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HOW TO "MAKE A BODY OF A LIMB."

Shakespeare urged people to "LEARN TO MAKE A BODY OF A LIMB"—to mentally construct the whole of a man, a claim, an enterprise, a plan an institution—from a fragment, an inkling, a hint.

Most of the world's people have learned this lesson, in some degree. Seeing a limb which should be an under-sized body, the average person now-a-days declines to credit an enthusiastic statement that the body to which it belongs is really of Titanic size!

Readers of newspapers have become adepts at this art of constructing a body from a limb. Especially is this true of those who read advertisements. It is no longer possible for a store to create the impression of BIGNESS AND IMPORTANCE AND ENTERPRISE if the store's advertisement—WHICH IS THE "LIMB" THE READERS SEE—is small, inadequate, spasmodic, unmagentic, un-alarung.

If a big store is content with an advertising appropriation and campaign which would be adequate only for a small store—the big store will be THOUGHT of as a small store—it will be logically constructed into a non-enterprising store.

THE SHREWD MERCHANT SEES TO IT THAT HIS ADVERTISING SHOWING IN THE NEWSPAPER IS PROPORTIONED TO HIS STORE'S IMPORTANCE IN THE COMMUNITY—so that the most casual reader, accustomed to "make a body of a limb," may also, with absolute certainty, "MAKE A STORE FROM AN AD."

"STORE-EXPLORERS."

Store exploring is now the serious task of every woman—of many men. The "shopping tide" is running at the full.

Essentially the same task weighs upon every shopper—the task of FINDING the thing needed or wanted, and of finding it PRICED WITHIN REACH.

It is a problem—none of the day's business is of more consequence. In its solution the shopper has learned to rely largely upon the help of the store ads. These, studied at home before the shopping trip is undertaken, constitute the shopper's chart, compass, guide, time-table.

MAN AND HIS FAULTS.

(From the Chicago Record-Herald.) Every man has his faults, but no man has as many as his wife thinks he has.

Sure Cure for Piles.

Itching Piles produce moisture and cause itching, this form, as well as Blind, Bleeding or Protruding Piles are cured by Dr. Bo-san-ko's Pile Remedy. Stops itching and bleeding. Absorbs tumors. 50c a jar, at druggists, or sent by mail. Treatise free. Write me about your case. Dr. Bosanko, Phila. Pa.

SAVING IS THE SURE ROAD TO WEALTH.

A THOUSAND MEN WIN A COMPETENCE BY QUIETLY SAVING THEIR SPARE MONEY WHERE ONE GETS RICH BY SPECULATION AND GET-RICH-QUICK SCHEMES.

OPEN A SAVINGS ACCOUNT WITH US AND DEPOSIT REGULARLY A PART OF YOUR EARNINGS AND YOUR FUTURE IS ASSURED.

Savings Department Capital National Bank

X-RAYS

Well, Hearst gave the other fellow a run for his money.

Did you notice that it has sprinkled recently?

Now, that everyone knows the country is safe, and the secretary will proceed to call the roll, and the usual order of business will be taken up.

Americans think they are not "toadies," but still the press association telegraphs all over the country the fact that John D. Rockefeller, J. P. Morgan and other robber barons voted at the New York election, and also gave the time and place, and they told how they had to stand in line for ten minutes, just like a common citizen.

Mrs. Stuyvesant Fish, leader of New York's 400, has entered the lists to aid her husband to retain control of the Illinois Central. It is claimed that she will turn some of the high society people down and wipe them off her visiting list, if they get naughty, and do not compel their respective hubbles to vote for Fish, and this would be sad.

A dispatch states that Cassie Chadwick is again in the public eye. This being true the public need not go digging after some other fellow's mote.

BENSON GOES BY FREIGHT.

Secretary of State-elect Orders a Cab to Reach Depot and Gets Express Wagon.

Among the scores of people who were stranded in this city, by reason of the Santiam bridge washout, and the consequent interruption of railway traffic, was Secretary of State-elect F. W. Benson, who was exceedingly anxious to return to his home in Roseburg, but could get no satisfaction as to the possibility of getting over the gap. About 9 o'clock this morning he was informed that he could probably catch the local passenger train which was due to arrive in a very few minutes, and would probably turn here and go back. He immediately gave an order for a cab to make the run against time to the depot, but, being unable to secure accommodations of this sort, he was obliged to enlist the services of an express wagon, and the way he went to the passenger depot wasn't slow, equaling his speed in running for office. He was the picture of absolute disgust and disappointment, when seen upon the streets again an hour later, and stated that it was all a mistake about the train going back from this point.

Miss Mary M. Sullivan, of Wapinitia, near The Dalles, died Tuesday of typhoid fever.

