

DAILY CAPITAL JOURNAL

BY HOFER BROS.

OFFICIAL CENSUS SALEM,
MAY, 1904, 13,287.

Republican National Ticket

For President.

THEODORE ROOSEVELT,

of New York.

For Vice-President,

CHAS. W. FAIRBANKS,

of Indiana.

For Presidential Electors:

G. B. Dimick, of Clackamas.

A. C. Hough, of Josephine.

J. N. Hart, of Polk.

Jas. A. Fee, of Malheur.

THE CAMPAIGN IS OVER.

The Presidential campaign is practically over in Oregon.

The election comes on next Tuesday, November 8.

It was set on the first Tuesday after the first Monday, so that the temptation to take the political issues into the pulpit for a final say so might be obliterated.

There are still persons occupying pulpits so spiritually unlightened as to discuss political propositions on the Sabbath.

The Saviour denied all authority to rule in temporal affairs. His was a spiritual kingdom, but some of his followers are more ambitious for power than was Lucifer who wanted to rule in Heaven.

The discussion between the supporters of Roosevelt and Parker has jogged along together very pleasantly.

As a supporter of Roosevelt, The Journal can conscientiously say that Mr. Candidate Parker wears neither horns nor tail.

None but an able man could ever become chief justice of the supreme court of New York.

The Populists put up a splendid man—a man of great brain, culture and ability—in Tom Watson.

The Socialist candidate, Eugene V. Debs, is a man of quality and strong sympathies.

The Prohibition candidate, Rev. Swallow, is advertised as the "fighting parson," and they probably mean he is fighting the devil, as he is a mild and benignant-looking man.

Everybody seems to have a candidate but the Woman Suffragist. So we can all be happy in our choice, except those who advocate side-saddle politics.

Incidentally we believe that Roosevelt will carry every Northern state and several precincts in the South.

A DEVELOPMENT SUPPLEMENT.

The Journal's supplement of the "Successful Industries of Oregon" is attracting a great deal of attention.

The supplement contains plain statements of men who are doing things in Marion county, and doing them successfully.

This kind of information is better advertising matter than any other—absolutely confined to the facts—no boom material.

There is also a letter prepared by the club and sent to a Nebraska paper in answer to misrepresentations of Oregon.

The proudest feature of the supplement is the official list of the members of the Commercial club—the men who stand for Salem.

State Secretary Tom Richardson writes as follows in appreciation of the work of the Commercial club at Salem: "I was especially interested in looking over The Daily Capital Journal of Saturday, October 29, which gave a complete list of the members of the Greater Salem Commercial club. This is certainly a magnificent showing and would indicate to anyone receiving the paper that Salem's citizens were thoroughly awake and progressive."

As soon as the Presidential election is over the canvass for more members of our commercial club will be resumed.

The Development League work will be extended, and another page of matter will be compiled—covering the hop industry.

It would be unfair to take the higher prices for the past two years—but we shall give the prices for a period of ten years.

The Journal would like hopgrowers to make some notes on cost of planting, cultivation, picking and curing hops in Oregon.

There are many other industries that will bear writing up and spreading before the world.

Let every true friend of Salem help

spread the facts about our country before people of other states and we shall not lack immigration.

A WORD TO AN OLD FRIEND.

As prohibition seems to be a hotter issue in this campaign than even the election of a President, we give space to a few words from an old and very esteemed friend, Uncle Jesse Bennett, of Mehama. He writes:

"Col. Hofer, My Old-Time Friend: I am sorry to think the parting of the way's so near with you and me next Tuesday. You will vote for the saloon to ruin my boys, but I will never vote for the saloon to ruin your boys nor any other boys. Yours with well wishes, J. T. BENNETT."

Uncle Jesse has probably never lived in a prohibition state and seen lawlessness and saloons multiply under a law that there was not sufficient public sentiment to enforce. The Journal editor has.

For five years this editor and the whole Republican party were engaged in a strenuous effort to enforce prohibition in the state of Iowa. The effort proved difficult of execution and was abandoned.

If it could not be enforced in Iowa, where the dominant party, with 100,000 majority, made it a cardinal principle of their organization, how can it be enforced in Oregon, where neither Republican nor Democratic party endorse prohibition?

The Journal will say this to its old friend: If this county carries for prohibition, we shall favor the strictest possible enforcement of the law. We believe that is the best way to do with any law.

The editor of The Journal was brought up a Republican and believes when fairly managed that party can do more to secure good government locally and nationally than any other.

A REPUBLICAN WHO IS AN HONEST MAN IS THE NOBLEST WORK OF GOD.

