

## FOR YOUR READING PLEASURE . AND AT NO EXTRA COST TO YOU-

The Capital Journal has purchased, at considerable cost, new type to be used on the front page headings. This new and most modern type is known as "Tempo, heavy, condensed, italic." It was designed for easier reading made possible by heavier construction body with greater amount of white pace between and around the letters. The italic feature tends to carry the eye at ease, from one end of a line to the other, in an almost effortless procedure.

Another accomplishment in the march of progress that makes the Capital Journal "Salem's Leading Newspaper."