

# THE CAPITAL JOURNAL

E. HOFER, Editor and Proprietor R. M. HOFER, Manager

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FULL LEARNED WIRE TELEGRAPH REPORT

## THE MAIL ORDER CATALOGUES.

In millions of homes the fall mail order catalogues from distant metropolitan establishments will shortly be received.

They have smart little cuts by clever draftsmen, concise descriptions by trained advertising writers.

They are a model of good form in publicity, which every home merchant might well emulate.

Patronizing a house hundreds or thousands of miles away, however, in preference to the tried and trusted home merchant, is a dubious proposition.

Nothing is more deceptive than a catalogue cut. If the article is represented by a drawing, the picture has little value to the discriminating buyer.

Even a photograph gives little ideas of texture and qualities. Buying from a picture in a catalogue cut is essentially the same as when the boys used to swap jack knives "unsight and unseen," without any chance to learn what kind of a knife the other fellow held in his closed hand.

It seems about as hopeful to the wise buyer as patronizing the grab bag at a public fair.

The only way to tell whether you are getting good worth for your money is to see the goods, handle them, and put the salesman or proprietor through a searching questioning to see if the value is really there.

A purchase from a catalogue cut of a house at a distance gives opportunity to do neither of these things.

In buying from a distant mailorder house, you have express or freight charges to pay from the establishment to your home, you take chances on long-delays that may rob your purchase of part of its value.

If the goods are not what you expected, it may cost you more than the article is worth to get satisfaction, if indeed you ever get it.

Ask your home merchant for the article you saw in the catalogue cut.

If it's any good, he will get it for you for the same money, minus any express bill.

And if it is no good, he will tell you so, and save you a disappointment.

## ELECTRICITY AS A FOOD.

The assertion of Prof. Bergonie, the Bordelais scientist, that high frequency electric currents can take the place of ordinary food is meeting with much skeptical comment from other savants.

Dr. Moutier, who under the name "dersonvalisation" has created a method of curing arterio-sclerosis by the high frequency current, and is regarded as the greatest living master of electric therapeutics, admits that Dr. Bergonie is a high authority and that his experiments are important, but he does not consider it possible that food, as ordinarily consumed, can be duplicated by electricity.

"Up to the present," he states "we know that by electricity it

is possible to warm a chilled organism, and even to introduce into it a certain quantity of energy under the form of heat.

Thus we can understand how a person electrified in this manner can cut down ordinary nourishment.

"As a matter of fact the quantity of food necessary to maintain life is much less in summer than in winter, and less in hot countries than in cold.

"But it does not seem to me that electricity alone can take the place of solid nourishment."

Meanwhile Bergonie's assertions have taken a great hold on the fancy of Parisians, and pictures are drawn of electric restaurants of the future with customers calling for a small current well done and turned over. A few jolts of ham and egg flavor or a mixed lot of circuits for hash.

Just imagine getting a couple of kilowatts of roast beef shot into you, and you need not even open your mouth—and no wait for the waiter—just sit down to the table, press a button and fill up on whatever you like best.

It might work all right for the soup or fish, for it would be a superficial feed.

## THE COUNTRY BOY.

A recent report by the federal civil service commissioners shows that while about two-thirds of the graduates of city grammar schools fail in the commission's examination most of the graduates of the country schools who try for federal positions pass without difficulty.

The commission attempts no explanation of this.

But the Memphis News-Scimitar explains it on the ground that while the city school boys have their attention distracted by many things, the country boys have fewer distractions and consequently concentrate their attention to their work.

This does not only apply to the usual distractions—or attractions—of city life.

It applies to the methods of conducting the schools.

For the greater part the smaller the school center the fewer the educational fads.

In the smaller city, the village and the country schools, boys are not taught crotchet, sewing and other and many fads which in recent years have come to be regarded as part of a common school education.

But they are taught the rudiments, the principles of education, and they are well grounded in them.

And that grounding forms a firm foundation upon which to build.

More meat, less superficiality.

This is worth the attention of city teachers and parents.

## CAPITAL PUNISHMENT IS DISCUSSED BY DR. AVISON

Before a splendid audience, well filling the First M. E. church, last Sunday evening, the pastor, Dr. Avison, preached a masterly sermon on Capital Punishment. The audience was an inspiration and the minister at his best. For more than one hour he was master of the situation and his hearers gave no signs of weariness.

The preacher took two texts, one in Genesis, "Whosoever shall shed man's blood by man shall his blood be shed," and one found in Matthew, the words of Jesus to the woman, "Neither do I condemn you. Go and sin no more."