When Republicans had enacted prohibition in Iowa the temperance people who prayed and shouted them into doing it, all backed off and voted third party tickets and left the law to enforce itself.

That is what they will do in Oregon. They will get Republican counties and cities to adopt prohibition, and then crucify the Republican party between enforcement and non-enforcement.

As to our boys, the good old man at Mehama need not worry. The present generation of boys are able to take care of themselves better and are more sober and virtuous than any preceding generation.

They do not drink as much whisky, do not use as much tobacco, and do not gamble as much as their predecessors. They are healthier, more intelligent and better behaved—both young men and young women.

When all our young people are better educated many of the evils now complained of, and combated by the churches with prohibitive legislation, will have been done away with.

In place of more laws on the statute books that are dead letters, head of families should give their children better schooling and better home training and not rely on the courts to save their boys from ruin.

Not a Sick Day Since.

"I was taken severely sick with kidney trouble. I tried all sorts of medicines, none of which relieved me. One day I saw an ad of your Electric Bitters and determined to try that. After taking a few doses I felt relieved, and soon thereafter was entirely cured, and have not seen a sick day since. Neighbors of mine have been cured of Rheumatism, Neuralgia, Liver and Kidney troubles and General Debility." This is what B. F. Bass, of Fremont, N. C., writes. Only 50c at J. C. Perry's drug store.

HERE AND THERE

Thomas Harte, an inmate of the Leeds (England) workhouse, has entered the race as the oldest man in the world. He claims to be 137.

An exploring party headed by Dr. C. F. Z. Caracristi will soon start for Colón, from Mobile, Ala., on its way to explore the wilds of Colombia.

The Grand Trunk railways is to install a third rail system in the Sarnia tunnel, to do away with the smoke of the engines, and lessen the danger.

One of the strangest freaks to be discovered of late was a turtle with an oyster growing on its back. The turtle was taken by a gill-netter in the Choptank river.

Religious Thought

A "gospel of the kingdom" that tries to reform the community without first reforming the men who constitute the community must inevitably fail to accomplish the end sought. The new testament plan of uplifting society is based on a true philosophy. Regenerate the constituents of society, and you regenerate society. The reason why municipal reform is a failure in New York is because the majority of the people are not in sympathy with reform. And there can be no kingdom of God on earth, despite the dreams of Utopian philosophy, until a majority of the people—and a large majority—are willing subjects of the king.—The Examiner.

In discussing the great questions of the time, we should not forget that Jesus Christ is the solution of life's hardest problems. His utterances are perfect statutes for the regulation of the world's affairs. His spirit is a perfect panacea for humanity's ills. We do not need to go beyond him for counsel. A study of his wisdom will

amply equip the philanthropist who seeks the betterment of human conditions. Conduct him into any desert of need, and it takes on beauty and bloom. Admit him into any lane of misery and his passage through it transforms it into an avenue of comfort.—Pacific Christian Advocate.

The idealism which lies within every man's reach and is every man's need, is surrender to the urgent and passionate desire to give his own spirit the shape and quality of the divine spirit, and to create in himself those traits and that attitude which he yearns to find wrought into the fiber of society; to be in his own soul that which he wishes all men were. Conditions, whether easy or difficult, are secondary; the eternal element of peace and happiness lies in every man's soul, beyond the reach of accident. They who seek heaven must take refuge in their own spirits, not in some solitary place at a distance; and they must find it, not in more congenial circumstances, but in a freer and nobler putting forth of the best in themselves.—The Outlook.

TALKS TO RETAIL DEALERS

I was so fortunate a few years ago as to be able to buy a piano. Before the question of buying came up I had given but little consideration to the respective merits of different makes.

In passing one store I noticed a fine-looking instrument advertised at \$175, that might be bought in monthly installments. I called at another store whose leading piano sold at \$500.

After investigating the merits of these two makes, I called on other firms whose instruments were priced from \$150 up. A considerable number of these pianos were, in all outward appearances, very much alike, but the difference in price were extreme.

What was the real difference between these two pianos? As far as I could discern the principal difference was in the little name painted above the keyboard. One name I had never before heard; the other I had known for years. The first piano may have been just as good and might have lasted just as long as the other. But I bought the \$500 piano, because I knew its reputation for quality and material and finish, and I was familiar with its history in long and satisfactory service. In other words, the higher-priced piano was popularized in name and had a reputation with which I was acquainted, while the other was unknown to me.

Again I had reason to walk from Van Buren street down State to Washington, and back on Dearborn street, in Chicago this morning. In the various windows I noticed shoes at prices ranging from 95 cents to \$6. Of course, it was an easy matter to detect the difference between the 95 cents and the \$6 shoe; but there were shoes marked \$2.50 that to the inexperienced eye appeared to be as good as some of the \$6 shoes, while two brands especially noticeable were selling at the same price, though one was far below in actual value.