The deal by which D. J. Winslow, of Boise, has obtained control of the celebrated Cxhow tunnel proposition and power plant on the Snake river was closed Tuesday. This is one of the largest enterprises ever undertaken in the Northwest, and will develop some of the greatest mining properties in Eastern Oregon.



A Whole Medicine Chest.

A bottle of DEAN'S KING CACTUS OIL in time of emergency saves many dollars.

PROF. DEAN'S KING CACTUS OIL

Will heal the worst barbed wire cut without leaving a scar if used in time. We have thousands of testimonials that prove this fact. Every owner of live stock should keep it on hand, for it is a positive cure for cuts, sprains, bruises, old sores, swellings, open wounds, hernias and saddle galls, etc.

Sold by druggists in 10c, 50c and \$1 bottles, 40 and 50¢ per ounce. Cash, best prepaid if your druggist cannot supply you by OLNEY & McDAID, Clinton, Iowa.

For sale by O. W. PUTNAM CO., Druggists, 155 North Commercial SALEM, OREGON.

SOME MARION GIRL

Will Visit the Jamestown Exposition Next Year As the Journal's Guest

Norfolk, Portsmouth, Newport News, Hampton, and Old Point Comfort, the exposition cities, are located on the shores of Hampton Roads, within twenty minutes' ride of the exposition grounds by rail and water.

The City of Norfolk.

Geographical situation and the fortunes of war have combined to give Norfolk prominence. The site of Norfolk was close to the strongest currents of colonial, revolutionary and secessionary activity. The first white men known to have visited the city of Norfolk were members of an expedition dispatched to America by Sir Walter Raleigh in 1585 "Norfolk Towne" was founded on the 16th of August, 1582. In the early chronicles it is related that a stockade was built to protect the town against Indian attacks. The Norfolk of today is replete with historic and reminiscent features. It has in the Norfolk academy one of the finest Doric specimens extant. This building is one hundred years old. The most historic structure in the town is old St. Paul's church, erected in 1739, twice fired on by the British, and still retaining imbedded in its falls a shell fired by Lord Dunmore's fleet, January 1, 1776. Norfolk is surrounded by interesting fortifications, ancient churches and other buildings. It is cosmopolitan; a good place to live in and a good place in which to make a living. It has beautiful residences and blocks of magnificent business houses, modern hotels and unequalled transportation facilities.

Portsmouth.

Opposite the city of Norfolk, separated by the Elizabeth river, is the busy city of Portsmouth, noted for its commercial and social activity. Beautiful homes and modern business testify to its worth. Near the city is the Norfolk navy yard, which was burned and blown up by the federal troops in 1862 and rebuilt by the confederates. There are immense dry docks, machinery shops of all kinds useful in ship construction, barracks and parade grounds. Besides the sailors from the ships and the marines who are quartered here, 3000 men find steady employment in the yard, which has probably cost over \$20,000,000. The great United States naval hospital, where aged and disabled Jackies of the navy are treated at the government's expense, is not far distant. Portsmouth was founded under its present name in 1753.

Tomorrow we will tell you about Newport News and Hampton. Every day something will be given relative to the points of interest which our Jamestown candidate will visit. Help you choose by giving her your subscription to The Capital Journal and the Pacific Northwest. The Journal for six months, and the Northwest one year cost \$2.00, which will be counted as one vote. The young lady in Marion county securing the largest number of votes will be deemed the choice for the trip. All expenses paid. Any Marion county girl can enter the contest.

TO AVOID BIG RUSH.

Attorney General Asks Legislators to Send in Proposed Questions Before the Session.

In order to avoid, as much as possible, the usual rush of inquiries for opinions upon proposed bills incident to the convening of the legislature upon his office, Attorney General Crawford has caused a circular letter to be printed and he will send copies of the same to all of the members of the next session asking each one to kindly send in all inquiries as soon as possible before the legislature convenes in order that he might give them proper consideration and not be compelled to render an opinion upon an important question against time, as has been the case at previous sessions.

Sam Dolan, an Albany boy, and a former O. A. C. athlete, is at Notre Dame this year. An Illinois paper credits him with being the best tackle in that state. He was in the game Saturday against the Michigan Agricultural College. Notre Dame winning by a score of 5 to 0. Dolan receives a special mention for yardage gained.

State News

Albany's Chintown is to be sold. The citizens of East Portland want 600 new fire hydrants put in. The new Catholic church at Lyons was dedicated Sunday.

F. Back, a wealthy Chinese merchant of Portland, will wed Seld Suey Heung, a refugee from the San Francisco Chinatown, tonight.

