

Capital Journal

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GEORGE PUTNAM, Editor and Publisher

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Again Rejects Peace

As expected, the Italian cabinet, that is Mussolini, who holds most of the ministries, has rejected the League of Nations' plan for peace in the following official communique:

The cabinet took note of the proposals of the committee of five and considered them carefully. The cabinet, although it appreciates the attempt of the committee of five, came to the conclusion that the proposals are unacceptable inasmuch as they do not offer the minimum basis toward a conclusive materialization which would finally and definitely take into account Italy's vital rights and interests. The cabinet will meet again Tuesday to examine the development of the political situation and finish examination of questions of an administration character contained in its agenda.

The door is apparently left open for re-examination because of the massing of the British war fleet in the Mediterranean, evidently not for bluffing purposes, but to enforce sanctions, which Mussolini declares mean war—and a world war.

The reason why Great Britain is taking the firm stand she is, is not only for preservation of the League of Nations, but because it is realized that Italian aggression in Ethiopia is but the beginning of Il Duce's grandiose scheme for conquest. Not that Ethiopia is worth fighting for, but that it means the upsetting of the map of Africa as at present partitioned, and endangers not only British control and investments, but those of France, Spain, Portugal and Belgium. Hence in the final showdown, France will stand by Britain against Italy.

Successful in Africa, Mussolini will turn to Europe and menace Austria and the Balkans, in all probability be joined by Germany, demanding her lost African colonies back and also seeking "a place in the sun." So a European war seems the inevitable outcome, and probably the English figure chances better now than when the Italians are intoxicated by victory over Ethiopia.

A Pig in the Poke

The results of a survey made simultaneously in seven metropolitan cities through cooperation of the leading newspapers of Chicago, Boston, Philadelphia, Cleveland, St. Louis, New Orleans and New York of radio advertising, tabulated by Media Records, Inc., is published in the current issue of the Editor and Publisher.

It was made to ascertain just what an advertiser buys when he buys radio and what the radio sells when it sells radio advertising—in other words what circulation the advertiser secures from the radio.

The survey revealed that the audience of a radio advertiser is developed by the advertiser and not by the radio station and that the program offered at the advertiser's expense determine the reception. In other words the advertiser develops his own circulation and buys only the opportunity to develop it and that in competition with other radio advertisers. In brief the survey disclosed:

In a given number of people, there are more who do not listen to radio during a given hour than there are who do listen in.

Of those who do listen in a negligible number are left for independent stations, after the national chains have gobbled up their share of the total number of listeners.

Multiplying the number of broadcast stations will further subdivide rather than multiply the total number of listeners.

Radio circulation is developed by the advertiser and is not delivered by the seller of radio time.

The development of circulation depends entirely upon the worth of the program.

The worth of any one program depends upon the strength or weakness of competing programs.

It was also shown that the majority of listeners regarded both the station and the program as the chief identifying feature, while the sponsor identification was only about a third of the others. In other words radio circulation is an intangible and the advertiser buys a pig in the poke.

Guide to FHA Loans

The Federal Housing administration has published a pamphlet guide on what kinds of modernization loans it will insure, on the eligibility or non-eligibility of equipment and machinery for modernization credit. The list is not complete but the general principles are laid down for the borrower to interpret.

Class A includes home or business establishments beyond the single-family dwelling and on which the loan limits of \$2,000 to \$50,000 apply, lists classifications of eligibility from abattoir presses to wool-washing machinery, addressograph machines to non-portable wheel aligners, acetylene generators to X-ray equipment.

Class B, the single-family home, lists eligible equipment as that related to the home in a manner that will make a complete operating unit out of the establishment. Under this rule, air conditioning and awnings are satisfactory, ironing boards, built-in breakfast nooks, heating and plumbing systems and equipment, weather-stripping, washing, ironing and dishwashing machines, and any kind of ice box or mechanical refrigerator. Musical instruments, furniture, percolators, etc., are ineligible.

Personal audits of student registration records the next several weeks at the state's higher educational institutions were requested of the state department by Dr. Hunter, new chancellor, it was made known here today. The work will be in charge by C. S. Starr, chief auditor.

Other periodic personal audits likewise will be made later, it was reported. The auditing department now was working on the regular audit of the board of higher education up to June 30. A cash audit will likewise be made up to September 1, at which time Dr. Hunter took office to succeed W. J. Kerr. The latter audits are routine.

Russia is promoting state lotteries.