What were the differences in these shoes? One difference was the name, due to a distinctiveness in style, in durability and general satisfaction given to purchasers, and the manner in which these qualities had been impressed upon their mind.

In the making of a shoe, as in the making of any other article, there are many things to be considered. Every piece of the shoe is figured at a cost price by the manufacturer that he may know what materials to use and still sell the complete shoe at the required margin in profit. There are the leather of the heel, of the sole, the piece across the toe, the strip at the heel, the lining, the tongue, eyelets, shoe strings, etc.

Each part has a fixed cost, and if in figuring the parts of a shoe to retail at, say, \$3, the manufacturer finds the total cost too high, what does he do? He uses a cheaper grade of leather, perhaps in the tongue, in the heel, or cheaper eyelets, etc. He substitutes an inferior quality at a lower cost that he may sell at the desired price and still realize a profit.

Then competition enters into the question. This cheaper shoe is unadvised and unknown. The manufacturer finds his competitors selling where he is unable to sell. So what is his recourse? To make his shoe like his competitor's in appearance. This he will likely accomplish by improving its appearance without improving its quality or appreciably increasing its cost to him, and thus be able to undersell his competitor.

On the other hand we will suppose the other shoe on sale is known to every man, woman and child, known by its name and sold under a brand. It is noted for its style, comfort and

wearing qualities. The manufacturer has spent thousands of dollars in impressing upon the public mind the distinctive qualities of this shoe.

Hard times come, but not to the advertising shoe man, for the people know that he cannot afford to lower the quality in even a single lot of these shoes, for it would counteract much of the influence of the advertising he has done. While the price and profits on unadvertised, unknown shoes are being cut and slashed, Mr. Advertised Shoe is as strong as ever in the minds of the people because they know it and call for it by name. The fact is, advertising controls quality.

In a large city like Chicago we find a variety of clothiers with great differences between the prices charged for what appear to be the same goods. But observe more closely the difference among the stores, the difference in the general appearance of the goods, the difference in the responsibility. If I knew exactly the quality of the goods in each suit of clothes; if I knew the suit that would wear longest and make the best appearance, and cared nothing for the latest fashion, I could select in some cheap store on Clark street, Chicago, as good a suit, possibly, as I could in a first-class store on State street. But what makes the difference? It is simply the fact that one store has created for itself a reputation for giving the things the public demands, the newest fabric and latest fashion of being honest and reliable with its customers and straightforward in its business dealings. While the other store, if it has a reputation, it is a reputation for giving only the biggest bunch for the dollar.

What I have said thus far would leave the impression that the advertised article is the most expensive and that the advertised store charges the highest prices. We shall see whether or not this is true.

Of course some firms expend in advertising more than their patronage and the possibilities in their territory warrant, while others do their advertising in such a way as not to receive the returns the investment should bring.

Suppose I am a retailer of hardware in your city, that I am known to quite a circle of customers, but that I have never made use of a newspaper, billboard, newspaper of street car advertisement. I have simply served each customer that came to me to the best of my ability. I have sold during the last year twenty stoves at a net profit each of \$20, making a neat year's profit of \$240. The following year I decide to appropriate one-fourth of this amount to newspaper advertising. I spend my \$60 and as a result become better known. I get new prospective customers into the store, and this year I sell 30 stoves. Buying them in larger quantities, I get each \$1 cheaper. My gross profits are \$300. My rental was the same, and also my expenses for office help, heat, light, etc. I subtract my \$60 for advertising and find I have made \$240, or \$90 more profit in the business than the year before.

This is the principle of advertising. It increases sales without proportionately increasing operating expenses, so that with a good line of advertising it is possible to sell goods at a lower price than without it.

Some of the values of advertising to the consumer are better goods at a lower price, an assurance of quality of material, distinctiveness in design; but most of all it has the value of placing before the consumer these articles that contribute to make his life most comfortable and happy.

JOURNAL OPEN FORUM

Correspondents need not sign names to communication in good faith, and not personal, and of local interest.

Comment on War.

Ed. Journal: The dreadful loss of life in the Orient is attracting universal attention and much comment. The character of the news from the field of action would indicate the success of the Japanese arms. Success bought at a top price and paid for in cash, but a good buy nevertheless, if the Japanese fireside is involved. According to comment it is either a good buy or else a good-bye to the doughty Japs. The Russian army appears to be an aggressor, and is playing the part of a Shylock. It is demanding its blood. In the meanwhile thousands of men are being killed in the operations.

