Capital Journal

Salem, Oregon Established March 1, 1888

**GEORGE PUTNAM**, Editor and Publisher

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FULL LEASED WIRE SERVICE OF THE ASSOCIATED PRESS AND THE UNITED PRESS

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"Without or with offense to friends or foes

A Builder of Empire

Little comment has been forthcoming in the press over the recent death of Minor Cooper Keith, yet he was an em-

pire builder in all that it implies, for it was he who built the railroads of Central America, planted the great banana

plantations to give them tonnage and brought American in-dustrialism into the easy-going Caribbean countries. They are what they are today because of his vision and untiring energy. He will rank among the great Americans of his day,

just as Cecil Rhodes ranks among the great Britishers. Minor Keith was born in Brooklyn in 1848, went to Cen-tral America while still a youth to embark in the lumber

influence was paramount throughout Central America and four republics placed at various times, the entire settlement

Minor Keith was a self-made man, going from a Brook-lyn lumber yard to make his fortune in the southland of North America. In spite of his varied and extensive inter-ests, his diplomacy was such that he never had to call for

the Marines or a warship to settle a dispute. But his great dream was a railroad to connect North and South America.

"The Fear of God"

of their public debts in his hands.

of four countries.

I sketch your world exactly as it goes." -BYRON

endent Newspaper Published Every Afternoon Except Sunday at 136 S Commercial Street, Telephone 81. News 82.

SATURDAY, JULY 6, 1929

price, production and selling costs and stadaards of living of the con-sumer. Advertising. In the opinion of 83 Advertising. In the opinion of 83 domiant factor in American In. the latter's parents, Mr. and Mrs. Clarence L. Fowler. Tues-day. They came by automobile. Mr. and Mrs. Clarence L. Fowler. Tues-day. They came by automobile. Mr. and Mrs. Ok. Delbei of Den-percent of those interviewed, is a work harder in order to get momey work harder in order to get momey to buy the thingsthey see adve-tised. Fifty-five parcent of those inter-

Special Price

PLANER

WOOD

\$3.00

hipped in from one of Ore

gon's large mills

Order Now

SALEM BOX CO.

Phone 763

acdiate Delivery

WELCOME!

by any the imagenity set arts Histd. Fifty-five purcent of those inter-viewed beleteve advertised goods are higher in price than unadver-tised goods, but 85 per cent vote that advertised products are also bishor. In complice Capital Journal sent to any va-cation address in Oregon-2 weeks for 25 cents.

GRAND THEATER-COURT & HIGH STREETS

Jackson Jubilee

Singers

HEAR THEIR

Thursday Afternoon

Chautauqua Tent-State Street

Free to All Over 70 Years of Age

Real harmony by real Negroes

A. M.—"Can We Trust the Bible?"

Morning Anthem: "Abide With Me," Housley.

Good."

Roof-raising Spirituals-

Southern Melodies-

P. M.—"The Man Who Almost Made

S. 9:45 a. m. Classes for all ages. teaching services 19:50 a. m. and 8 p. m. B. Y. P. U.'s 7 o'clock

that advertised products are also higher in quality. Approximately 19 out of 29 of the buyers admit that advertising makes it easier for them to decide what they need, to improve their living standards, and to compare the goods offered both in price and quality before buying, the Selos Management article points out. Beventy-two per cent vote that advertising has rendered the pub-lic a service by fixing a standard price for widely sold articles in the public mind.

UNIONVALE Mr. and Mrs. Waldo Maker re-irried Thursday from a two weeks on trip to various points in ornia. Mr. and Mrs. Leonard Verhagan

and family of Portland were guests of the M. Braat family the Pourth. Miss E. J. Towne of Los Angeles. Cal., Mrs. Kenneth C. Wallace and Selecting the most influential adaughters Patricia and Barbara of

Asked to name the second most effective medium, 97 voted for magazines, 64 for newspapers, 30 for bill boards, 20 for radio, and 16 for mail communications. The survey figures also reveal what this group thinks of adver-tising as it affects the quality **Calvary Baptist Church** 





Also New or used pipe, all sizes. Beiting, all sizes. One 15" Herald Bench Band Saw. motor attached. Also new or used tools and many other items.

& Salem Junk Co.

Let Her Sleep

Henry St. Woman Had Dizay Spells, Terrible Backaches — Neighbors Amazed at Improvement After Taking Matamel.



