

Marion County

# Candidate for Speaker

## Marion's Man for Speaker.



HON. FRANK DAVEY, Who Led the Ticket in Marion County.

THE Christmas Journal takes pleasure in presenting the accompanying picture of Marion county's candidate—and in all likelihood the successful one—for Speaker of the Oregon House of Representatives, Hon. Frank Davey, of this city. Marion county is entitled to the honor at this time, and Salem and Marion county has no man more persistently loyal to the best local interests than Mr. Davey has. He has many physical and mental qualifications which point to him as the logical man for Speaker at this time.

By training and experience, few men are better equipped for the duties of the speakership than Mr. Davey is. Every move of legislation is familiar to him by reason of his intimate connection with the legislative assembly for fourteen years, so that while the average member will have the entire modus operandi to learn after the session opens, Mr. Davey will be ready to proceed with every detail at once. In the matter of ability, Mr. Davey stands eminently qualified and no emergency will arise during the session, in joint assembly or in separate body in which the House will be intellectually humiliated by their presiding officer. In parliamentary knowledge, in quick perception, in ready response, humorous or otherwise, he will be a credit to the membership. Mr. Davey is industrious, accurate in his work and will crowd the business without unnecessary delay.

Mr. Davey is thoroughly representative of the rank and file of the Republicans of Marion county. He was especially enviable reputation as state

lecturer for the A. O. U. W. during 1893-4, during which period he became nominated last March through the backing he received from the county precincts, as the majority of the city manipulators were not favorable to him, and when it came to the election he received the popular vote very strongly. Since the election he has received letters from thirty-four of the thirty-nine central committee men of the county, in which they declare strongly in his favor.

This leaves no doubt that the great majority of the Republicans of the county would be exceedingly glad to see Mr. Davey chosen speaker.

Mr. Davey is not hampered on the U. S. Senatorship in such a manner as would cause him to put the friends of any particular candidate in control or punish the adherents of any other candidate, and he declares that so far as in his power lies to prevent it, no man's political aspirations shall be allowed to obscure or retard useful legislation in the interest of the taxpayers.

The following biographical sketch is taken from a recent issue of the Portland Evening Telegram, and is a faithful statement:

"Mr. Davey landed in Oregon in January, 1887, from Iowa, in which state he was prominent for several years in newspaper life and politics. He was admitted to the practice of law in Iowa in 1889. Since coming to Oregon, he has lived principally at Salem and devoted himself for the most part to newspaper work, giving but little attention to law practice. He has been identified to a considerable extent with fraternal work and made an

"We, the undersigned, precinct members of the Republican Central Committee, of Marion County, Oregon, desire to express our unqualified approval of the candidacy of Hon. Frank Davey, of this county, for Speaker of the House of Representatives in the next Legislative Assembly, believing that Marion county, with its large Republican delegation in both Houses, and its large Republican majority, is entitled to the honor, especially as it has no representation among the elective state officers; and believing also that no man in the state is more capable of the position, more deserving of Republican recognition, or more serviceable to good legislation than Mr. Davey. We pledge our cordial approval and endorsement to the balance of the members of the Legislature from Marion county in their support of Mr. Davey's candidacy."

ENDORSEMENT OF REPUBLICAN COUNTY CENTRAL COMMITTEE.

well acquainted in almost every part of the state. From June, 1891, to March, 1894, he was manager of the Oregon branch of the Keeley Institute, and in that time did a great deal of business with the newspapers of every county in the state. At every session of the legislature since 1889 inclusive he has been in close touch with that body as newspaper representative, and all these experiences give him a wider acquaintance with Oregon public men and with Oregon affairs than almost any other man in the state. He has taken an active part in every political campaign since he came to the state and is always a Republican at all elections. He was on the ticket in Oregon for the first time last spring and received the highest majority of any man on the ticket for any contested office, his plurality being 1800 over the lowest Democrat and 1362 over the highest. He is a public speaker of recognized

force and eloquence, a parliamentarian of extensive training and experience, and possesses a voice which has made him famous for its clearness and power. He is a candidate for Speaker of the House, and has reasonable confidence of success."

Mr. Davey is a man of family and has a very pretty home at the corner of Liberty and Mill streets. He is an active member of the Greater Salem Commercial Club, the Salem Press Club, the Civic Improvement League and of any organization which has progress and the betterment of Salem for its motto.

Two final important assurances can be given: With Mr. Davey in the presiding chair of the next House there will not be a dull hour of the entire session; and the newspaper boys of the state—the real newspaper workers—who are present will be well cared for.

## Salem's First Orchestra.

(Photograph by Wiley Kenyon, 1861.)



