# Journal Contest Letters

The following are additional letters of The Capital Journal prize letter contest:

Contest Editor:—Within propriety, it always affords me satisfaction to fulfill the desires of others. In the present instance your editor-in-chief desires to learn the opinion of the readers of The Capital Journal regarding the new heading and make up, in which the paper has recently appeared Considering the desire a proper one, and wishing to obtain the happiness by nature attending the fulfillment of it, I have thought to grant the editor an expression of my opinion.

It is written of the people of Athens of old that they "spent their time in nothing else, but either to tell or to hear some new thing." In this respect the people of modern times are somewhat akin to the ancient Athenians. Accordingly, in the appearance of your paper of late, so far as newness is concerned, I find something commendable.

However, were this special feature to be carried to a logical conclusion each successive issue might come forth in heading and make up different from its predecessor. Nevertheless, while a plan of this kind might offer an advantage the writer believes it to be merely of a transcient character. Newness is alright enough in itself. But it is beside itself when it is gained only by the loss of dignity.

In The Capital Journal the people of Salem have an interest. To an appropriate change in form of the paper, certainly no one would make objection. But of a change which involves the violation of time honored customs, upon which dignity depends, there cannot be approval. The new thing your editor proposes violates those customs. Therefore, to a final adoption of the proposal, I am constrained to object.

In appreciation of Salem and The Capital Journal, I remain,

Respectfully,
—I. C. ESTEB.

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Contest Editor—I think The Capital Journal has greatly improved under the new management.

The only ripple on the smoothness and satisfaction of the whole, is the lack of symmetry in the appearance of the heading.

The plain faced type is neat and distinctive enough without spoiling the appearance with the blocks of smaller type.

The first page, made up of the more important happening of the city and state, is laid out in a very neat and comprehensive manner and the editorials are far superior in thought, construction, in fact in every way there is more news and the classified ads are at last classified.

Above all, The Capital Journal cannot be praised and thanked too much fo rits efforts in arousing the people of Salem to a realization of the city's needs and opportunities.

As the editor says: you cannot please everyone and the balance of the paper is so good that such as small matter as lack proportion in the heading, doesn't count.

Sincerely,
—MRS. W. H. MATHESON,
Route 3, City.

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Contest Editor:—Here goes for my opinion of the new heading of The Capital Journal:

First—I don't like it at all.

Second—It don't look like it was any relation to the capital.

Third—It spoils the looks of the first page.

Fourth—It looks like a paper without a capital.

The reasons I want it changed back:

First—Because the old heading was perfect.

Second—Looks like The Daily Capital Journal in the center of our fine capital city.

Third—It would please 5318 patrons.

Fourth—It's the best paper in the state and the old heading is a true representative of the capital city itself.

A. H. HAMMER,
Rt. 6, Box 120, Salem, Or.

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Contest Editor:—The new heading of The Journal is the most appropriate that has come to my notice as compared with those of many American newspapers. The letters are "primary block," the letter from which all English type is designed. This heading, being the basic design of all type, is in harmony with the modern type faces. Being the simplest form of lettering its is easiest to read. This letter is used by many famous architects in nameplates and over door-ways. One of the newest and most popular type faces designed by the type foundries is a simple form of letter called "adstyles," that has a close conception to your heading.

As I understand it people take the paper primarily to get the news and have it presented to them in readable form, the most important news first, in the most conspicuous place, in the largest type. Your new style of the front page does this.

This is the age of the progressive newspaper. A neat arrangement of large type as a "head" for your articles is not a "motley mess." A "motley mess" may be described as the printer's "hammer throw" in some of the Hearst papers, the "N. Y. American" or "S. F. Examiner" for instance. Keep the progressive ladies, they are the best.

Yours truly,
—WAYNE ALLEN,
835 Oak Street.

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Contest Editor:—As an old time reader of The Capital Journal, and as one who was employed on the paper in its infancy, when it was known as the Town Talk, permit me to say that the present makeup of the front page gives me a severe pain.

When one meets an old and respected friend, and discovers him to have a cauliflower ear, a black eye, a towsled head and every appearance of a jag upon him, he cannot but feel a deep sense of grief.

To particularize: the paper under its present system of makeup of the front page is lacking in dignity. Also in typographic harmony. Also it is a rank imitation of the odorous and odious print of the big cities, and has no justification in a community like this.

Please cut out the freak stuff, your paper would lose nothing by doing so and would gain the increased friendship of at least one Salemite.

—T. J. CRONISE.