READY MADE WIFE

Chapter 48
LAURIE'S MESSAGE

Where was Rex Moore, then? He had a charmed life, or was he dead?
So the madness worked in that brilliant, unbalanced brain. Until, on the fifth day after Rex Moore had been reported missing, Mark Albery was found unconscious on the floor of his study in his Chelsea flat. When he recovered from the stroke, his mind was affected, and he babbed nonsense about having seen Rex Moore to his death in a plane that had been tampered with. Nobody believed it, of course. His doctors sent him into a nursing home for such cases, and declared that it was only a temporary breakdown and that he would recover his reason very soon.
It was on the following day that Laurie received a wire from a doctor in a remote French village, asking her to come at once, as her husband was laid up there with a broken ankle.
The journey was like a dream to her. She flew to Chamaunax, and from there hired a motor car that took her up into the mountains. And there she found Rex, under the shadow of Mont Blanc, the snow giant on whose icy slopes he might so easily have found his grave. He was bruised and shaken by the crash, but had no worse injury than the simple fracture of his ankle. He had been delirious for three days, from the result of exposure in a high valley, where a party of guides had found him, hence the delay in letting anybody know of his plight.
They met in a simple room, with varnished wooden walls and scrubbed floor. From the balcony one looked on the tall, solemn pines and the eternal snows, under the blazing sapphire arch of the August sky.
Laurie walked slowly to his long chair. Then she suddenly knelt down beside it.
"Oh, Rex—Rex—I've found you at last!"
"I had to send for you, Laurie," he answered in a strangely solemn voice. "I didn't want to. I knew you wouldn't want to come—but you would come, because you think you owe me something."
"Oh, Rex, how did it happen?"
"That's what I felt I must tell you Albery tried to kill me."
"I knew it," she whispered. And she told him what had happened at the London station.
"He tried before," Rex went on. "That time when you were going up with me. You remember, I couldn't find my usual mechanic. He must have told the strange man to fill my tanks with the new fuel. Luckily, I had warning from the engine in time, and had a parachute."
"And this time?" she asked fearfully.
"This time the plane had been tampered with. You wouldn't understand. It was done by an expert. Nobody could have discovered it—until the plane fell to pieces in the air. I was lucky again. I started off the day before I intended to, and the job wasn't finished. So I escaped with my life. I had to tell you, Laurie. I couldn't bear the thought that you were going to marry a murderer."
"I knew it, Rex. And I'm not going to marry him." She was distracted. "And I think he's gone mad. They've put him into a home."
"But here there seemed to be no comfort, either. Rex Moore was still so far away, so remote. His face was set, his eyes had that inhuman, snowy look; his mouth was angry and stern.
"I knew that day at the station that I couldn't marry him," she went on. "Not for anything in the world, not even for—" She stopped abruptly.
"Not even for what, Laurie? Why were you going to marry him? For his money, for his position—for what else?"
"No—not!" She broke down. He was all she wanted in the world. He was her happiness; he was her man. Nothing mattered but that he should know the truth.
"Rex, he forced me to say I would marry him. He found out about us; I didn't tell him. I had to lie to you. And he threatened to ruin your career if I didn't marry him. He said he would help you any way he could. He wouldn't help you any more, he wouldn't let anybody else help you. He said he had the power, and I believed him."
She looked at him in an agony of fear lest he should not believe her. His arms closed around her and held her with a fierce tenderness.
"Laurie, you did that for me! How could I be so blind? Of course, Albery could have ruined me in my job. Then, you do love me? You love me as much as that?"
Their lips met. They were one in that tremendous and awesome rapture that is both violence and peace.

THE END.

