EMBROIDERED CREPE FLOUNCING—43 inches wide, in many new designs. This is one of the season's leading fabrics, being especially suitable for drape purposes, yard75c, \$1, \$1.25, \$2

EMBROIDERED CREPE FLOUNCING—18 inches wide in floral and conventional designs, especially good for three-tier skirts, yd 55, 60c, 75c

EMBROIDERY FLOUNCING—27 inches wide, in large range of patterns, including the Van Dyke Point, hemstitched edges, especially good for two-tier skirts, yd40c to \$1.45

EMBROIDERY FLOUNCING—42 inches wide, with scalloped and hemstitched border; wide range of beautiful patterns, some with eyelet or heavy embossed work, yd. \$1 to \$1.75

Hair Ornaments

TANGO HAIR PINS—A large assortment in shell and amber with brilliant settings; all sizes, each15c, 25c, 50c, 85c

FORWARD COMBS, Back Combs, Barrettes, large assortment of new arrivals; plain or with brilliant settings. BUTTERFLIES—The smartest hair ornament this season; come in gold or silver with chiffon wings of beautiful colors, each50c

Vanity Bags and Cases.

New lot of assorted sizes in German silver, each25c, 50c, \$1.25, \$1.50

Barnes Cash Store

E. T. Barnes, Prop.

is not capable of association with persons who are the very life of the newspaper, the common people.

Consistency and sincerity in all matters pertaining to both news and editorial columns should be the most important factor in conducting a newspaper business, said Mr. Fisher. Adopt a standard and remain solid on that point or various points, declared the speaker. Get the confidence of the common people and keep it, he said, and the editor will soon find himself and his editorial column in more than good repute with all the people instead of a favored few under conditions separate and distinguished when it comes to dealing with the public in general.

Almighty Dollar Discussed.

The editor of the Junction City Times, S. L. Moorehead, was called upon next to give the editors an idea as to how to handle advertising pay. Editor Moorehead explained to the satisfaction of all that his little country weekly is a money-making proposition in more ways than one. Direct association with the farmer, the source through which the papers make their living in the small places, is the best policy, stated Mr. Moorehead. The Junction City editor stated that it required skill to approach the farmer and the best way to get both subscriptions and advertising is to give the farmer an incentive of some kind or other. Contests, prize propositions and what not, said the speaker, were responsible for many dollars rolling into his pockets and he contended that the country press had to get out and hustle among the people just the same as he big metropolitan papers in order to make friends with the public and get its support.

R. J. Hendricks, of the Salem Statesman, told how to make a country newspaper pay, and said it could be done, for he had proved it when conducting a paper in Roseburg. He said any man with average intelligence, who would work 16 hours a day, as he had done for 30 years, could make a financial success of a paper.

Foreign Advertising Topic

As the result of the talk made by P. M. Reagan, editor of the Albany Herald—"Foreign Advertising," a committee composed of Mr. Reagan, Carl Abrams and H. E. Hodges was appointed to investigate and formulate a rating for foreign advertising and mail a report to each member of the association.

Among others who spoke at the afternoon meeting were: H. E. Hodges, 50-verten Appeal; A. E. Voorhies, Rogue River Courier; Gerald Volk, Dallas Ob-

Holding the Mirror to Prosperity's Face

That is what the advertising columns in this newspaper are doing every day in the year. They reflect the business interests of this community and more and more are coming to reflect national activity.

They tell you at a glance just who is actively seeking business and what the reasons are for expecting to get it.

They are the meeting place of buyer and seller.

The interest they have to the reader is of an intensely practical nature. They not only give to readers information, but information of a helpful character which directly bears on their mode of living and frequently means a saving of time and money.

See what the mirror reflects today—you will find something there that will interest you.

MAKE MORE MONEY

With spring upon us, it is high time you were thinking of how to increase your income, and this time of the year is especially opportune for that purpose.

Many firms start in the spring putting new products on the market and the money-making possibilities of the agent are many just now. Often, too, you can find such work as this and do it without interfering with your regular employment.

Watch the Want Ads for such opportunities at this time of the year and if you don't see what you want, why run a little Journal Want Ad of your own and you will be sure to find something good.