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Contest Editor:—First, because I have been a subscriber to The Capital Journal for at least four years—and then again since I have had a desire to express my opinion of your paper, and was deterred because I did not want perhaps to offend you—I am now going to take the chance you give no at all in the hope of winning a prize but to be pleased of my own accord if with the testimony of others you may be led to make some changes. With respect to the new heading, will say I do not like it as well as the old one not for any learned reason I may give but because the severity of the type exemplifies no sense of beauty to me. The C is harsh and unnatural—J O U P in a less degree and the whole present no modifying curve to lend beauty and harmony. In a line of work I pursue I must be guided by my eye and what native sense of art I may have—unadorned by the fine clothes of theoretical and technical training and with this equipment I am able to fabricate articles that others call pleasing—even beautiful. I submit this only in defense of my dislike of your title head. In your locals I prefer a black face head. One can appreciate the lack of this "on purpose" but that is not the thing from the "readers" viewpoint. Perhaps a closer grouping of somewhat kindred news like "State House Briefs," "Court and Hotel News," and "Incorporations" would be pleasing but other than that in the mechanical line I have nothing to suggest except that a somewhat geometric head day after day the same, gives the impression that you always are getting the same thing and no imitation. I most assuredly do like your frankness and fairness in editorials and the character of them.

—OLIVE S. PAINE,
581 North Church Street.

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Contest Editor:—I am writing to express my opinion upon your paper. The appearance of the top of the front page is not attractive, because the title words are lost in the news which surrounds it. I think that the weather "forecast" is very handy and the "All Around Town" is full of nice little bits of news which the people would not know had occurred if it were not for this page. Many people owe their good fortune in selling and buying to the page given to ads or "New! Today." The "Rippling Rhymes" add just enough merriment to make it interesting. Some people like the continued story but for myself I find it dull. The news that the readers are most interested in is placed on the front page which adds to the quality of the paper. Other than this I have nothing to say. Taking the paper as a whole I find it very interesting, intelligent and well worth the money paid for it. Hoping that my criticism will help you make a better paper, I remain.

Yours truly,
—MRS. E. M. ANDERSON,
1166 Ferry Street.

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Salem, Oregon, Nov. 26, 1919.

Dear Editor: Frankness compels me to say that I do not admire the present heading of the Capital Journal, but I do admire the very apparent fact that you are trying to please your readers.

Every periodical should begin with a well-chosen characteristic heading and the identity of that heading should be preserved. Nothing so thoroughly identifies a publication as its heading which always lies exposed on every newstand.

What the face is to the individual man or woman, that the heading is to a newspaper. How foolish is the individual who tries artificially to present a new face every time he appears in public. A new costume does not destroy identity and one may be excused for changes of this kind.

Some farm papers and others have recently added new, bright covers but the publishers were wise enough to retain their old headings. They are simply disguised but earnestly invite you constantly marked by ads and other to remove the disguise and discover their identity.

Of all the foolish headlines these extraneous matter crowded into every available space, are the most objectionable. Perhaps such ads demand high prices but the publishers lose the dignity as well as the identity of their publications.

No, your new heading is an eyesore to me but perhaps I can endure it if you make the body of your paper exceptionally good. With the best of wishes for The Capital Journal with either the new or the old heading. I am,

Yours respectfully,
—D. K. LUTHY.

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Salem, Or., Nov. 27, 1919.

Contest Editor Capital Journal: Enclosed find heading and makeup of Journal of Wednesday evening. From my viewpoint something along this line would be preferable to the "mulligan" which appeared.

Mr. Turner's report of Jenkin's case was problematical, so from newspaper viewpoint was dope crowding the heading over to left hand corner giving the front page a clearance sale look of some cheap John store. I think the heading should have the center of the page.

The day and date should be in heavier type. Advertising your want ads could be carried as illustrated changing the wording daily if desired; the repetition of "delivered the goods" looked bad.

Respectfully yours.
—F. J. GOODENOUGH.
Room 7, Baker Apts, Ferry St.

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Salem, Or., Nov. 28, 1919.

Dear Editor: An unclean face may be the mark of honest toil and worthy endeavor but it may also be the brand of mischief and betray the culprit. We do not accuse you of either, Mr. Editor, but we should certainly prefer to see you with a clean face.

Most of us admire progressiveness and new ideas of merit, but why disfigure the face of a well founded newspaper for the sake of originality and make it appear like the boy just from the jam jar, where he obliterated his general features and good looks, to the extent that his friends must look twice to recognize him?

That's what happened to the Journal since its title has been thunted all over the upper half of the page. The head of the paper is a bewildering jumble of type.

We might suggest the British plan of selling the front page to advertisers It would certainly be a daily change and much more profitable from a monetary standpoint; it might also stimulate the other paper's circulation.

Does it require every inch of space for flexibility? Should a sensational headline supersede the title of a daily paper?

For the benefit of the "newsies" this might be well. There is always some one on the street hungry for sensational dope, caring little for the integrity of the sheet.

Some of these dominant headlines that force the name of the paper out of it's proper place, often carry information which is positively obnoxious to many readers although it might seem, to the editor, to be a good stroke of journalism.

