

# Editorial Page of the Capital Journal

AN INDEPENDENT PAPER FOR THE PEOPLE.

## THE DAILY JOURNAL

Members Northwest Afternoon News-paper League.

BY HOFER BROTHERS.

Daily One Year, \$4.00 in Advance. Daily Three Months, \$1.00 in Advance. Daily by Carrier, 50 Cents Per Month. Weekly One Year, \$1.00 in Advance.

### ADVERTISING TIPS WORTH WHILE

It is perhaps needless to say that the newspapers are the support of the local merchants, the opening wedge to public interest and approval, the medium through which the merchants' wares are introduced to the people—his sponsors, as it were, his advocates and endorsers.

As they are the accepted mediums of conveying the news from one part of the world to another, so are they become the messengers of store news from the merchant to the consumer.

A special sale is out of the ordinary, therefore, news. The arrival of the spring stock is news. The production of new styles, the fixing of special prices, the absorption of a bankrupt stock, or a fortunate purchase from an overstocked manufacturer—all this is news.

Retail advertising should be wholesome, clean, succinct, forceful and convincing. It should be treated as news and be displayed appropriately. If you have any thing to say to the public, say it.

Don't haggle about or fight around it. Don't concoct any puzzle or in-definite phraseology. Don't get it into your head that you are writing for an audience of college professors and that high-flown language is essential to awaken appreciation.

Don't write over the heads of the people—assume that you are a salesman and have your customer before you. Talk to him in plain, simple and easily understood English. Tell him what you have to sell and tell it promptly.

It should be so treated, not in a sensational or bombastic way, but in a concise, straightforward, plausible manner, in language that is striking, sincere and forceful.

Don't be afraid to display your matter. Don't be afraid of white space. Advertisements in the daily papers must not be dull or stupid or common-place, if you desire the full worth of your investment. Be distinct, original and individual.

**PUBLICITY AND THE DOCTOR.** The statement is made, says the Syracuse Telegram, that Dr. Cyrus Edson, health officer of New York, finds many reasons why reputable physicians should advertise their business in the daily newspapers.

**KING LEOPOLD'S REVENGE ON A JOURNALIST.** How Belgium's ruler got even on a French editor who slighted him. The following story of the revenge that King Leopold of Belgium took on a well-known Parisian editor has just leaked out, says the Chicago American and is causing the journalist in question not a little trouble.

**GOLD DUST.** "Let the GOLD DUST twins do your work." While we have political parties, and reform organizations of various kinds, and churches and lodges, none of them bring direct pressure to bear for progress in public affairs.

**GOLD DUST** More clothes are rubbed out than worn out.

Will save your back and save your clothes. Better and far more economical than soap and other washing powders.

influential French papers was temporarily stopping at Brussels. Unhappily this gentleman, according to French custom, was accompanied by a young lady, whom you might at best call his step-wife.

Now, King Leopold was not the man who took offense at any trifles like this, and as he wanted to use the influence of the paper in favor of his pet scheme, he invited the editor and his step-wife to dinner en famille in the royal palace.

The guests were dined and wine right royally and over the coffee and cigars the king tried to interest the editor in Congo affairs, but the representative of the French press remained silent and coolly polite, so that the king at last rose from the table in disgust.

A few months later King Leopold went to Paris and, as usual, went to the Hotel Continental.

When there he always likes to take his meals in the main dining room at one of the reserved tables, and when he came down to dinner this time his eye caught sight of the same editor, this time accompanied by his genuine wife.

An inspiration came to the king. Here was his revenge!

A few minutes later a most beautiful bouquet was handed to the unhappy editor's wife bearing a card marked, "Leopold, King of the Belgians," and inscribed, "To Madam X. in friendly remembrance of your visit at Palace Laeken."

The friends of Mr. X. are very anxious to find out if he succeeded in giving a satisfactory explanation.

**EXPLAINING FURNISH'S DEFEAT.** The Pendleton Tribune, (Rep.) for Furnish, says: "The fact that he was a banker perhaps assisted the belief that he was a 'boodler,' a 'free booter,' etc. These assertions, of course, were absolutely untrue but, nevertheless, they made good campaign stuff, and Mr. Furnish became the victim of traducers, whose headquarters were in his home city.