NO MORE GETTING UP NIGHTS

New York, (United Press).--Newspaper advertising influences a greater portion of the buying media combined, according to a survey conducted by Dean Rob-ert A. Johnson of the College of Business Administration. Marquette University, results of which are made public in the current issue of Sales Management magazine. The survey conducted in Mil-waukee, consisted of interviews The survey conducted in ani-waukee, consisted of interviews with approximately 300 persons of both serms and of all ages and oc-cupations, ripresencing a typical cross section of American life. The results show that the pub-lic regards newspaper advertising the undisputed leader in effective-ness with magazine accord bill-

**FIRST PLACE IN** 

**'AD' INFLUENCE** 

**TO NEWSPAPERS** 

ness, with magazine second, bill-boards third, mail communications fourth an radio fifth. Car cards, notion pictures, received scattering

vertising medium. 144 persons named newspapers, 76 voted for magazines, 13 for direct advertis-ing, 8 for bill boards, and 7 for

Popular Gospel Song Service in the Evening W. Earl Cochran, pastor WELC

When Centre and Liberty sites. No Collage and D stretz, G. W. Hutsch, minister, G. Schucks, G. W. Hutsch, minister, G. Schucks, G. W. Hutsch, minister, G. Schucks, G. Schuck, S. Schuck, Sinday school 9448 a miss minister, mill be with us. Thereas Wirth bring-ing the message Missionary Charles Hoff will apeak to us at the B. T. P. U. beginning at 6 pm. Begular mid-week prayer service at 8 pm. Medinesday. The quarterly business meeting at 2,39 Studay afternoon.



## Real "Colored Song Birds"

We buy and sell overything

Salem Bargain House 320 N. Com'l, Phone 492

## You could go shopping with your eyes shut

YOU could turn your back to the counter and yet be perfectly sure of getting the things you want. The exact quality of sheeting, or talcum powder, or candy, or soap, or furniture polish that you like best is handed to you instantly when you ask for it by name.

You don't have to look, because you know that advertised brands will be precisely the same today as they were yesterday. The fact that they are advertised guarantees that their quality will be maintained. Their makers have placed themselves on record.

FOREST FIRE SWEEPS MOUNT TAMALPAIS SLOPES

racing down the tree covered sides of the Marin county, Cal., mountains destroyed scores of thousands of dollars damage and threatened the little town of Mill ombatted the spectacular blaze.

business. Afterwards for two years he entered the cattle business in Texas in the days of the long-horns, later returning to Costa Rica to engage in railroad building. In 1872 he married the daughter of Jose Maria Castro, president of Costa Rica and hence was always considered as one of themselves by the natives. Mr. Keith engaged in many development enterprises besides railroad building. He opened the gold mines, estab-lished steamer lines and founded the United Fruit Company which markets the products of the Caribbean countries. His

P PRESBYTEHIAN—Church 1 30 a.m., L. M. Barnage, act-t. Morning worship 11 orlock, and Willis Long will speak, a his subject, "The Deep of God," 1 Con 21-10. The ill sing and Mrs. Long will solo. "O Using Redeemer."

composed by linking up his local fruit roads and he lived to see Mexico, Guatamala, Honduras and Salvador connected by rail, and Costa Rica traversed by them. When he began there was not a length of rail in all the region. What Mr. Keith accomplished can be best realized by the fact that it took 20 years to lay the rails to the capital of Costa Rica, through malarial swamps and tropical jungle. As the coffee plantations did not supply traffic enough, he planted bananas, utilizing black labor from the Caribbean islands. Today the whole east coast of Central America is

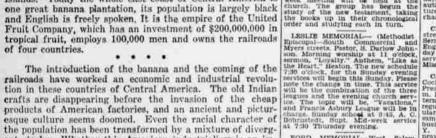
day school at i Supt. Mid-we unday evening. ent stocks. Whether this American industrialism is an im-provement, remains to be seen. Even Keith had his doubts.

3 The state of In the current issue of Colliers, the Rev. Dr. Clarence True Wilson, general secretary of the Methodist Board of Temperance and Public Morals advocates calling out the armed military and naval forces of the United States to en-force prohibition laws, in other words a civil war to "put the fear of God" into the minds of Volstead violators. Dr. Wilson advocates prison sentences for first viola-tion equal penalties for huerrs of linear with collers wear

of Mrs. M. A. Groves. AMERICAN LUTHERAN — Church Sirrest between Chemeketa and Cen-tor, A downtown church. Rev. P. W. Friksen, uselor, The Stunday morning ice. 19:15. on account of the joint service with the Suthday school. Ser-mon topic. "The Young Man Who Could Not See Par Enough." Special music, solo, "Hold Thou My Hand." Ridges, Wm. Riumeberg, Anthens: "Ashamed of Jenua," Excell, chofr, Ashamed of Jenua," Excell, chofr, be no other Luther League meeting at T. p. m. The church council will meet Monday stellag b, m. at the church parlors. tion, equal penalties for buyers of liquor with sellers, manu-facturers or shippers, and drastic pudlocking legislation. He declares martial law should have been declared in Maryland and New York because of the attitudes of Governor Smith and Ritchie in opposing state enforcement acts and inti-mates the executives should have been hung as traitors. He

