

Journal Contest Letters

Salem, Or., Nov. 28, 1919. Contest Editor Capital Journal: You have asked for a criticism of the make up of your paper and I am executing a few of my ideas as to how a newspaper should look.

First the title. It is the most obnoxious thing on the sheet. The lettering is angular and ugly. A letter of the same proportions with curves where curves belong would be better or still better a letter that is distinctly different from the rest of the type on the page.

One who didn't know would have to read all about the wind and circulation, watch for carrier and weather which may have washed the name below the headlines.

I hope that it won't be many days until the picture of the capitol with the flag will appear on our paper and strangers will say what a good emblem for the paper.

NOAH LARDON, Route No. 7, Box 165, Salem, Or. Salem, Or., Nov. 28, 1919. Contest Editor: I'm glad for the privilege of expressing my views concerning your paper.

days that it seems a shame to miss such an opportunity; I like the editorials. More than once I've gone there to get an idea for an English theme.

I should like to see more space devoted to sports. I believe nearly everyone is interested in the local football victories. I'd like to see a lot of those patent medicine advertisements taken out to give room for more worth-while ads.

Sincerely yours, T. R. SALISHURY. Turner, Or., Nov 27, 1919. Contest Editor Capital Journal: It is not with the expectation of winning a prize that I am writing this, but when I read in your paper of every one having the privilege to write and express themselves in regard to the heading and makeup of the "once valued Capital Journal, it was the very thing I have longed for ever since the once attractive front page had been made otherwise.

that "something, only known to newspaperdom had happened that other type had to be used for that one time."

The old saying is very true in this case, "better let good enough alone." The Capital Journal of the past was ever a welcome visitor at our home.

As it now is, the paper, I mean the front page, looks patchy and unsightly. The capital letters you use are a disgrace.

Pratum, Or., Dec. 1, 1919. The Capital Journal: Since the announcement of your competition, I have compared some of the older Journals with the late ones. I believe the old style of heading has much the neatest appearance; the new one is too compact and too small to be graceful.

I do not like to see the news headlines above the heading of the paper, unless it is a declaration of war or something equally momentous I do like, however, your method of placing the weather forecast and circulation above and at one side of the heading.

For the rest, as ever, I am very well pleased, and can truly say that I think the Capital Journal an unusually good small town paper. —A Subscriber.

Did It Ever Occur to You That You Cannot Buy a Better Dragsaw? THE VAUGHN DRAG SAW

Exclusive labor savers—Jiffy Sawholder, Metal to Metal Clutch, Safety Angie, Adjustable Pitman Head.



PRICE Standard \$155 Clutch \$165 We will ship you a Vaughan if your dealer hasn't one. Send for our free booklet. VAUGHAN MOTOR WORKS, INC. 478 E. Main St. Portland, Ore.

A Bicycle for Christmas



FOR YOUR BOY The one gift of gifts for the growing boy is a Bicycle. It will make this Christmas a memorable one for him, because a bicycle becomes a boy's faithful friend, a companion in his play, a help in running errands and a time and money saver in going back and forth to school. You'll find we have a HARLEY-DAVIDSON BICYCLE

To satisfy your wants. The prices are low too. \$30.00 and up. EASY TERMS. Harry W. Scott 147 South Commercial St.

Salem, Or., Dec. 1, 1919. Contest Editor Capital Journal: The old heading in my estimation was more pleasing to the eye than the new one. There was nothing bold or jarring about the former heading. It was uniform and always well balanced.

The present make up of the paper possesses, however, an appearance of definiteness. The new heading seems to echo of the spirit of efficiency and of "clear-cut-ness" which we all admire in anything.

Respectfully yours, LELAND P. LINN, 415 N. Cottage, Salem, Or. Contest Editor: Some few weeks ago I came in the house tired from my work and picking up what I thought was the Capital Journal and as I wasn't see our capital picture I was about to throw it aside when one of the boys said "How do you like the new heading on the Capital Journal, and to my surprise it was the paper I had in my hand."

I personally prefer the paper in its old dress than in its new, though I had taken the paper but a short time before the change was made.

Yours truly, PAUL H. STURBLE. Salem, Or., Nov. 28, 1919. Contest Editor Capital Journal: I am a student of Salem high school and a regular reader of your paper. I believe that my opinion of your attitude is a pretty fair average of the attitude of my fellow students, so I'm talking of the liberty to express a few of my pet ideas, in the hope that you will extend your editorial leniency and not be too harsh with my woefully inexperienced views.

First, I should like to say that I like your heading very much. That size of print you use (whatever it is called) is neat and does not waste space by spreading all over the top of the page. The idea of lifting the two outer columns up a notch is clever, too, for that also carries out the principal of paper conservation in which is so conspicuously lacking in some of our papers.

But to get to the heart of the matter, the editorial page. I enjoy that, the editorial page. I enjoy that, the editorial page. I enjoy that, the editorial page.

Naturally I am more interested in seeing the world, nation or state news at the head of a paper than the same old name in just the same old script as it has been ever since "we've taken the Journal."

"Variety," as has been truly given, "is the spice of life." Why not have a little of this at the head of our paper every day? I am always intensely anxious to open the Journal and all because I never know what eyes will find nor just where it will be found, as far as the name of the paper I don't think I shall ever forget it so if it happens to be in a different place or little different script why that really doesn't matter to me.

What does the Big Black Type Say? To the Editor: I am so conditioned that I have not time in the evening to (Continued on page eight)

MEET US FACE TO FACE WE ARE EXCLUSIVE AGENTS FOR

Miller Ad-on-a Tires BETTER THAN HALF SOLES COME IN AND BE CONVINCED

Monty's Tire Shop "SERVICE WITH A SMILE"

CAPITAL JOURNAL WANT ADS BRING RESULTS

Honor Guests Tonight



Rev and Mrs. Alfred Bates (Minnie Marcy)



Used Automobiles

Get the car you want at a substantial saving by watching our Automobile Want Ads. Nearly every make and model is advertised from time to time and at a price that will make your pocketbook glad. Watch these Want Ads till you see the car you want. Then snap it up quickly. And if you have a car to sell or exchange advertise it in our Classified Section where thousands will read about it. Describe Your Car in Detail Like This

Used Automobiles, Machinery, Clothing and articles of every kind can be quickly sold through Want Ads. Read and Use the Want Ads in DAILY CAPITAL JOURNAL

Advertisement for Folger's Coffee featuring a man in a suit and the text: Starts The Day Right. A cup of Folger's Golden Gate— A brisk walk— What jazz! Work is play— Folger's Golden Gate is good coffee. Different in taste from other coffee and better. When You Cut the Can Note the Fragrance. FOLGER'S Golden Gate STEEL CUT COFFEE VACUUM PACKED