Other causes of less significance entered into his defeat, the results of which would be difficult to estimate separately. Senator Simon's influence was doubtless against him. Governor Geer also was out of sorts, and remained in an ill humor. While he was disappointed because he failed to be renominated his bitterness might have softened to some extent, and his support might finally have been won over to Mr. Furnish if his candidacy for the United States senate had been treated decently by the Oregonian.

The Tribune does not desire to defend Governor Geer's conduct, nor does it wish to censure the efforts of the Oregonian to bring success to the head of the ticket. It was simply a mistake in the treatment of the baby act.

The publicity given Stephen A. Lowell's letters to George E. Chamberlain, by the press of the state tribune to Mr. Furnish was also another mistake of no small import, to which the Tribune pleads guilty. More was made by this bugaboo by Mr. Furnish's friends at first than by his enemies. Thus did Simon and Geer, with strong personal followings, supported by Lowell with a small support, combine to cloud the new star they saw rising. They feared it would outshine their lights, and through jealousy born of disappointed ambitions, they set about to darken the political skies of Oregon."

**THE CHASE OF THE CONVICTS.** The failure to capture the escaped convicts was not due to any lack of energy or vigilance on the part of state officials, or the officers of Marion county or the city of Salem.

The fact that there was no readiness to sacrifice the life of any good citizen for the capture of miscreants like Merrill and Tracy shows our officials think more of human life than their own glory.

Vengeance will overtake the murderers. They will have no peace and no rest. Their career will be short. The hand of an All-wise Providence will surely bring them to justice.

There is an overruling power in the affairs of men that does not permit murder to go unpunished, or the blood-guiltily to escape. His suffering is meted out as surely as the earth revolves and time runs its course.

The murderers are sure to meet a violent death any day. They will be shot down like dogs when their time comes, and will never be permitted the dignity of a legal execution.

**THE ONLY WEAPONS OF PROGRESS.** While we have political parties, and reform organizations of various kinds, and churches and lodges, none of them bring direct pressure to bear for progress in public affairs.

The common citizen and voter, or citizen if not a voter, who is interested in good government, and will circulate a petition, is a greater power for reform than courts or armies.

He is the peaceful force of civilization forging ahead along lines of moral progress. He is the minute-man of peaceful revolutions, that will carry the blessings of free institutions to the world's end.

**HOSTETTERS BITTERS**  
The Bitters will positively cure indigestion, Dyspepsia, Constipation, Biliousness, Nervousness, and Malaria. Try a bottle and be satisfied yourself. The genuine has our Private Stamp over the neck.

existing abuse like the Oregon fee and perquisite system. Such fights are not won with powder and cannon, but the citizens who sign petitions are as brave soldiers as ever bore arms.

An independent press and the simple petition in the hands of the intelligent reading and thinking citizen can transform the state.

**A REPUBLICAN DUTY.** The Journal supported all the Republican ticket except the candidate for governor and state printer. Its editors are, and have been and claim to be Republicans.

The Republican leadership of Oregon is still in the hands of the people, and can be changed at any time. Certainly certain assumed leadership that manipulated the last state convention is discarded.

Without entering into any controversy as to the future leadership of the party, the Republican party had better begin to think of keeping its promises and doing what is right, instead of playing dirty politics.

There are a lot of Republican papers in Oregon and elsewhere who keep harping on our duty to the Philippines, and standing by the army, etc. We have a duty at home, as well as the spoils army of politicians to fight.

The easiest and cheapest way to manage the Republican party in Oregon and elsewhere is to do what is right.

Flat salaries cannot be enacted in Oregon unless the Republican party says go ahead. It is the party in power, in the majority. It must act and take the responsibility for action or non-action.

How many times will the Republican managers deceive the people in this matter, and escape punishment?

So far as an independent paper is concerned it will be better for the Republican party to break its pledges, and fail to stand on its promises made the people to enact flat salaries.

That line of conduct will result in political overthrow, confusion, disorganization and dismemberment of the Republican party.

More power will go into the hands of independent men, who will break party lines and fight for reforms outside the Republican party.

The Journal prefers to secure reforms without demoralization of the Republican party. The party is capable of great things, and its rank and file demand and expect great things of the party.

