

TWO

DAILY CAPITAL JOURNAL

BY HOFER BROS.



WHY NEWSPAPER ADVERTISERS SUCCEED.

While it is admitted that newspaper advertising is the most expensive, it is also a fact that it brings the largest returns.

The largest and most successful business houses are the largest newspaper advertisers. And there is a reason for it. Their places are busy and lively.

An advertisement in a good newspaper reaches the largest number of people, and the advertisers have to meet the demands on this line more fully. They have more inquirers for articles and prices.

As a result he must do a larger business, sell at closer margins, turn his stock over more rapidly, and keep the most up-to-date wares. Increased visitors and inquiries means larger number of buyers.

While fence advertising, or bill-boards produce some business, and save some money, the firm that employs these means of reaching the people does not reach so many.

As a result there are smaller sales, stock accumulates, and there must be a larger margin in order to meet fixed expenses. The odds are in favor of the newspaper advertiser.

A smaller stock of goods, even in a smaller store room, can be turned over more rapidly, and made more profitable than a large stock where the same amount of newspaper space is not judiciously employed.

EDUCATE THE BOYS.

The Walla Walla Statesman justly complains that but one boy in a graduating class of 14 finished the high school course in that city this year.

While the same condition does not prevail in Pendleton, to such a marked degree as in Walla Walla, it is true that too many boys drop out before finishing the high school course.

Happily, in Pendleton the method of teaching and the intense interest aroused by the city superintendent and his assistants have been sufficient to hold the boys to the end of the course.

This year the Pendleton high school graduating class contained five girls and eight boys; last year, two boys and three girls. The class of 1905 gives promise of finishing more boys than girls and so Pendleton seems to have solved the problem of holding the boys to the end of the high school course.

And how has this been accomplished? By making the course one which appeals to a growing, thinking, aspiring young man. By adding the personality of the teacher to the humdrum routine of textbooks. By giving physical exercise, blood-stirring, elevating amusement to the hungry minds of the students.

Boys have more urgent need of a practical education than girls, for the reason that they expect to become independent bread-winners, while the majority of girls expect to become wives of men who can earn a living for two.

For this vital reason the high school should appeal to boys; it should be made so attractive as to hold them to the finish. Manual training, outdoor sports, competitive mental efforts, such as debates, declamatory and oratorical contests, musical and scientific by-studies, and other additions to the regular high school course must be placed before the young men.

At all hazards, the boys must be kept in the high school to the end of the course. Too many of them need this training. Too many of them get nothing further in the way of education. Too many of them tire of the textbook and quit in disgust. They need the variety of mental and physical exercise that will develop all sides of a growing mind and nature.

High schools are maintained at a great expense to the taxpayers.

Young men and women should see to it that this gift of public educa-

A FACT PROVEN.

Should Convince Even the Most Skeptical of Its Truth.

If there is the slightest doubt in the minds of any that Dandruff germs do not exist, their belief is compelled by the fact that a rabbit inoculated with the germs became bald in six weeks' time. It must be apparent to any person therefore that the only prevention of baldness is the destruction of the germ—which act is successfully accomplished in one hundred per cent. of cases by the application of Newbro's Herpicide. Dandruff is caused by the same germ which causes baldness and can be prevented with the same remedy—Newbro's Herpicide.

Accept no substitute. "Destroy the cause you remove the effect."

Sold by leading druggists. Send for stamps for sample to The Herpicide Co., Detroit, Mich.

Daniel J. Fry, Special Agent.

tion is not passed unheeded and unappreciated.

They should not be in too great hurry to begin life's battles half educated, half equipped, when the beneficence of a wise government provides a free school for them, equal to all demands of ordinary business life.

Pendleton should have 20 high school graduates next year—mostly boys.—Pendleton East Oregonian.

THE EDITOR'S ASTROLOGY.

Hon. Dan J. Fry of this city, a prominent druggist and incidentally a Democratic warhorse, publishes a Medical Journal, in which are given astrological forecasts of people born on certain days of the year.

The Journal editor finds he was born under the sign of the virgin, who is represented by the picture of a reaper with a sheaf of grain in her arms. This particular female has grafted about all she can carry.

