

THE CAPITAL JOURNAL

H. HOFER, Ed. and Prop.

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I HAVE NOT LIVED IN VAIN.

If I can cheer some heart, Some tired way-worn heart upon life's rugged road; If I can buoy this feet, and help to bear the load; If I can buoy the feet, and to the tear-dimmed eye Of some poor bowed-down pilgrim that is passing by, And some sweet joy impart; If I can ease some pain, Or make some pale face brighten with a touch of light, And turn some wayward feet into the path of right; If I could lend a strong hand to the fallen one And bid him rise and start anew and help him on, I have not lived in vain.

—Selected.

OREGON WILL SEND A TAFT DELEGATION.

Present indications are that Oregon will send a solid Taft delegation to the National Republican convention.

There are some preferences expressed for Hughes, but THE GREAT MASS OF REPUBLICANS HAVE ABSOLUTELY NO SECOND CHOICE.

The leaders in this state are rapidly catching onto the situation and are declaring themselves for Taft because he is the people's choice.

If left to a direct primary, Taft WOULD CARRY OREGON THREE TO ONE OVER ALL OTHER ASPIRANTS.

While a few will want a trading delegation to hand over to some dark horse, the sentiment of the state demands an instructed Taft delegation.

THE PEOPLE VS. PERSONALITY.

Shall a man make himself a candidate or shall he wait until the people make him a candidate?

Under the direct primary law the timid man, who will not rustle and press his claims, STANDS LITTLE CHANCE OF GETTING ONTO THE TICKET.

Under the direct primary law the unknown man, who has not got himself before the people very much in any public way can't get off.

But a man who has spent a great deal of time traveling about in political campaigns HAS AN ADVANTAGE.

The man who gets such a nomination under the direct primary has to exert himself to make any impression on the people who do not know him personally.

It takes quite a sacrifice of time and money to get onto the ticket for a state office, or for congress, and aspirants for those places are making quite a sacrifice to even get into position TO HAVE THE DEAR PEOPLE VOTE FOR THEM OR AGAINST THEM.

So we should not discourage the best kind of men from coming up for nomination.

The editor of the East Oregonian is throwing his harpoon into T. T. Geer for running for congress.

HUFFMAN IS A DEMOCRAT WHO RUNS AN INDEPENDENT PAPER, and seems to think if that district has to have a Republican congressman it prefers the loser of two evils, and favors Congressman Ellis.

It is an awkward place to put an independent editor info, and we are sorry Bro. Huffman is throwing stones at T. T. Geer.

There is no constitutional inhibition to prevent Geer FROM BEING A CANDIDATE FOR CONGRESS.

We do not like the idea ourselves of getting in and downing another man to make a place for ourselves.

But Geer feels he has a right to enter the national arena. He has served in all capacities from road supervisor and school director to governor, and THERE IS NOTHING MORE IN STATE POLITICS FOR HIM.

He wants a try at national politics and he has a right to run for congress or any other office.

He will find Ellis running too, before he gets through. IT IS NOT SO EASY TO BRUSH A MAN ASIDE WHO IS IN THE SADDLE.

But Geer is a newspaper writer and as a newspaper writer he could serve the people in a double capacity.

He could let the daylight into the crooked practices at Washington and turn the daylight into official darkness WITH HIS PEN AS WELL AS HIS VOICE.

We would say to Bro. Huffman: Give Geer a chance to go to congress and show the people what he can do.

He might do better than any man who has been there from Oregon, BUT HE WOULD HAVE TO DO SOME BUSTLING.

At any rate, under the direct primary law there is nothing to prevent his trying to make himself a candidate.

The people must either make him a candidate in spite of himself or he must get in and make himself a candidate.

ARE YOU PLANNING YOUR ADVERTISING?

It is not how much goods you sell, or how much profit you make, that determines whether your year's business has been successful. HOW MUCH DEAD STOCK YOU HAVE ON HAND AT THE END OF THE YEAR IS WHAT DETERMINES HOW MUCH YOU HAVE MADE.

The only way to keep dead stock from accumulating is to work off your lines in proper season by a well constructed newspaper advertising plan. Look at the fences, trees and bridge advertisements. THEY ARE A DIRECTORY OF THE DEAD AND FAILURES IN THREE CASES OUT OF FOUR.