He took the position that, in the former text, the words "by man" were not in the editions of the Bible as generally published, and should not be in the St. James version. He gave much data to show that the position of the Bible was against capital punishment, and that as civilization and Christianity advanced the race got farther and farther from the feeling that a state or individual had a right to legally take life.

He took, very strongly, the advanced ground that Jesus is the very best authority on any moral or other question

and held that he was always emphatically against capital punishment, as when He said, "It hath been said an eye for an eye and a tooth for a tooth, but I say unto you love your enemies, etc."

The minister showed that five states of our union have totally abolished capital punishment, and thirteen additional states have a conditional penalty resting with the jury trying the case, and he held that all punishment for crime ought to be reformatory, and that criminals should be confined until they showed good evidence that they were reformed, and no longer.

He showed how that England, one hundred years ago, took human life for two hundred crimes and now she has only two capital offenses, murder and treason.

He gave out the statement that a number of chief justices of states where capital punishment had been abolished, hold that convictions for murder are much easier since the jury knows that it does not mean the execution of the criminal. The ratio of convictions now stand as 73 to one, showing that the average jury is unwilling to be a party to the legal taking of human life.

He held that society would be as well protected by life imprisonment as by the execution of the murderer, and then, said he, "Think of how often an innocent man is executed and of how the innocent family suffers more than the condemned criminal."

Journal "Want Ads Bring Results."



IT WILL GROW UPON YOU.

When you form habits of neatness and learn to be fastidious in your dress so that you are always presentable in good society or among your friends in business. It costs so little to have your clothing kept in perfect condition and made to look like new that you cannot hesitate to bring it to Campbell & Cribbins.

"THE BEST YET" CLEANERS AND PRESSERS 135 South High St. Phone Main 268 SPECIALTY MADE OF LADIES' GARMENTS We call for and deliver work promptly and with dispatch

# A FINE HOME

Practically in the city limits of Salem.

This place consists of 26 acres of the best land in the Willamette valley, every foot of which is in cultivation:

- There are 14 acres of bearing prune trees.
- There are 2 acres of bearing cherry trees.
- There are two acres of bearing apple trees.
- There is a fine vineyard of the best grapes.
- There is a garden, including berries, etc.
- There is a good house, barn, fruit drier and all the necessary out-buildings.

There is a team, wagon, all farm implements and full equipment.

There is nothing in the Willamette valley that can surpass this place, and few can equal it. Owner must sell at sacrifice to return east. Let us show this to you.

## Parker & Wareham

With E. HOFER & SONS

213 South Commercial Street. Telephone Main 82



W. A. McDonald's Herd of Ayrshire Cattle.

W. A. McDonald is now on the grounds with a herd of what he believes will be prize-winning Ayrshire cattle. He shipped the stock from his home in Mesa, Arizona, and his exhibit is certainly worth a second look for anyone. If Mr McDonald don't carry away a few ribbons, it will not be for the reason of lack of care and work he has given his stock while in Oregon.



# Your Gas Bill Reduced By Using "Acorn" Gas Ranges

Let's have good things to eat

We Wish to announce to the people that we are now handling America's very best Acorn Gas Ranges. We invite you to come in and inspect our new line. They are constructed so you can economize in your baking and cooking. Our prices include FREE CONNECTION.

Let's Find out who is the best baker in Salem

No restrictions on how you bake the bread. Let everyone try for this. All bread goes to Old Peoples Home and other charity.

Economy is Wealth



Cooking with Gas is Health

## "The Club Plan"

We have a plan whereby you can buy one of these beautiful Acorn Gas Range by paying a small amount down and a little payment each month. This plan enables you to have an up-to-date Gas Range, and you hardly know where you got it. Come in and let us explain this plan to you.

# \$10 in Gold Free

To the lady who can bake the best loaf of bread in Salem Contest ends Saturday, August 31, at 1 p. m. All bread must be at our store by 2 p. m., Saturday 31, to be accepted in the contest; 3 Judges, 3 prizes—1st, 2d, and 3d.

# \$10 in Gold

- 1st Prize \$10 in GOLD
  - 2nd Prize Hot Point Electric Iron
  - 3rd Prize 2 Burner Gas Plate
- Bring Your Bread to Our Store Any Time Before Saturday if Possible

For Saturday Only \$3.00 9 Piece Guernsey Casserole Set

BROWN TINT Consisting of

- 1 Casserole in Nickel Frame.
- 1 Mixing Bowl.
- 1 Pudding Dish.
- 6 Pottery Custard Cups for

\$1.49

Do Not Overlook This



# Ray L. Farmer Hdw. Co.

Exclusive Agents for Acorn Gas Goods Successor in Hardware Department to

Telephone Main 191

Wade, Pearce & Co.