Answers to Questions

A reader can get the answer to any question of fact by writing The Capital Journal Information Bureau, Frederic J. Haskin, director, Washington, D. C. Please enclose three (3) cents for reply.
Q. Why is a mausoleum so called?
A. It takes its name from the stately tomb of Mausolus, King of Caris, erected by his widow, Artemisia, about 350 B.C.
Q. Under what circumstances were the words of "My Faith Looks Up to Thee" written?
A. Ray Palmer (1808-1887), a Yale graduate, was teaching in a select school for girls in New York City at the time he wrote this hymn. He was only twenty-two years old at the time. He was in poor health and straitened circumstances. The words were written with a consciousness of his own needs. The tune, Olivet, was written by Dr. Lowell Mason, a native of Massachusetts.
Q. How long has The Billboard been published?
A. It is the oldest magazine of the show world, having been founded in 1894 by W. H. Donaldson.
Q. How many pairs of stockings does the average business woman use a year?
A. It is estimated that the average young working woman buys twenty-five pairs a year.
Q. Is San Quentin prison on an island?
A. San Quentin prison is located at the entrance to San Pablo bay in Marin county, a very few miles from San Rafael. It is on the mainland.
Q. How many children have been born to one mother at one time?
A. The U. S. Public Health Service says that the largest number of children ever born to one woman at one time, according to available records is eight. The occupants, however, did not live and the famous Dionne quintuplets represent the largest number of children in a single birth which have lived for any length of time.
Q. How much distance did the Cape Cod canal save?
A. Cape Cod canal, sea-level ship canal across Cape Cod, connecting Buzzards bay with Barnstable bay

Pantry Patter

By R. C. E.



PREPARING THE STEW

The method of preparing a stew is very simple. The meat is cut into small pieces, then floured and browned in hot fat. It is covered with water, covered tightly, and allowed to simmer slowly until the meat is tender. The vegetables are added just long enough before serving that they will be done. In the case of lettuce, this means only a few minutes. No vegetables should be over-cooked, even in a stew.
The meat may be cooked in the morning and cooked just long enough before dinner that the vegetables are done. Or all the preparation may be done in the morning and served as a jellied stew.

JELLIED STEW

1 1/2 pounds neck slices of lamb or beef
1 teaspoon salt
1 package gelatin
1 1/2 cup cold water
3 carrots
1 cup chopped cooked spinach
1/2 cup cooked elbow macaroni
1 medium-sized onion
Let meat simmer in water until tender. Put carrots and onions through food chopper and cook in as little water as possible until tender. Add vegetable liquor to meat stock and sufficient water to make one quart. Grind meat. Reheat broth and season with salt and pepper. Soak gelatin in 1/2 cup cold water and dissolve in hot broth. Cool. When partially set add rest of ingredients. Pour into wet mold and chill.

CREAMED MUSHROOMS

Pick over 3/4 pound fresh mushrooms and if the caps are discolored peel them. If the mushrooms are very fresh they do not need to be peeled. Cut the caps in half if large and slice the stems. Melt 4 tablespoons butter or margarine in a saucepan, add the mushrooms, cover and cook slowly for 5 minutes. Stir in 4 tablespoons flour and when mixed add 2 cups milk. Stir constantly until thickened and boiling. Season with salt and pepper, 2 teaspoons lemon juice and a mere pinch of grated nutmeg. Serve with cold chicken on toast as a luncheon entrée or for breakfast. May be poured over a plain omelet and served for breakfast or lunch.

Answers to Questions

at Sandwich, Mass., was begun in 1909 and completed in 1914. It shortens shipping distance from Long Island Sound to Boston and other New England points about 70 miles, compared to the hazardous route around Cape Cod, beset with reefs and frequent fogs. From shore to shore the length of canal is eight miles, but the entire channel excavated from 30-foot depth in either bay is 13 miles.
Q. Who was the first actor to be accorded knighthood?
A. Sir Henry Irving is said to have been the first of the profession to be so honored in 1895.
Q. What was the name of the Queen of Rumania who writes under the pen name, Carmen Sylva?
A. She was Queen Elizabeth. Her name was Pauline Elizabeth Ottilie Louise.
Q. How many roses does it take to make an ounce of attar of roses?
A. Some 250 pounds of roses are needed to make an ounce of the attar.
Q. What district in England is known as The Potteries?
A. This name is applied to a district of North Staffordshire, the principal seat of the china and earthenware industry in England. It lies in the upper part of the Trent basin, the chief centers being Burslem, Hanley, Longton, Stoke-on-Pent, Fenton and Tunstall. In 1910 these towns were amalgamated as one principal borough under the name of Stoke-on-Trent, which was raised to a city in 1925. Newcastle - under - Lyme, though not sharing in the staple industry, may also be reckoned in the district.
Q. What is meant by nectar and ambrosia?
A. The nourishment of the gods in Homer and in Greek literature generally. Probably the two terms were not originally distinguished; but usually, both in Homer and in later writers, nectar is the drink and ambrosia the food. On the other hand, in Alcan nectar is the food, and in Sappho and Anaxandrides ambrosia the drink.
Q. How many people are employed by the telephone companies in this country?
A. About 300,000. The yearly payroll is over \$400,000,000.