Another mark of successful advertising is concentration—DO NOT SCATTER YOUR ADVERTISING FUND IF YOU WOULD GET RESULTS.

It's the aim behind the shot that counts.

And the plan is what makes a successful advertising campaign. First decide what you can or what you ought to accomplish, then fix and apportion the appropriation and LAY OUT THE LINES ALONG WHICH YOU SHOULD WORK.

The preliminary carefully-thought-out program most likely to accomplish what you desire—the foreseeing preparedness which works on

schedule—is unquestionably a most important factor in an economically-conducted, success-insured campaign.

No matter how small or how large your expenditure for advertising the investment should be made strictly ALONG LINES FIRST DETERMINED AS BEST TO FOLLOW.

There are definite things to be accomplished and usually a specified sum of money is expected to accomplish those certain things.

Then plan ahead, as far ahead as you can see straight; schedule your work—then stick to it as long as it doesn't prove entirely wrong.

In most cases it is quite possible to plan the entire year's advertising expenditure at the beginning of the year.

But if this cannot be done, by all means MAKE PLANS FOR SIX MONTHS AHEAD, OR EVEN THREE MONTHS AHEAD.

Building business by advertising might well be likened to the building of a sky-scraper or a farm house.

No builder would think of starting work on a sky-scraper without having previously planned how much ground it was to cover, how big it was to be, how much it was to cost, or WITHOUT CONTRACTING IN ADVANCE FOR NECESSARY MATERIALS.

The same principles are involved in business-building by advertising. While it is possible to build a brick at a time, such methods are costly and very uncertain; and when half the intended expenditure has been made it will likely develop that one and another important detail was overlooked. SO THAT ALL THE WORK AND EXPENSE PROVES UTTER LOSS.

Most small advertisers, and a great many big ones, neglect this important planning ahead to their own great disadvantage.

Indeed many conspicuous failures, and many more less conspicuous, ARE DUE TO THE LACK OF ANY DEFINITE, PREDETERMINED PLAN OF ACTION.

This newspaper offers free consultation as to a successful advertising campaign—try us.

SMILES

Just because a man wants a thing is no sign he ought to have it or will get it.

Remember our advertisers who enable us to meet our payrolls. Trade with them.

The "Gingerbread Man" will take the whole bakery.

The right to equal taxation for male and female dogs is now up to the city council. No representative of the people should try to dodge this issue. Come, gentlemen, show your hands.

A word to the jury—acquit Evelyn and Thaw and let them quietly drop out of sight.

Whatever we may think of Geo. C. Brownell, his testimony in the Hall case was devoid of hypocrisy. He does not pretend to be anything but a common-day politician.

A friendly contest to do up the other fellow and put him out of business is a funny way to show friendship.

Speaking of the unemployed—some people get too busy.

Dust blowing these days on Court street.

There is not much enthusiasm for remonstrances against paving.

Eugene and Albany are dry and quiet.

How much longer shall this city get along without a real city park.

The foundations will be laid for a match factory at Cottage Grove. The court house of Lane county will remain at Eugene.

Silverton's brave four hundred are the four hundred children enrolled in the public schools.

Why does Tom Richardson, of the Portland Commercial club, fight the parcel post? Is he afraid he will be sent away by mail?

The People's Power league is naming candidates for the legislature in Clackamas county. It makes all the laws for the people to adopt and why should it not name the lawmakers?

"a deception a crime? Well, it depends on who it is. For instance,

SPENDING LESS THAN your income will make you well-to-do just as surely as it makes the rich still richer.

It is a rule that never fails to produce results for rich and poor alike.

Our Savings Department will help you save. Deposits of one dollar or more draw interest at three per cent.

SAVINGS DEPARTMENT CAPITAL NATIONAL BANK

WALLA WALLA WILL HAVE WEARY WILLIE CHAIN GANG

Hereafter it will be the iron-clad rule of the authorities in Walla Walla to place all convicted prisoners in the justices court on the chain gang even though the sentence imposed is only for one day, and to see that all who are able to work pay in full for their lodgings at the county jail, says the Walla Walla Statesman.