mates the executives should have been hung as traitors. He would also apply similar coersion to Wisconsin, Montana and other states whose electorates vote against prohibition. "The putting of the fear of God in the minds of those who fear neither God nor man is one of the chief functions of good government," says Dr. Wiscon. That is what Tor-quemada and his fellow uplifters of the Inquisition held dur-ing the middle ages and utilized torture and the torch as well as block measures to starm out what there evidence

well as bloody massacres to stamp out what they considered heresy, just as Dr. Wilson considers violation of prohibition laws hereay. Yet they failed in Europe generally, and their success in Spain merely broke the power of the mightiest



Markard, pastior, The Sunday morning product people's meeting. Frayer meeting, service, and the opening service, and the joint service, will the Sunday schematic.
Markard, Sandard, Sandara, Sandard, Sandard, Sandard, Sandard, Sandard, Sandard, San

PRESENTITION-Character All Your Heart," by Ronald Graven, senia & M. Barmaner, All Your Heart," by Ronald Graven, Willis Long will spectra the senior of The Power of God," 1 Corr 21:161 Mark Evening seriors on "The Power of Rod," 1 Corr 21:161 Mark Evening seriors of the statistic sing and Mrs. Long will be lessed. The International fit-ing a scheming worship ward Willis Long will not be held get Thursdar eve-hild on account of the Methodies will not be held get Thursdar eve-hild on account of the Methodies will be in charge of the program. MUL STHERET METHODIST--18th method will speek on What is View of Market Street, Alla & Gentry, and Street will unst be held nest Thurday swi that MULSTEEN, Alla & Gentry, and the sum will speek on What is View of Market Street, Alla & Gentry, and and Alla Street, Alla & Gentry, and will speek on What is View of Market Street, Alla & Gentry, and and Alla Street, Alla & Gentry, and will be in charge of the program. MILL STHERET METHODIST--18th ind MULSTEEN, Alla & Gentry, and will be in charge of the program. MILL STHERET METHODIST--18th ind MULSTEEN, Alla & Gentry, and will be in charge of the program. Mining working at 1 the summer of the summer with a summer that & Keening street, alla & Gentry, and will be in charge of the program. Mining working at 1 the sum area of the sum weeks and the sum area of the sum area of the sum area of the sum the sum area of the sum area ind the sum area of the sum area of the sum the sum area of the sum area ind the sum area of the sum area of the sum the sum area of the sum area ind the sum ar

Minatonury." CALVARY BAPTEST — W. Earl Occhran, pastur. Sundar school 9:45. Presching services 10:50 a.m. and 8 p. m. B. Y. B. U. a 47. Seutor and in-termediate. Monday evening 7:45. heating meeting of W. W. O. Offra at meeting of W. W. O. Offra at meeting of W. W. O. Offra at W. P. U. Wethissday evening 7:45. Dustores meeting: Thirring y evening. 7:40, choir rehearsal, Sunday morn-ring sermon topic "Can We Trust Evening sermon topic "Almost," Spe-cial music.

dock W.

IMMANUEL BAPTIST-Comer Ha





christed, orrad, borrowed of pur-christed, corrad, borrowed of pur-christed, corrad, borrowed of pur-streets, Corrad services 34.3 and Bernon: Bernda in the Wilderness, English services 4.3 and Bernon: Bernda in the Wilderness Service, Address: The Little Jewish Badddes W. 11

Ladies Aid meets Thur at 3 p.m. Mrs. J. John

ref and Academy. Sunday achical ac 10 s.m. Preaching services at 11 a.m. and 7:45 p.m. Come and hear the pure gaspel preached. Morning ser-mon tople: "One Sim that Closes Heaven's Door." Tuneday at 7:45, young peoples meeting. Prayer meet-ing 7:45 Thunday evening.

will have a special missionary s in the evening at 7. Mrs. C. Willer, chairman of the mis-y committee will be in charge of the second state of the supervisor at the of the supervisor at the state of the supervisor of the s at 8. Happy song service with a groupd singing. The Clyde family will sing a special fam-mher, Servin subject "Dring ut M ing Therefore terming the start meet be no proyer meeting this work as the Marion County Holizess camp meeting will begin on Wednesday light running from July 10 to 21 at Quinaby park, six miles morth of Sa-iem.

people service W. Lit