SAY APPOINTED AS TOURIST PROMOTER

Creation of an advertising and tourist promotion bureau and the appointment of Harold B. Say, Portland, as its head was announced by R. H. Baldock, state highway engineer. The purpose, he said, was to attract more tourists, which in turn increases the gasoline tax collected by the state and which also will prove beneficial to businessmen of the state and operators of recreational resorts. Say is expected to assume his new duties on or shortly after October 1 and with his family will make his home in Salem.
For the past six years Say has been manager of the advertising bureau of the Portland chamber of commerce and comes to the commission highly recommended. For 10 years he was connected with Portland newspapers, a great any of these covering the marine "beat" of the old Portland Telegram. Late he went to the Oregonian. He is

SUNDOWN STORIES

APPLAUSE

By Mary Graham Bonner
"Now Top Notch," said Willy Nilly, "show these fine people how you wake us up in the morning."
"Cock-a-doodle-do," crowed Top Notch.
The crowd laughed and Willy Nilly, knowing his rooster was perfectly at ease went on with more of a performance.
"Now Top Notch," continued Willy Nilly, "how do you keep your feathers in such fine condition and your comb looking so well?"
Top Notch drew forth his little mirror from underneath his wing, looked at himself, smoothed his feathers and straightened his comb. "If I should ask you to call for Christopher Columbus Crop, could you do so, Top Notch?"
Top Notch nodded his head.
"Then together we will call for the rooster," said Willy Nilly. And he shouted:
"Christopher Columbus Crop," while Top Notch cackled at the top of his rooster voice.
Soon the crowd came walking in magnificently from behind the curtain.
"Count up to five, Christopher," said Willy Nilly.
"Caw, caw, caw, caw!" answered Christopher Columbus Crop.
"Very good," said Willy Nilly, and the people clapped. "Now if I have two apples and you take one away from me how many have I left?"
"Caw!" answered Christopher.
"Are you ever mischievous and do you ever have to hang your head in shame?" And the laughter could have been heard far beyond the tent as Christopher with a gleam in his eye, hung his head—just a little!
Monday—The Show Continues."

COVENANT SNAP OPERATOR HULA PEEN ONA ICES PEA ANE INLET PA PRETENSE OTTER SRG ASA DIETED STATUS ACT AID EWERS RARERIEPE AMASS INS ARN LOGS AVE FLIT ALOE BERCEUSE SENT ESTEEMED

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| 2. Traders | 15. Abraham's | 23. Birthplace |
| 3. Takes up again | 16. Plotted | 24. Small taste of liquid |
| 4. Sort of small rich Normandy cheese | 17. Genre of the cow | 25. Bound with narrow fabric |
| 5. Provided | 18. Bound with narrow fabric | 26. Copper coins |
| 6. Corrosion on iron | 19. Copper coins | 27. Ovals |
| 7. Roman date | 20. Utiles | 28. Permit |
| 8. Mother | 21. Playing card | 29. Is able |
| 9. Endure | 30. Range of knowledge | 31. Tibetan ox |
| 10. Extended journeys | 32. Lair | 32. Ocean |
| 11. Mark of a wound | 33. Builds | 33. Ancient Soroastrian scriptures |
| 12. Era sagles | 34. Builds | 34. Minimum |
| 13. Move with a lever | 35. Builds | 35. Run away secretly |
| 14. Blessings | 36. Recompense | 36. Keen relish |
| 15. Entrance | 37. Acquire | 37. Bar legally suitable |
| 16. Food staple | 38. Knowledge | 38. Milk farm |
| 17. Hovel | 39. Germ cells | 39. Pinholes |
| 18. Regal residences | 40. Ward off | 40. Grow old |
| 19. Firmament | 41. Other | 41. One who gives a lease |
| 20. Kind of wood | 42. Escape artfully | 42. Splash |
| 21. Nut | 43. Biblical tower | 43. Tight |
| 22. Vegetable | 44. Indo-Chinese dialect | 44. Tightest |
| 23. Understand | 45. Article of food | 45. Handled |
| 24. Catches for controlling | 46. The birds | |
| 25. Clock striking mechanism | 47. Myself | |
| 26. Tight | 48. Tight | |
| 27. Writing fluid | 49. Tight | |

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WILSON RIVER ROAD PLAN REINSTATED

Portland, Ore., Sept. 21 (P)—The Wilson river road construction project has been reinstated on the list of possible WPA projects, State WPA Administrator E. J. Griffith announced yesterday.
Acting Chief Engineer Harry A. Fellows authorized the reinstatement and the project will be placed on the list for consideration by the final board of ratification, Griffith was advised by Robert A. Hinkley, regional representative at Washington.
The project would entail expenditure of \$3,500,000 and provide 4000 men work for more than a year. Griffith said in pointing out to Washington that this was one of the most important labor providing projects in Oregon.
Gas is being produced from straw, says a Moscow report.