Unless the chief executive of the nation dies or the senate actually ratifies the treaty, we all and the fireside who read your paper, would much preper to pick the news presented upon an equal basis.

Give us, Mr. Editor, a paper with a clean face.

Respectfully submitted.
—A. L. HOUMARD.

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Salem, Or., Nov. 28, 1919.

To the Editor: In response to your request for the opinion of Capital Journal readers, I will say that for some time past the arrangement of heading has been highly amusing in that it displays a propensity for following a line of action independent of public opinion. I always looked upon it as a temporary expedient while finding the best kind of a heading for first page, on which to settle permanently, meanwhile arousing people's curiosity and perhaps looking for comments from which to take your cue.

In issues of November 24 and 25 the heading is, I think, best of any, and looks as though the editor was getting his bearings. I like it better for the reason it is more nearly balanced. If the little space for "Listen Call 81" were put in a less conspicuous place, it would be better and make room to move the title a little to the right, thereby making a well balanced heading.

Should it continue to be put out in a symmetrical form, it will, to my mind, be an indication of stability, a characteristic so essential in all leaders of public sentiment.

—MRS. GEO. W. WATERS.

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Salem, Or., Nov. 27, 1919.

Contest Editor, Capital Journal: In response to your invitation to the readers of your paper, to give an opinion of the merits or demerits of the appearance and make up of the Capital Journal, my expression is that I do not like the heading. The citizens of Salem, as becomes an educational center, are cultured and refined. And the newheading is antiquated, and lacks expression, it does not counterpoise the intelligence, which a newspaper of its standing is supposed to disseminate. The spelling is poor, and the composition not of a high standard. The editorials are They give a stranger the impression well written, but are too positive that the paper wants it to be known that IT is the community. They ought to be more dignified and less violent. The advertisements are perhaps the best part of the paper, they are well typed, and invite the attention and scrutiny of readers, they are attractively placed and the study of them does not grow monotonous as they do in most newspapers, and for that reason I would say that the Journal is more valuable to the advertising public than other papers, in this district. The stories are clean and entertaining, and provide a refreshing interlude, especially to the female members of one's family. The funny part is fine, and Mr. Martins humor is much enjoyed.

With the little blemishes eradicated, which I have named, I have no hesitation in saying the "Capital Journal" is a fitting monument to a growing and progressive city like Salem, and wish it prosperity.

—JOHN B. STEWART.
115-8 N. Commercial St. Salem, Or.

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Salem, Or., Nov. 26, 1919.

The Capital Journal: Your announcement in evening paper, offering cash prizes for the best letter on how the readers liked the Journal's changed heading was noticed by me this afternoon and in reply will say I was glad you gave its readers an opportunity to write on this subject. I have noticed the change frequently, but it never did appeal to me as one I could like. It looks as though you was trying to hide the words "The Capital Journal" by crowding in so much around same. The outside columns are too high and consequently hinder the balancing space for the heading. The heading especially, when a paper like The Capital Journal having such an empire of friends should be a work of art and kept sacred with nothing worked arouund its makeup to jumble its looks.

The present heading don't balance and you have to uncover a lot of jumbling before yyou can nicely read the name "The Capital Journal."

Put the capital building on one side and the supreme court building on the other with the words The Capital Journal in the center nicely balance I

(Continued on page eight)


## HEAD STUFFED FROM CATARRH OR A COLD

**Says Cream Applied in Nostrils Opens Air Passages Right Up.**

Instant relief—no waiting. Your clogged nostrils open right up; the air passages of your head clear and you can breathe freely. No more hawking, snuffling, blowing, headache, dryness. No struggling for breath at night; your cold or catarrh disappears.

Get a small bottle of Ely's Cream Balm from your druggist now. Apply a little of this fragrant, antiseptic, healing cream in your nostrils. It penetrates through every air passage of the head, soothes the inflamed or swollen mucous membrane and relief comes instantly.

It's just fine. Don't stay stuffed-up with a cold or nasty catarrh.



## Nasty Colds

**Get instant relief with "Pape's Cold Compound"**

Don't stay stuffed up and blowing and snuffling! A dose of "Pape's Cold Compound" taken every two hours until three doses are taken usually breaks up a cold and ends all grippe misery.

The very first dose opens your clogged up nostrils and the air passages of your head; stops nose running; relieves the headache, dullness, feverishness, sneezing, soreness, stiffness.

"Pape's Cold Compound" is the quickest, surest relief known and costs only a few cents at drug stores. It acts without assistance. Tastes nice. Contains no quinine. Insist on "Pape's." (Adv)



## Thin People Should Take Phosphate

**Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force**

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing ugly hollows and angles by the soft curved lines of health and beauty, there are evidently thousands of men and women who keenly feel their excessive thinness.