When it fails they will be disgusted and turn to new leadership outside the party, just as they turned to Mr. Chamberlain and elected him governor.

If Mr. Chamberlain were a typical partisan demagogue he would not favor the special session to enact flat salaries and put direct legislation into effect. He would wait to profit by the failure of Republicans to keep their platform pledges. Will Republicans do their duty?

**JOURNAL X-RAYS.** We shall next hear of Tracy and Merrill taking breakfast at Hotel Portland.

The campaign liar, who has been so much in evidence during the past few weeks, can now take a rest.

Every Englishman can feel proud of his new fellow-citizen in South Africa, but chances are he will not.

The introduction of the Portland detectives did not help solve the problem of capturing Tracy and Merrill.

A Philadelphia physician recently successfully grafted a set of eyelids for a patient who had lost his own in a fire.

cept direct legislation and the Oregonian does not want that to go into effect. What does the Oregonian care for the constitution? What is the constitution among friends, anyway?

A Santa Cruz preacher who has left the Baptist church to become a Mohammedan is said to be crazy. Probably he is not out of his head, but merely a little insufficient in his morality.

It may be that he prefers to the orthodox Heaven the Paradise of the Persian of which Tom Moore wrote: A Persian's heaven is easily made: 'Tis but black eyes and lemonade.

Chamberlain is elected and still we've got the Philippines. Wouldn't that ar you?

Now that the "war is over" and when the smoke of battle has entirely cleared away, the atmosphere will be in fine condition to prepare for one of the biggest celebrations arshfield has ever had.—Marshfield Mail.

Of course, everybody will celebrate over the victory of the people!

Ex-Governor Boutwell's "Grant Reminiscences" include a good horse story. President Grant was attracted by a horse owned by a Washington butcher, and he bought it for \$500. Subsequently he took Senator Conkling out to ride behind his new acquisition, and the president asked the senator what he thought of the animal. "It strikes me," said the senator, "that I would rather have the \$500."

Well, that's what the butcher said," remarked the president.

(Eugene Guard.) Will Republican members-elect of the legislature refuse to vote for Governor Geer for United States senator in compliance with the expressed will of a majority of the Republican election of the state? Whoever does not will thereby drive a good-sized spike into his political coffin.

Furnish has been laid peacefully to rest, now if Geer can capture the senatorship not a few other Republican politicians who have their eyes on the senatorial plum may well unite in wailing, "He who laughs last, laughs best."

The King, he rides out in state And the assembled thousands wait To see him pass; and some will say In tones exceeding loud, "Hooray."

The ordinary citizen Doth board a street car now and then The only words he hears are these, Repeated oft, "Step lively, please!"

But we who do not ride in state Ourselves may much congratulate, Since no one lingers 'round about With bombs to decorate the route. —Washington Star.

**Excursion Rate to Denver.** The Northern Pacific offers a rate of \$47.00 from Portland to Denver and return. Dates of sale June 22, and 23. Limit of return July 31. Passengers may go via Northern Pacific and return via some other route. For further particulars see or write to A. D. Charlton, 255 Morrison street, corner of Third, Portland, Or. 6-10-02

**BABY IS STRANDED.** Fifteen-Month-Old Infant Hung Itself on Perambulator Strap.

The infant daughter of Mr. and Mrs. Frank Strathouse, of Boise, Idaho, was strangled to death Wednesday evening. The child was in a perambulator carriage, and in some manner slipped below the carriage strap, and before it was discovered the child was dead.

Life was extinct when the child was found by its mother, and beyond all medical skill. The child was 15 months of age.

**TEARFUL OR CHEERFUL?** Whether a woman is tearful or cheerful depends not on what she has materially, but what she is physically. Many an indulgent husband is driven almost to despair by the tearful outburst of a wife who has "every-thing she wants."

He wants to know what's the matter. But the wife can't tell. She only knows that she is depressed and despondent.

Such a condition is usually related to some form of womanly disease. The mental depression has its corresponding womanly weakness.

Doctor Pierce's Favorite Prescription changes tearful women to cheerful women by curing the diseases which cause physical weakness and depression of spirits. It establishes regularity, drives unhealthy drains, heals inflammation and ulceration, and cures female weakness.