Streamline Will Resume in November

Portland, Ore., Sept. 21 (P)—The Union Pacific's streamline train, City of Portland, will resume its 39 1/2 hour schedule between Portland and Chicago in November, officials here were informed from Omaha headquarters.
Improvements have been made in the train since it was taken out of service following a derailment July 23. It was stated.
Canton, China, will establish a commercial airfield on Honan Island.

The Fireside Pulpit

REV. E. S. HAMMOND

I was dead and here I am alive forevermore, holding the keys that unlock death and Hades. Rev. 1:18 (Moffatt's)

A school trustee who employed me to teach in the public school was, in his opposition to religion and the Bible, the most bitter man I ever recall talking with. He had been a church member in his younger manhood in the east, but he had left his religion at the Missouri river. He had kept a saloon, had done various shady things in business and, to crown all, had killed his partner in a quarrel over a settlement.
Some years after I had closed the school I had occasion to write him a business letter. In it I said, "I still keep my faith in Christ." In his reply he said, "I am sorry you still keep your faith in a dead Christ." But he was mistaken. My faith is still resting in a Christ "who was dead" but now is "alive forevermore," and has "the keys that unlock death and the grave."
It was my privilege some years ago to become acquainted with Harry Webb Farrington. At that time he was a student. During the World war he went to France in Y. M. C. A. work and his poems describing experiences there gave him an international reputation. He passed away some years since, and in response to my note of sympathy his wife sent me a card on which was printed his best known and best loved poem. I keep this card in my Bible, and treasure it not only for its associations, but for the vital truth it expresses. The poem follows:
"I know not how that Bethlehem's babe
Could in the God head be;
I only know the Manger Child
Has brought God's life to me.
"I know not how that Calvary's cross
A world from sin could free;
I only know its matchless love
Has brought God's love to me.
"I know not how that Joseph's tomb
Could solve death's mystery;
I only know the Living Christ
Our immortality."

SLENDER MODEL FOR HOME WEAR

Edited by
LAURA I. BALDT, A. M.
For many years Assistant Professor of Household Arts, Teachers College, Columbia University, New York, N. Y.



3341

Here's a decidedly good-looking home dress for matrons. It is cut on the lines of a coat frock. The interesting buttoned closing and plaits provide a particularly slenderizing feature and gives length.

A wool-like cotton print in navy and white with white trim made the original. It can, of course, be carried out in other type cottons or in jersey.

Style No. 3341 is designed for sizes 36, 38, 40, 42, 44, 46, 48 and 50-inches bust. Size 36 requires 3 1/2 yards of 35-inch material with 1/4 yard of 35-inch contrasting.

Send FIFTEEN CENTS (coin is preferred) for PATTERN. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Fall and Winter Fashion Book Costs TEN CENTS. Send for your Copy Today! BOOK and PATTERN together TWENTY-FIVE CENTS.

Address the—Fashion Bureau, Salem Capital Journal, 523 Mission St., San Francisco, Calif.

No. 3341. Size.....

Name

Address

PERSONAL AUDITS OF STUDENTS ASKED AUTO CASUALTIES DECREASE IN AUGUST

Personal audits of student registration records the next several weeks at the state's higher educational institutions were requested of the state department by Dr. Hunter, new chancellor, it was made known here today. The work will be in charge by C. S. Starr, chief auditor.
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Ten less fatalities resulting from automobile accidents were reported during August this year compared to the same month in 1934, the secretary of state reported. Twenty persons were killed last month, while 47 were injured. Injuries were four less.

The total fatalities to date for 1935 reached 195. Last year during the same period 201 were reported. Injuries to date were 3,489 in a total of 13,990 accidents, the report showed. A reduction in accidents and fatalities was shown, while persons injured showed an increase of 181.

Russia is promoting state lotteries.

PUFFY



"MacDermott's my friend," says the funny old man.
"I'll have him perform for you now—If I can."
Puff looks on with glee as the monkey does tricks—
He dances and prances and balances sticks.