Thinness and weakness are often due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitrophosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction or money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric food elements, bitro phosphate should produce a welcome transformation in the appearance; the increase in weight frequently being astonishing.

Increase in weight also carries with it a general improvement in the health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, should soon disappear, dull eyes brighten and pale cheeks glow with the bloom of perfect health.

CAUTION—While Bitro-Phosphate is unsurpassed for the relief of nervousness, general debility, etc., those taking it who do not desire to put on flesh should use extra care in avoiding fat producing foods. (Adv)



## Heavy Meat Eaters Have Slow Kidneys

**Eat less meat if you feel Backachy or have bladder trouble—Take glass of Salts**

No man or woman who eats meat regularly can make a mistake by flushing the kidneys occasionally, says a well known authority. Meat forms uric acid which excites the kidneys, they become overworked from the strain, get sluggish and fail to filter the waste and poisons from the blood, then we get sick. Nearly all rheumatism, headaches, liver trouble, nervousness, dizziness, sleeplessness and urinary disorders come from sluggish kidneys.

The moment you feel a dull ache in the kidneys or your back hurts or if the urine is cloudy, offensive, full of sediment, irregular of passage and attended by a sensation or scalding, stop eating meat and get about four ounces of Jad Salts from any pharmacy; take a tablespoonful in a glass of water before breakfast and in a few days your kidneys will act fine. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate the kidneys, also to neutralize the acids in urine so it no longer causes irritation, thus ending bladder weakness.

Jad Salts is inexpensive and cannot injure; makes a delightful effervescent lithia-water drink which everyone should take now and then to keep the kidneys clean and active and the blood pure, thereby avoiding serious kidney complications. (Adv)



## "SYRUP OF FIGS" CHILD'S LAXATIVE

**Look at Tongue! Remove Poison From Stomach, Liver and Bowels**

Accept "California" Syrup of Figs only—look for the name California on the package, then you are sure your child is having the best and most harmless laxative or physic for the little stomach, liver and bowels. Children love its delicious fruity taste. Full directions for child's dose on each bottle. Give it without fear.

Mother! You must say "California" (Adv)



# Holiday Specials----

SOME REALLY UNUSUAL BUYS FOR THE HOLIDAY SEASON, WHICH REPRESENT AN OPPORTUNITY FOR ECONOMICAL BUYING

## Sweaters and Knit Goods

The outdoor calls. The crisp cool days of winter invite pleasures in long walks, skating and coasting. No garment is more fitting and appropriate and stylish than these knit goods. All new models and colors.

Sweater Coat, Sailor collar, Special ..... $5.95

Slipon Ripple Sweater, Belle Sleeves, Special ..... $9.50

Slipon Fish Tale $3.50, $4.95, $6.95

Skating Sets and Caps One-Third Off

## Gloves---Individual Gifts

Our gloves will be sure to come in for their share of praises. We have them in all styles, sizes and colors---

Special ladies' auto driving gauntlets, black cape, full wool lined, spe'l $8.25

Dogskin grey gauntlets, special ..... $3.50

Double woven silk, winter weight, black, brown, grey, white. Special $2.25

Wool golf gloves, black, blue, red, grey and brown ..... 35c. 50c, 75c

Ladies' dress kid gloves, all styles and colors, from ..... $2 to $4.50

## Suit Sale
## Half Price and Less

The suits in this sale are wonderful values---about 25 of them altogether, and each one is of the superior type which makes for faultlessness in style. Quality and tailoring such as you would expect to find in the highest grade garments.

Plain tailored broadcloth, regular $49; special ..... $31.50

Broadcloth, fancy vestee, Hudson Seal Fur trimmed collar, fancy silk lined, regular $125; extra special ..... $65

Black broadcloth suit, satin lined, regular $55; Special sale price ..... $27.50

Poplin suit, plain tailored, regular $39.50, sale price ..... $24.50

Blue serge suit, fancy vestee, silk lined, regular $75; sale price ..... $37.50

Brown broadcloth suit, fancy lined---a "Palmer" garment---Regular $48; special ..... $23.50

Brown suit, wool mixture---a "Palmer" garment---Regular $47.50; Special ..... $24.50

Suit of Raspberry Mixture, regular $40, Special ..... $21.50

Silvertone suit, fancy silk lined, regular $69.50; special ..... $25.00

Tan wool velour suit, fur trimmed collar, regular $90; special ..... $42.50

EVEN AT THE REGULAR PRICES THE ABOVE SUITS WERE REAL BARGAINS

LADIES' STORE 464-474 STATE STREET

Kafoury Bros. THE STORE FOR THE PEOPLE

MEN'S STORE 416 STATE STREET

STORE OPENS FROM 9 A. M. to 5:45 P. M.