Mrs. Alice Adams, of Laboratory, Washington, D. C., says: "I wish many thanks to you for the help I am well. I have taken six bottles of Dr. Pierce's Favorite Prescription and two of the Golden Medical Discovery, and I can do all my work. I can't praise your medicine too highly. I will recommend your medicine to all my friends. If any one doubts this give them my address."

"Favorite Prescription" makes weak women strong and sick women well. Accept no substitute for the medicine which works wonders for weak women.

Keep the bowels healthy by the timely use of Doctor Pierce's Pleasant Pellets.

## Eczema, Psoriasis, Salt Rheum, Tetter and Acne

Belong to that class of inflammatory and disfiguring skin eruptions that cause more genuine bodily discomfort and worry than all other known diseases. The impurities or sediments which collect in the system because of poor digestion, inactive kidneys and other organs of elimination are taken up by the blood, saturating the system with acid poisons and fluids that ooze out through the glands and pores of the skin, producing an itching, scaly, watery discharge forms as a cure for Eczema. I was troubled with it for 25 years and tried many remedies with no good effect, but after using a few bottles of S. S. S. was entirely relieved. Wm. Campbell, 218 W. Central St., Wichita, Kan.

**SSS** restores the blood to its wonted purity, and stimulates and revitalizes the sluggish organs, and the impurities pass off through the natural channels and relieve the skin. S. S. S. is the only guaranteed purely vegetable blood purifier. It contains no Arsenic, Potash or other harmful mineral. Write us about your case and our physicians will advise without charge. We have a handsomely illustrated book on skin diseases, which will be sent free to all who wish it. THE SWIFT SPECIFIC CO., Atlanta, Ga.

**At Easter Time** is when the building business will be in full swing. If you haven't given your orders for your lumber requirements it will pay you to get estimates from Goodale Lumber Co., for any and all kinds of lumber for out or inside work.—lath, shingles, sash, doors, blinds and everything needed in this line.

**Goodale Lumber Co.** Near S. P. Pass' depot. Phone 651

**..Go to the Ladies' Bazaar..** For shirt waists, belts, underwear, corsets, hosiery, ribbon, laces, shirt waistings, and other goods in our line. An especially beautiful lot of new veilings. Our goods are marked very low. Call and be convinced.

**...The Ladies' Bazaar...** 118 State Street, Salem.

**Greenbaum's** Our goods will suit your taste. Our prices will suit your pocket-book. Dry goods at the very lowest prices. Shoes that combine perfection of fit and finish with reasonableness of price. New goods arriving daily in our millinery department. Tidy us and be convinced that you get your money's worth at

**Greenbaum's Dry Goods Store** Next Door to the Postoffice.

**AUCTION SALE** AT 307 COMMERCIAL STREET, SALEM, OREGON. Commencing on **SATURDAY, JUNE 14th AT 10 O'CLOCK** And to continue every Tuesday, Wednesday and Thursday at 2 p. m., and every Saturday at 10 a. m. and 1 p. m.

**ENDING JULY 5.** The line of goods offered will be general stock, consisting of ladies' silk, woolen and cotton underwear, torches and linen laces and insertion; ladies' misses' and children's gloves; fancy trimmings and ornaments; silk cords and tassels; silk and worsted bindings; pon pons buttons; ribbons, handkerchiefs; ladies' and children's hose; stamper; ladies' and gents' knives; razors, suspenders, sweaters, shirts; youth's children's, men's, and boys' clothing, and many numerous articles.

**REMEMBER THE PLACE 307 COM'L ST.** Those who want to attend the auction be on hand in time. We ring no bells but start promptly on time. **SAVE MONEY BY ATTENDING THE AUCTION.**

**S. FRIEDMAN, Auctioneer**

**A Perfectly Laundered Shirt Front...** Is worth going miles to see, many miles to get. Yet we will give you just that and bring it to your door. Our laundry work is proverbial for its excellence among those "in the know." May we call for your washing this week and return it on the day promised, a sample of the way we launder it to you?