To advocates of peace it seems a strange process in settling a dispute, to line up two opposing bodies of men, who proceed to fill each other up with lead and iron for the express purpose of deciding the question involved. Of course we wouldn't dare to presume or assume that the soldiers didn't know what they were doing, or what they were there for. If you would ask two-thirds of the Russian forces what they were fighting for, how many would be able to give you an intelligent answer? Some of them would have one reason and some another. Doubtless, among the whole army there would be many who knew nothing about the real issue involved. For such as these it was enough for the emperor to give them a pass to heaven, which every Russian soldier carries in his knapsack.

The Japanese army is, on the other hand, very likely imbued with the governing idea and impulse of fighting for home, an impetus calculated to stir the gods of war a century after they are dead. Whatever may be the encouragement to fight on either side, the rest of the world wonders at its progress and and prepared for its termination. A dog with his belly full can easily wonder what two other dogs want to fight so over a bone that has had all the meat picked off it long ago. In other words, the bone has no meat for us; therefore, we are amazed at the proportions to which this war has reached.

But, let some beligerent insult the stars and stripes or step on the angel's tail, and then see how easy it is to forget the proper and right means of settlement, and to forget that Hague was ever on the map, and go to using military force to help us quiet our anger. It's an old story. In cases of war and its possibilities we are not altogether dealing with reason. We are under the dominating influence of impulse. We simply do not think of the consequences. In our right senses we would shudder at the thought of the desolate fireside and the empty place at the table, but we are not in our right senses at that time. Killing a lot of men who are, for the most part indirectly responsible and many entirely innocent of any motive or participation in the overt act, is the one thing to be done. Still, in daily experience it is somewhat different.

If you were passing a group of boys and you saw two of them throw some stones at you, would you go back and clean out the whole "bunch"? Or, wouldn't you rather thump the two guilty ones and compliment the others who witnessed the assault without participating therein? In war, we get in and kill off the peasants and taxpayers for outrages committed by the "chosen few." The guilty, as soon as they are found out, get under the cloak of their national garb, and there direct the movements of the soldiers and fighters so that the soldiers will be sure and be in front of them, and in case one of them accidentally gets a belated bullet, he yells for his archers to spring his bow, and bury him where the arrow lights, and to never let up trying to find out, Who killed Cook Robin?

Our officers and sailors in foreign waters and on strange lands know full well that anything they do or say will be backed up at home by one hundred million people. So, what more can some people ask for? The only way England kept her subjects from openly bursting into war on the Russian fleets during the fishermen episode, was to open up all her coal bins and set them to work piling it into tubs and promising that this was the beginning of the fight. This satisfied the outraged mobs and so long as they thought every shovel of coal was to send a cannon ball into the Russian navy, the work went merrily on. Not only did England have her hands full in running the coal-bins away from committing some rash act themselves, but her island forces were wild beyond suppression for a conflict. Therefore to hold down this end of the fighting contingent, England ordered a muster, an inspection and a few hundred other things for the express purpose of giving these soldiers something to occupy their minds until she could

get a letter over to his wife and find out what the boys buy for the cavalry, for the men at the coal bin let this aggregation loose and ed to put on their socks and ing for the front. It requires diplomacy to know what to do with the other people. The fair will subside some and apologies come rolling in the peace will be restored, or effect. Just how many will take to settle matters and just how many will never be known to the wealth. In most cases it is ple be damned," but some must be fooled.

FRED R. W.

A savings bank account is especially desirable for those who have money on hand and are waiting for an opportunity to invest it. The money is easy to get, yet is available when wanted.

One dollar will open an account. Let it compound semi-annually.

Savings Department
Capital National Bank

FIX FOR WINTER

That is what all should do, and one of the most important things to be done is to have the pumping in your house in good sanitary condition. Make put your pipes and equipment in order.

BURROUGHS & FRANK
Sheet Iron Workers & Plumbers

That New Woolen Underwear

Should be sent to the
Salem Steam Laundry

and be cleaned. We have the best steam table in Oregon for the work and guarantee satisfaction. Those blankets probably need attention, too, and remember we have the only facilities for handling this work outside the mill.

The Salem Steam Laundry

Hop Wire

We are headquarters for hop wire or wire fencing. Call or write and get prices. We can save you money.

Walter Morley,
SALEM FENCE WORKS
60 Court St.

Do you pin your hat to your own hair?

Can't do it? Haven't enough hair? It must be you do not know Ayer's Hair Vigor. Here's an introduction! May the acquaintance result in a heavy growth of rich, thick, glossy hair! And we know you will never be gray.

J. C. Ayer & Co., Lowell, Mass.