But the description hits the editor right between the eyes and if his readers will agree not to give it away he will publish the reading from the stars, born under the sign of Virgo:

"Virgo people have a cool, calm confident bearing. They rarely lose their self-possession or forget what they are about to do or say; are never awed by superiors, feel themselves on equality with all men and usually excel in whatever they undertake. They never lose hope. Their eyesight is the keenest, details rarely escape them; they excel as art critics, engravers, etc., have remarkable memories, are inclined to self-justification but devoted friends. They are 'finicky' about their food, and it is especially true of Virgo people that trouble or discord causes them dyspepsia.

(N. B. See us about the dyspepsia.)

Types—David B. Hill, James J. Corbett."

The above may all be true but the last part. This editor is no more finicky about his food than an ostrich, and can digest anything from raw green cucumbers to unbolted Salem water. We cannot but think that Dr. Fry is forecasting a lot of people born under dear old Virgo for the sole purpose of selling them a dyspepsia remedy.

TRIBUTES TO REPUBLICAN POWER.

The space which the great newspapers of the world are giving to the Republican presidential ticket and to the platform on which it stands is a fine tribute to the potency and the influence of the Republican party. In general the leading newspapers of Europe are favorably impressed, not only with the ticket, but with the creed for which it stands. One prominent journal, however, makes a comment which will be apt to call out dissent from Democrats as well as Republicans. This is the Novoe Vermya, the most powerful journal in the Russian empire. That paper, in an editorial on the Republican platform, says it is difficult to suppose that the naval expansion which the Republican party has brought about and to which it is committed is for a pacific purpose, and avers "it is still more difficult to imagine it is due to fear of aggression on the part of any European power." The only reasonable presumption, it declares, is that "the United States is preparing to attack some one," and it warns European statesmen to "beware of the boundless appetites of American exporters for markets, which, other means failing, must be won by force of arms."

Here is an explanation given to naval expansion which nobody in the United States will sanction. The Democrats have, for the most part, been opposed to the policy by which the navy has been built up, and through which such victories as Manila bay and Santiago were won. If Democratic policy had prevailed along to 1898 the Philippines would still be in possession of Spain and that country would today be dominant in Cuba. The Democracy not only was against naval expansion, but it was in favor of a reduction of the army.

The victories won by both army and navy in the war of 1898 were Republican victories over the Democratic party to almost as great an extent as they were American victories over Spain. The Democracy was hit hard by Dewey and by Sampson and Schley. But no Democrat will subscribe to the notion of the St. Petersburg paper that their navy is being built up by the Republicans as a menace to Russia, England, Germany or any other European nation. The Democrats have been pretty prolific in their slanders of the Republican party, but none of them have as yet charged the Republicans with a desire to conquer markets abroad by cannon.

Nevertheless, the attention which the Republican ticket and creed are attracting the old world, even in the cases in which the attention is manifestly unfriendly, is complimentary

to the Republican party. It shows that the world is aware that the Republican party is the dominant influence in the United States, and that it is likely to remain so for many years. It is the Republican and not the Democratic party that the world has to reckon with in its dealings with this country. Whether the comments on Republican candidates or Republican acts and pledges be unfriendly or friendly, it is a recognition of the fact that the Republican party is destined to give the law to the country for a long time in the future. In a spectacular way the convention at St. Louis early in July stands a chance to be immeasurably more interesting than was the Chicago gathering, but it will be under the decisive disability of representing a political sect which is feeble and discredited, and which will have no voice in the management of the larger affairs of the United States. Approval or disapproval in the old world for the acts the pledges of the leaders of the Republican party will have no influence, of course, on its programme or its conduct. The material thing is that the Republican party has the sanction of a large majority of the American people, and this impressive fact will tell the world that the party's policy must necessarily be for the social advancement as it is manifestly for the physical well being of its country.

AMERICAN BEAUTIES.

We take off our hat to them. Sorry they are only in print. But that is as near as we shall likely ever come to seeing them.

Harper Brothers have published a \$5.00 volume of the most beautiful portraits of the most beautiful society women.

There is the slashing Mrs. Chas. Dana Gibson with the vertical dimple in her chin that looks like a little niche for Cupid to hide in.

They all look as if their mouths were just made up to do something but they had made up their minds to leave it unsaid for some reason.

Any woman who is not homesick on the other side of the dead line can look pretty if she will make up her lips ready to kiss something the moment he snaps the camera.

It is remarkable that in all this collection the beauty of the young ladies have the uncertain quality of an un-

ripe water-melon.