First row—Jas. C. Brown, H. M. Thatcher, Henry Rickey. Second row—Jos. A. Baker, John Zeiber, Jas. W. Fisher, J. H. Haas.

(Written for the Christmas Journal by J. H. Haas of Salem.)

The above picture was taken in Salem during the winter of 1861-62. Four of us, young fellows then, and with some taste for music, rented two rooms over the office of what was then known as the Thatcher and Rickey Livery and Feed stable, where we kept bachelor's hall. The stable was later removed and enlarged and is now called the Red Front stable. It was a hard winter, plenty of snow, and good sleighing for six weeks. We spent most of our evenings playing what music we knew by heart and sleigh riding, serenading our girls and going to dances. If we had any hobby it was the middle one of the three. On account of us four young fellows rooming together we called our den Robbers' Roost, but the first part of the name was given to it for quite another reason. One night going out to serenade one of the pretty farmer's daughters in the neighborhood we had to pass through the apple orchard and concluded we wanted some apples. Unluckily for one of our crowd there was an old dry well on the premises and our biggest musician fell in. It was too deep to rescue him without help. So we threw him some apples and told him to entertain himself as best he could until we went to town and got a ladder to help him climb out. That was how it came to be called the Robber's Roost band. In the course of time we added other men with instruments and they were not so plenty in those days. We got A. J. Riley, F. P. Jones, and W. J. Polley, who made quite a success of manufacturing violins. The orchestra became quite noted and we had many calls to play. Finally we reached the climax of our fame and ambition in an auguration ball of Governor L. F. Grover. It was a great public event and was given in Reed's Opera House, then first thrown open to the public. The

Hon. Bill Watkins, noted for conducting his own defense in several libel suits, was the first floor manager. We had some help from what was then called Dutch Town, now the flourishing city of Aurora. Such men as Capt. Bill Miley, our present county commissioner played with us and we had an orchestra that might be heard with credit on any occasion.

There are but three of the seven now living and all in Salem—the writer, James C. Brown, and J. A. Baker. The old orchestra played on many happy occasions and the memories recalled by the picture would fill a volume. During the early part of the war we had no very large flag in the town of Salem. In fact, we had more patriotism than bunting. So it was proposed to give a concert for a flag fund in which our band took part and it was a great success and we got a large one. It was put on a staff that for many years stood on Wilson avenue. Hon. J. G. Wilson took great interest in raising the fund of \$125. At the raising, Judge R. P. Boise was one of the orators and in the course of an eloquent speech remarked that the flagstaff leaned; yes, it leaned, but thank God, it leaned toward the North.

A Funny Incident.

Out of many funny things that happened to us in going to country dances I will only mention one. In response for one call that took us about seven miles into the Red Hills country we put our instruments into the bottom of the lumber wagon but on taking out our violin boxes found that the rough road had shaken the boxes so that some of them came open and not one of us had a whole violin bow. The band was literally broke, something that not infrequently happens to members of any musical organization. But we remembered that a man living about three miles off kept a violin and a messenger soon got his bow and the dance went on with one violin. The

horses must have run away with the band for the next two weeks farmers were coming with pieces of our fiddle bows.

## UP-TO-DATE NEWSPAPER ADVERTISING

Subject Discussed at Press Club Banquet

### What a Salem Ad. Writer Had to Say

The following paper was read by D. A. Dinsmoor at the recent banquet of the Salem Press Club, at Hotel Willamette. It is short and crisp, and contains a volume of good information on the subject. This was undoubtedly the most useful paper presented, and every business man will profit by reading it:

"Mercantile advertising is a subject which has puzzled the brains of the best merchants in the country for many years past. Fabulous sums of money have been spent in advertising experiments of all kinds, which, when put to the test, prove to be more of an injury than a benefit to the advertiser. The importance of this feature of a merchant's business lies in the fact that the advertisement is not only an index to the store, but it also represents the character of the firm for which it is written.

"My ideal of good, sound, judicious, legitimate and dignified advertising is a well-worded and illustrated newspaper ad. The newspaper has long been considered the most profitable medium of advertising by such firms as Wanamaker, Seigel & Cooper, Litt Bros., etc. A short time ago Wanamaker was paying \$80,000 to \$85,000 a year for a page in one of the leading Philadelphia papers. But when the time came to renew his contract he was outbid by Litt Bros., who paid \$108,000 a year, or \$9000 per month for the space.