There are now five members of the gang, but with the six taken up last night in case they receive a term of imprisonment, the number will be swelled to eleven.

Thus far the justices chain gang has given eminent satisfaction and in addition to getting much needed work done on the roads, it is believed that it will have the effect of materially decreasing the number of cases in the police court.

Caught in the Rain.

then a cold and a cough—let it run on—get pneumonia or consumption that's all. No matter how you get your cough, don't neglect it—take Ballard's Horhound Syrup and you'll be over it in no time. The sure cure for coughs, colds, bronchitis and all pulmonary diseases in young and old. For sale by all druggists.

C. S. Fitchard bought 716 bales of hops at Independence last week at 6 1/2 to 7 1/2 cents.

Eugene fruit men will go upon an excursion to Hood River.

You Can Laugh

AT THE THOUGHT of any distress after eating if you will only begin the meal by taking a dose of Hostetter's Stomach Bitters it will prepare the stomach to receive the food, aid in its proper digestion and assimilation and keep the bowels open.

HOSTETTER'S STOMACH BITTERS

can thus prevent and cure Sick Headache, Flatulency, Heartburn, Bloating, Vomiting, Indigestion, Dyspepsia, Colds and Female Ills. Try it today.

The Last Great Fire

Did not cause so much suffering to the homeless as many a case of eczema caused its miserable victim. And the relief that did not bring so much joy as Hood's Sarsaparilla has given thousands of times, relieving the agonizing itching and burning of eczema-tortured people.

In a Bed of Fire—"I lived in a bed of fire for years, owing to blood poison, all over my body, itching intensely. Hospital treatment did not help me. I tried Hood's Sarsaparilla and continued taking it until I was entirely cured." Mrs. J. T. Williams, Carbondale, Pa.

Tied the Hands—"We had to tie the hands of our two-year-old son on account of eczema on his face and limbs. No medicine helped until we used Hood's Sarsaparilla, which soon completely cured." Mrs. A. V. Wreck, 123 Montgomery St., Paterson, N. J.

Hood's Sarsaparilla is sold everywhere in the usual liquid, or in tablet form called Sarsatabs. 100 Doses One Dollar. Prepared only by C. I. Hood Co., Lowell, Mass.

Charles Hogan, a pioneer of Milton, is dead.

Fifteen more hop men have joined the union at Woodburn.

Put in Jail.

very accurately describes anyone's feelings who is confined to the hospital with an attack of rheumatism, lumbago, stiff joints or muscles. Ballard's Snow Liniment will cure that trouble, relieve the pain, and make you as supple as a two-year-old. For sale by all druggists.



Prices 25c, 50c, \$1.00—Sold by first-class druggists everywhere.

Free Rural Mail Edition

WITH THE UNITED PRESS LEASED WIRE SERVICE DIRECT INTO ITS OFFICE, The Capital Journal is able to print Later News than any evening paper in the Willamette Valley.

A SPECIAL FREE RURAL MAIL EDITION WILL BE PUBLISHED EACH DAY containing the latest local and telegraphic news and issued for Farm Homes exclusively.

THIS WILL BE THE ONLY DAILY PAPER ON THE PACIFIC COAST GETTING OUT A SPECIAL FREE RURAL MAIL EDITION. It has an independent, reliable news report that is clean and uncontaminated by corporation influences.

CAMPAIGN RATES---TO NEW SUBSCRIBERS AND FOR THE PURPOSE OF INTRODUCTION ONLY The Daily Capital Journal will be sent four months for One Dollar, or one year strictly in advance to new trial subscribers for Three Dollars.

THIS OFFER GOOD ONLY FOR THIRTY DAYS--During the next thirty days all subscribers on Free Rural Mails can obtain this reduced rate by remitting at the above terms. No deviation from these terms on any account.

OVER THE PRIMARY CAMPAIGN--You will want a good daily paper over the coming strenuous political campaign--the hottest ever conducted in this state's history. NO COMMISSIONS OR PREMIUMS--The Capital Journal employs no agents or solicitors at these terms. It is the best paper for the money ever offered the people. It is independent and publishes the news without fear or favor.

E. HOFER, Editor and Prop. SALEM, OREGON