A man who is past 50 and has thin places on the top of his globular extremity is not a fit judge of these matters and we pass it up.

Handsome is that handsome does. It is deeds and demonstrations of beauty and loveliness that count, not a neck and chin that curves up like the bow of a ship.

Lively City Two Years Old.

North Bend has a resident population of 1293 souls. Possibly 200 transients are in the city, making the actual number here about 1490.

Of the resident population of North Bend 983 are American born. Of these 293 are natives of the state of Oregon. North Bend has 26 Finns, 37 Swedes, 19 Norwegians, 8 Danes, 10 Germans, 9 Irishmen, 7 Englishmen, 4 Scotchmen, 2 Spaniards, 1 Swiss, 14 Canadians and 12 Chinamen.

The last residence of 196 of the population of North Bend was Marshallfield; 51 came from Banton, 144 from other parts of Coos county; 215 came to North Bend from places in the state of Oregon outside of Coos county; 455 came here from other states, and 77 came to North Bend direct from foreign countries.

North Bend has been in existence a little more than two years, yet there have been 75 bright, healthy babies born within its limits. This climate is prolific of other things than tall trees, big red apples and Jersey cattle.

North Bend has 60 unmarried women, between the ages of 16 and 25, and every one of them is very pretty. There are here 20 widows, all of them handsome and well-to-do. Some are more buxom than others, but they are all lovable. They are not lonely, however.

The female population of the city is only about half its male population, there being 760 males and 443 females. Of this total 497 males and females live in wedded bliss. There are 14 widowers in North Bend, but only six of them say they will ever marry again. Once was enough for the others.

North Bend has 276 children of school age.—North Bend Daily Post.

It is a Beauty.

Our finest \$150 buggy will fort \$100 during our midsummer sale. Mitchell, Lewis & Staver, Company, Salem branch.

G. W. JOHNSON & CO.

INCORPORATED.

The Conception and Designing of a Suit of Clothes

—bear the same relation to the finished product as the planning of an architect bears to the finished building.

Schloss Bros. & Co. who make the clothing we sell, give to the smallest detail that degree of importance which clothing rarely gets, but which it so richly deserves.

The universal popularity of their make is due in a large measure to their conscientious thoroughness regarding details that because they are hidden are invariably slighted by other clothes makers.

Men who have worn this clothing longest know what absolute TRUTH this statement is. They know that they get longer wear out of Schloss clothing at lower cost, with the added satisfaction of perfect fit, faultless style and a charm of drapery not found in any other ready-to-wear apparel.

The two figures in the picture show different patterns of the same suit, back and front views. This is a particularly stylish suit for up-to-date young men. A "merchant tailor" would charge \$40 for it. We can fit you for.



Prices Start at \$12.50

"Drop in and let us talk it over."



SCHLOSS BROS & CO
Fine Clothes Makers
BALTIMORE NEW YORK

G. W. JOHNSON & CO.

Outfitters for Particular People.

INCORPORATED.

Salem, Oregon



A SUBSTANTIAL MEAL.

That will make good, rich blood, and that will stick to your ribs, you can always enjoy when you buy your meats from our fine stock. The very best beef, mutton, lamb, veal and pork for roasting, broiling, stewing or frying, you will always find at prices as low as the lowest at E. C. Cross's.

E. C. Cross.
State Street Market.

AGENCY OF BALFOUR, GUTHRIE & CO. GRAIN BUYERS AND SHIPPERS OF GRAIN

Oats For Sale.

HOP GROWERS SUPPLIES. Crude and stick Sulphur.

J. G. Graham, Agent, 207 Commercial St., Salem, Ore.



THE PICK OF THE FOREST

Has been taken to supply the stock of lumber in our yards. Our stock is complete with all kinds of lumber. Just received a car load of No. 1 shingles, also a car of fine shakes. We are able to fill any and all kind of bills. Come and let us show you our stock.

Yard and office near S. P. passenger depot. Phone Main 651.

GOODALE LUMBER CO.

Phone: Main 2953.

ALL WORK DELIVERED WHEN PROMISED

193 Commercial St. Over The Journal.

Booklet and Catalogue

Type is the latest thing to be added to THE N. D. ELLIOTT PRINTERY. If you are planning a trade Catalogue it will pay you to investigate my facilities and workmanship.

PROOFS SUBMITTED ON ALL WORK.