The Crown-Columbia Pulp & Paper Company, of Oregon City, were fined \$50 and \$48.70 costs Tuesday for dumping sawdust and waste paper into the Willamette river.

The Albany Athletic Club's football team has disbanded, having been beaten in every game played this season.

Tom Oberle, a well-known actor, who has played to hundreds of people on the coast, died of tuberculosis in Arizona last week.

Allen Floyd, of Athena, was found dead in his bed Saturday, having been suffocated while in a drunken condition.

The first game of the State Basketball League will be played in Portland between the Multnomah Club and the Salem Y. M. C. A. December 15th.

Tony Anderson, an Astoria man, who was shot by Martin Berg at that place ten days ago, died Tuesday from the injuries received.

David B. Ogden, United States engineer in charge of Willamette improvements, was in Corvallis the past week, and will see that more improvements are made on the upper river.

Joseph Baird was found dead in his home on Ingram island, near Corvallis, Sunday morning. The old man has resided on the island for 20 years, and was a well-known figure about Corvallis.

Charles E. Hughes, the newly-elected governor, of New York, was in Corvallis in 1893, when he came as an attorney for the Blair faction of bond holders to buy the Oregon Pacific railroad.

J. A. Cavitt, a former citizen of Pendleton, died at Portland Thursday of paralysis. He was a pioneer of this state and had been a member of the Odd Fellows' lodge for 50 years.

Louis A. Metzger, one of the pioneer stock men of Baker county, died at Baker City Saturday, as the result of cancer of the liver, of which he has been a long continued sufferer.

K. C. Eldridge, manager of the creamery company operating at Dayton, Independence, Cottage Grove, Eugene and Jefferson, has his eye on Albany for a mammoth creamery establishment.

Driven by hunger from the fastness of the Cascades, a large number of bears have come out of the foothills, and are doing much damage in the orchards.

All the principal stores in Pendleton were closed Tuesday afternoon, in order to view the one-half mile of model road being built under the direction of the government experts, on White Horse, two miles east of Pendleton.

Falling Off of Cuban Trade.

Havana, Nov. 8.—The customs receipts which have shown a monthly falling off of about \$400,000 are still declining. Trade in the country is at a standstill.

Prevent Headache

We want you to know that Dr. Miles' Anti-Pain Pills prevent as well as relieve headache, and that they leave no bad after-effects. We assure you that if taken when you first discover indications of an attack, they will drive it away, and thus not only save you the misery and distress, but the weakening influence of pain upon your system. Used in this way the attacks become less frequent, and eventually entirely disappear. They relieve pain by strengthening the nerves and overcoming the turbulent, excited condition, which is the cause of pain.

"We used Dr. Miles' Anti-Pain Pills in our family for five years, and I would not like to do without them. Before I found this remedy I would have spells of sick headache so severe that I would be prostrated for as many as 48 hours at a time. The Anti-Pain Pills stop the pain in a few minutes. I have a great deal of neuralgia around the heart, and the Pain Pills also relieve that. I now take them when I think I will have an attack, and they stop it right then. I also notice that I do not have these spells nearly so frequently as formerly."

MRS. ROSA A. CURRIER, Kalamazoo, Mich. Dr. Miles' Anti-Pain Pills are sold by your druggist, who will guarantee that the first package will benefit. If it fails, he will return your money. 25 doses, 25 cents. Never sold in bulk. Miles Medical Co., Elkhart, Ind.

J.A. Folger & Co. Golden Gate Coffee. Satisfaction. No Prizes No Coupons No Crookery. Never Sold in Bu. 1, 2, 2 1/2 and 5-Pound Tins Only. J. A. Folger & Co. San Francisco

EMBROIDERED BLACK SATEEN WAISTS OPEN IN FRONT. Large line just received in latest style sateen waists, large sleeves, front neatly trimmed alternately with three rows embroidery and four rows of fine pleating. Made of good quality, mercerized sateen. SPECIAL PRICE... \$1.00. Rostein & Greenbaum 298-300 Commercial St.

ARE YOU LIGHT WISE? A store or place of business which is not lighted by Electricity has "let down the bars" to the inroads of competitors. No matter how complete and fine your stock is, the improper lighting and worse ventilation of your store will turn away many probable purchasers—a great many more than you imagine admit! The Fall trade in the majority of cases is that part of the yearly business which is greatest in amount and profit. There is ample time between now and the first of November to wire for Electric Light or to erect an Electric Sign. An electrically lighted interior and exterior are just as necessary for successful store trade as the right line of goods and clever salespeople. Our reduced rates for current on meter basis put the use of Electricity within the reach of every storekeeper. Learn the truth about costs; our representative with facts and figures is at your service. Portland General Electric Co. SALEM, OREGON