## DAILY CAPITAL JOURNAL, SALEM, OREGON. MONDAY, JANUARY 27, 1908.



No PAGE AND AND

#### SPECIAL DELIVERY.

For convenience of subscribers branch delivery offices are estab-hed at the following places at \$5 cents per month, \$1.00 for three 34048

Asylum Store, F. G. De Voe & Son, Asylum Avenue Junction. Carline, Seventeenth street o A. W. Lane, Garden Road store. Daue's Store, Alex, Daue, South Commercial street. Electric Store, C. M. Eppley, East State street. Fair Grounds Store, Harrison Dee, Fair Grounds Road. Howell's Corner, Twelfth and Cross streets. O. K. Grocery, A. A. Engleba t, Twelfth street. Wheeler's Store, W. D. Wheeler, Highland avenue. Yew Park Stor., F. G. Bower ox. Twelfth and Leslie.

### I HAVE NOT LIVED IN VAIN.

## If I can cheer some heart,

Some tired way-worn heart upon life's rugged road; f 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 pligrim that is passing by,

And some sweet joy impart;

If I can case 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.

OREGON WILL SEND A TAFT' DELEGATION.

-0-

Present indications are that Oregon will send a solid Tuft 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 Tait 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 poople 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 of-Bee. But a man who has spont a great deal of time traveling about in

schedule-is unquestionably a most important factor in an economicallyconducted, success-insured campaign

No matter how small or how large your expeaditure for advertising the investment should be made strictly ALONG LINES FIRST DETER-MINED 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 p'an ahead, as far ahead as you can see straight; schedule your vork-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 spenditure at the beginning of the y-ar.

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 tme, 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 UT-TER 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 conspicious, 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.

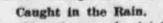


WALLA WALLA WILL HAVE Did not cause so much suffering to WEARY WILLIE CHAIN GANG homeless as many a case of eczema can

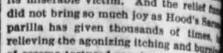
Hereafter it will be the iron-cla.I its miserable victim. And the relist a rule of the authorities in Walla Walla to place all convicted prisoners in the justices court on the chain gang even though the sentence imposed is only for one day, and to see that all who are able to work pay in full for their lodgings at the county jall, 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 ton, is dead. cases in the police court.



then a cold and a cough-let it run on-get pneumonia or consumption that's all. No matter how you g't very accurately describes anyour



The Last Great Fire

of eczema-tortured people. In a Bed of Fire-"I lived in a bet fire for years, owing to blood poison, all on my body, itching intensely. Hospital was ment did not help me. I tried Hood's Sam saparilla and continued taking it until I was entirely cured." Mass. J. T. Within Carbondale, Pa.

Tied the Mands-"We had to is a hands of our two-year-old son on account eczema on his face and limbs. No medic helped until we used Hood's Samaper which soon completely cured." Mas. A. W WYCK, 123 Montgomery St., Paterson, N. J.

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

Charles Hogan, a ploneer of H

with an attack of rheumatism, im lard's Snow Liniment will cure in trouble, relieve the pain, and mil you as supple as a two-year-old m

Fifteen more hop men have join the union at Woodburn. -0-Put in Jail.

friendship 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. Genr for running for congress.

HUFFMAN IS A DEMOCRAT WHO RUNS AN INDEPENDENT PA-PER, and seems to think if that district has to have a Republican congrossman it prefers the lesser of two evils, and favors Congressman get along without a real city park.

It is an awkward place to put an independent editor into, and we are surry Boo, Huffman is throwing stones at T. T. Goer.

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

We do not 'ike 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 the four hundred children enrolled served in all capacities from road supervisor and school director to gov- in the public schools. ernor, 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 con- Portland Commercial club, fight the greas or any other offic.

He will find Ellis ranning too, before he gets through. IT IS NOT he sent away by mail? SO EASY TO BRUSH A MAN ASIDE WHO IS IN THE SADDLE.

Hut Geor is a newspaper writer and as a newspaper writer he could sorve the people in a double capacity.

He could lot the daylight into the crooked practices at Washington ture in Clackamas county. It makes and turn the daylight into orffini darkness WITH HIS PEN AS WELL, all the laws for the people to adopt

We would say to Bro. Huffman. Give Geer a chance to go to con- makers? gress 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 COME RUSTLING.

At any rate, under the 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 himse'f 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 diformines 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

The only way to keep doad stock from accomutating is to work off your

lines in proper season by a well constructed newspaper advectising plan. Look at the foures, trass and bridge advertisements. THEY ARE A DIRECTORY OF THE DEAD AND FAILURES IN TRREE CASES OUT OF FOUR.

Another mark of successful advactising is concentration -- DO NOT SCATTER YOUR ADVERTISING FUND OF YOU WOULD GET RE-

H'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 eaght 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 accompitch what you desire-the foreneeing propareduces which works on 医原始的 中國人民 新三國軍法部 的复数无法无法 的过去分词 的现在分词

. . . Speaking of the unemployedsome people get too busy. . . .

Dast blowing these days on Court stroot.

There is not much enthusiasm for remonstrances against paving. . . .

Eugene and Albany are dry and quiet.

How much longer shall this city . . .

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

. . .

Why does Tom Richardson, of the parcel post? Is he atraid he will . . .

The People's Power league is naming candidates for the legislaand why should it not name the law-

's deception a crime? Well, it depelids on who it is. For instance,

C PENDING 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 falls. to produce results for rich and poor allke.

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

at three per coul.

SAVINGS DEPARTMENT CAPITAL NATIONAL BANK

Free Kural

# Mail Edition

WITH THE UNITED PRESS LEASED WIRE SER-VICE 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 Home exclusively.

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

CAMPAIGN RATES .... TO NEW SUBSCRIBERS AND FOR THE PURPOSE OF INTRODUC TION 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 sub scribers 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 comin strenuous political campaign--the hottest ever conducted in this state's history NO COMMISSIONS OR PREMIUMS--The Capital Journal employs no agents or solicitor at these terms. It is the best paper for the money ever offered the people. is independent and publishes the news without fear or favor.

> E. HOFER, Editor and Prop. SALEM, OREGO

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