"Newspaper ads should not be crowded with matter. Display lines should be used with sacred veneration. Too many display lines defeat the purpose for which they are used. Each additional line kills the prominence of the others. To illustrate my meaning, take, for example, a clean sheet of white paper and put a small drop of black ink upon it. The spot will appear in great prominence, but if you scatter small drops of ink all over the sheet, you will notice that the first drop has lost its identity entirely and there is no particular distinction among them. Let your display lines tell as much as possible the story that follows. Remember that your ad is looking for ~~some one~~ to read it, and that it is the catchy headline or cut that catches the eye of the reader as

he scans the paper for news.

Select a mannerism of set-up of all uniform type and carry it out all through your ad. Advertise prices as much as possible, and let the type of your price correspond with your headline in being prominent, for the price is the point that clinches the buyer. If the headlines and the prices are the prominent features of your ads, you will most certainly catch the involuntary eye of the reader. If he is interested, he will then read your description, which should be to the point, omitting all unnecessary words. You are not expected to write a descriptive catalogue of your business in each issue of the paper in which you advertise.

Advertise specialties invariably, if you wish to interest prospective buyers, and occasionally touch upon your principles of doing business, and your desire to deal fairly with the public. Illustrate your ads with cuts when possible, for it is always practical. A picture will tell at a glance what the best descriptive writer could not tell in a volume.

"Why is the newspaper the most profitable organ of advertising?"

"First—Because it finds its readers in the homes, when the members of the family are all together, before or after the toil of the day, when they are either making plans for their home, seeking recreation, or enjoying rest. The paper comes to the reader at a time when his time is his own, when his mind is off his business, and he can consider what he reads. It comes at a time when the members of the household can discuss the needs of the family and the advisability of purchasing the goods you advertise or taking advantage of the bargains you offer.

"Again—The newspaper reaches the hands of the transient people who are looking for a place to supply their wants. It covers a vast scope of territory in a short space of time, and at small expense. Each copy of your ad is read and re-read by thousands of people who never subscribe for or buy a paper.

"Newspapers are always honestly and judiciously circulated, and through them your ad is sure to find readers. The newspaper lies upon the office desk, around the home, or on the table in the hotel corridor; it is to be found in every cigar store, reading room and club room, and is sought for by the traveler, as well as the man at home.

"The newspaper is something that everyone likes to receive, and which everyone reads, while the booklets and circulars are given but a hasty glance, or, more often, thrown away without even being looked at.

"Returning now to a consideration of the work of preparing advertisements, let me say that you should change your ad often enough so that it will not become an eye-sore. Change your manner of display and setting up. Use short catchy phrases, plain, ordinary language. Never compare your colors with 'the glowing orbs receding before the coming day' or your pat- terns with 'the soft, sweet smile of na-

## Salem's Finest Hotel.



J. Conner, Proprietor Hotel Willamette.

This hostelry has become associated with the very existence of the Capital City under the management of Mr. and Mrs. J. Conner. Mr. Conner is one of the best known hotel men in the West, as well as one of the most successful. He was practically born and brought up in the business. His first venture was the resuscitation of the large tourist hotel at Saratoga Springs, Cal., which he built up into an \$100,000 property from nothing, and when he left it there was a regular custom of two hundred people. He next took the Ashland hotel, which

everybody had busted up trying to run, and made it a profitable business. He next took the Willamette hotel which had been an elephant on the hands of nearly everybody who had tried to run it, and has conducted it with signal success for the past five years. He has invested about \$500,000 in improvements and secured the cooperation of the owners of the property to make it one of the most comfortable places of entertainment in the northwest. Mr. and Mrs. Conner give their personal attention to every detail of the service and there is no better kept hotel in the country.

ture peering through the blossoms of the sweet briar.' Don't say that 'the shepherd's flock gamboling on yon fertile hill are bearing the material of your blanket department.' Such language belongs to the poet, and not to the merchant. Never over-estimate your values, or misrepresent your goods, for it only disappoints your customers, and drives them away from your store.

"The proper time to write your ad is in the morning, when your mind is fresh, and you are entering upon the day's work with ambitious zeal. Never write an ad at night, when you are weary in both mind and body, and when the troubles of the day are weighing upon you. In the morning you have time to write your ad, and do it well, but if it is put off until night you do not know what may come up to cause you to do your work in a hasty or careless manner. What is worth

doing at all is worth doing well, and no part of a merchant's work does this apply more than to the writing of ads."

The Salem Sentinel, who downed Gov. Geer, and who downed Mr. Fish, and who downed Mr. Corbett, seems to have taken the contract to down Mr. Fulton. It has got so that a respectable newspaper has no influence in naming a United States senator.

Men will not stop short of anything to get a nomination and election to office. No sooner do they have it than they find fault with the pay they are getting, and the amount of work they have to do. They want bigger salaries and shorter hours.

A deaf and dumb beggar is certainly an improvement on some that we have to put up with.