**Salem Steam Laundry** COLONEL J. OLMBERT, PROPRIETOR. DOROTHY D. OLMBERT, MGR. Phone 411 320 Liberty Street

**Plant Corn** Corn is becoming one of the best crops in this country. Now is the best time to plant it. We have a full stock of choice seed corn.

**...BREWSTER & WHITE...** 91 Court St. FEEDMEN AND SEEDSMEN. Salem, Oregon

**Gambrinus Beer!** AND **GOOD WHISKEY** Everybody is welcome at **THE NOBLE** ALEX CORNOYER Cor. State and Commercial. Phone, Main 61.

**MISS FAY LEE,** President of the Shakespearean Club, Kansas City.

"Your booklet came to my home like a message of health when I had suffered with headache, backache and bearing-down pains. I was weak, nervous and hysterical and had not consulted any doctor, thinking it would pass away in time, but instead I found that the pains increased and were more frequent. I decided to try Wine of Cardui and in a short time was much improved. It seemed to act like a charm. I kept up the treatment and the result was most satisfactory. Words fail to express my gratitude for the suffering that is now saved me. I am in fine health physically and mentally. I can only say thank you, but there is much more in my heart for you."

**BEARING-DOWN** pains are the worst that women know. If you are suffering from this trouble you need not be uncertain about it. The pains in the abdomen and back that feel as if heavy weights were pulling down on the nerves of the stomach are "bearing-down pains." They may not be particularly severe at present but they are growing worse. That headache which nearly drives you distracted now is caused by the terrible nervous tension. The nerves soon begin to give way under the strain. You perhaps jump at any unusual disturbance, or laugh or weep, hysterically, at no apparent cause. That is what Miss Fay Lee, 603 1/2 North Seventh Street, Kansas City, Kansas, was coming to when she resorted herself by taking Wine of Cardui. The Wine made her a strong, healthy woman again, as it has made a million other women strong and healthy. By inducing regular menstruation the entire system is relieved of the terrible wasting drains. The ligaments which hold the womb in place are strengthened by a healthy flow and that organ is returned to its normal position. Returning health is the result. This is what Wine of Cardui has done for thousands of the best women in America.

If you need advice write The Ladies' Advisory Department, The Chattanooga Medicine Company, Chattanooga, Tenn., describing all your symptoms freely, and a letter of advice will be sent you. Secure a \$1.00 bottle of Wine of Cardui from your druggist to-day.

A million suffering women have found relief in Wine of Cardui.

**WINE of CARDUI**

**Seasonable Goods**

Light, cool and invigorating, suitable for porch and lawn use. The right thing in the right place. Not easily injured by a night out, artistic, attractive and serviceable. Necessary summer comforts. See them.

**The House Furnishing Co.** 68 Com'l St., next to Post office. Stores at Salem and Albany

**ROLLMAN CHERRY SEEDER**

This perfect Cherry Seeder does not crush the cherry or cause any loss of juice; a practical machine for large, small or California cherries. The seed extruder drives the seed into one dish and actually throws the cherry into another. The marks of the knife can scarcely be seen on the seeded fruit. It seeds from 20 to 30 quarts per hour. Retail price, 85 cents.

**R. M. WADE & CO.**

**OREGON STRAWBERRIES GREEN PEAS CABBAGE**

TODAY

**HARRITT & LAWRENCE** Old Post Office Grocery.

**A Juicy Morsel for Breakfast**

Or dinner you can enjoy from one of our tender and delicious meats, steaks, lamb or mutton chops, veal cutlets or pork. Our meats are all cut from the fattest and most desirable, and we can supply your table with fresh, nutritious and wholesome meats at bed rock prices.

**E. C. CROSS SALEM ORE** Phone 291

**Taking Hold With a Vim...**

The public has on our fine beer. Pure beer—health, muscle and vitality improved. It gives the workman backbone and the sedentary vitality and vigor. For a delicious beverage there is nothing to equal it. A case of Salem beer in the house is a joy forever and a friend in need. We will deliver it to your door free of charge.

**Mrs. M. Beck, Prop.**

**Still in Business!!**

ROAD HARBOR LIME. BEST PORTLAND BRANDS OF CEMENT. OFFICE OPPOSITE COURT HOUSE, ON HIGH STREET.

**D. S. BENTLEY** Residence Phone Red 2305.