

THE CAPITAL JOURNAL

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FULL LEASED WIRE TELEGRAPH REPORT



ADVERTISING RATES.

Advertising rates will be furnished on application. "Want" ads and "New Today" ads strictly cash in advance.

The Capital Journal carrier boys are instructed to put the papers on the porch. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone the circulation manager, as this is the only way we can determine whether or not the carriers are following instructions. Phone Main 82.

OREGON AS USUAL, SHOWED THE WAY.

OHIO recently passed a workmen's compensation law similar to that passed last winter by the Oregon legislature, and the bill has had about the same treatment that it met with here. That is, it has been, or has attempted to be referred to the people for ratification or rejection, just as has been done here. It has followed still further, the course of the Oregon measure, in that it is claimed the petitions for the recall were obtained by fraud. In the Ohio case, however, the fraud is said to be of a wholesale character. It is claimed that the peddlers of the petitions took old city directories, telephone books, any old thing full of names, and wrote as many of the names therein, on the petitions, as they cared to.

This, of course, saved much work, and enabled the petition peddlers to earn fairly good salaries, as they were paid at the rate of five cents a name; and copying names at that price was so profitable that it must have also been pleasurable. It was shown by the confession of five of these peddlers who are under arrest, that in one petition containing the names of 220 citizens, that not one had signed it or seen it. Names of men dead for years were on the petition, which showed remarkable energy on their part. A petition from another county contained the names of 210 people and only two of those had signed it.

This shows, just as conditions here showed, that the law is weak, and needs amending. The suggestion made in The Capital Journal some time since is, we believe, well calculated to stop this work. That is to have all petitions of this character left at certain places, such as the county clerk's office, and other places, justices of the peace, for instance, and then make it a penalty for any one to either pay or receive money for obtaining names to these petitions.

Let the act of signing be voluntary, and also require some little effort on the part of the party signing. The referendum is all right in principle, but as it stands at present, it is open to all kinds of fraud, and simply places a weapon in the hands of the lawless to over-ride the people's will. With this, or some similar change to shut out the frauds the law is a splendid one, but it surely needs fixing.

HIGH FERTILIZER VALUE OF SPOILED HAY.

EVERY ACRE of this spoiled hay, then, that is applied to the land will permit the raising of three 30-bushel wheat crops, or five 40-bushel oat crops or three 200-bushel potato crops or three 600-bushel apple crops, without any depreciation in the fertility of the soil," is the astounding statement made by Professor H. D. Scudder, agronomist of the Oregon Agricultural college in discussing the farmers' most pressing problem of the best disposition to make of spoiled hay. Professor Scudder continues the discussion as follows:

"A ton of clover hay contains 40 pounds of nitrogen, five pounds of phosphorus and thirty pounds of potassium. If this amount of plant food was to be purchased on the market as fertilizer, it would cost not less than \$8.50 and probably closer to \$10.50, depending upon the form of fertilizer. Since a good average field of vetch and clover would yield the first cutting this year about three tons per acre, the actual fertility value at the lowest market price for these three plant foods alone, contained in the spoiled hay on the average acre of clover land is \$21.50. Clover hay that has become spoiled for feed has lost little or none of these fertility elements, and hence every ton of it that can be returned to the land is worth not less than \$10 to \$15, and every acre with three tons of this spoiled hay carries a value of \$30 to \$45 if properly utilized.

"The folly of letting this hay lie or burning it up can be seen at a glance. It should be hauled to the barnyard and thrown in deep piles, just as is the manure. In other words, it should be composted, or allowed to rot. If it inclines to "firefang" it should be wet down a little. When the fall rains come it will rot down and be ready to spread on the land in the following winter. In many cases this hay can be hauled off the meadow and spread at once on the stubblefield or pasture that is to be plowed this fall. Before plowing it should be thoroughly disked so that it will be chopped up and mixed with the surface soil.

"Every ton of it contains as much plant food as is taken away from the barn in thirty bushels of wheat, or sixty-six bushels of oats, or 200 bushels of potatoes, or 600 bushels of apples, or in one ton of fat hogs, or four tons of milk, or ten tons of butter.

WHY MAKE INVIDIOUS DISTINCTIONS?

WE AMERICANS do some very queer things besides aping French fashions. For instance, we assail the saloonkeeper for selling liquor, speak of his business in terms of contempt, and hold up our hands in horror at the barkeeper. Now the barkeeper may be an abstainer himself, may not drink at all, but while we are roasting him we have only feelings of pity for the man who works on the outside of the bar and does the drinking. We say the man would not drink if the other fellow did not have it handy and sell it to him. This is undoubtedly true, but is it not also true that if the other fellow refused to buy and did not demand the product the barkeeper would not be selling it?

There is another place where we make really invidious distinctions and without the shadow of justification. There is now in the jail at Roseburg a young fellow named Ray Diamond. He is charged with, and is guilty of, holding up a bank cashier at Glendale, and robbing him of some \$2000. In a short time he will be tried and, in the natural course of events, will be sent to the penitentiary. This is according to the laws made for the punishment of such offenders, and will not be criticised by us.

At Lewiston, Idaho, Monday, William F. Kettenbach and George H. Keeter were unconditionally pardoned by President Wilson. They had been convicted of making false reports to the comptroller of the currency, as to the condition of a bank they were managing, and using its supposed surplus in land speculation. The supreme court had affirmed the decision, and it was all off with them unless a pardon was forthcoming, which it was just at the right time.

The news story of the pardoning naively but unnecessarily adds that:

LADD & BUSH, Bankers

TRANSACTS A GENERAL BANKING BUSINESS. SAFETY DEPOSIT BOXES. TRAVELERS CHECKS.

"They are prominent in social and financial circles." Involved in the case were hundreds of acres of land which the two obtained through deals in connection with the bank, and which, as nothing is said about their being forfeited or returned they probably retained.

Here in Salem a few days ago the curtain fell on a farce that has been before the courts for some four or five years, when J. Thorburn Ross was turned loose. We are not vindictive and have nothing against Ross, but we submit that his acts were not such as to be lightly overlooked, and that his being turned loose was a travesty on justice. Ross never served a day in prison, and neither did the gentlemen in Idaho, the president rushing their pardon by wire to prevent that appalling catastrophe.

Now why prosecute Ray Diamond? He only got a small sum, and that was all returned, just as were the sums taken by Ross. Why then send Diamond to the pen? Why should we make a distinction between the man who holds up the cashier of a bank, and gets a few hundred, or a few thousand dollars, and the cashier who holds up the bank and gets away with a big roll? Why send a man to prison who commits the smaller offense and pardon the man who commits the greater? As a matter of fact, the man who takes a gun and at some risk to himself, holds up a cashier, is a much better specimen of real manhood than the cashier, who takes advantage of his friends, betrays the trust reposed in him and robs his employer and his employer's friends. Yet we make fish of one and flesh of the other. Why? Is it explained in that sentence, "They were prominent in social and financial circles?" It must be, for that is the case with all who get the sympathy and the pardons. Will Diamond be pardoned? Will the young fellow in jail at Oregon City for robbing the bank at Milwaukie be turned loose? Will the men in jail at The Dalles for holding up the bank at Mosier be given distinguished consideration and a pardon be rushed to them by wire to prevent them being disgraced by doing time in the pen? You can answer it to suit yourself.

A PROFOUND SUGGESTION.

RECENTLY in discussing the tariff a proposition was made that would give the president authority to raise the tariff rates on importations from countries refusing to enter into reciprocity deals with the United States. This shows the profound wisdom of the very small men we Americans elect to office to make our laws for us. This avatar of unwise wisdom seems to think that the foreigner pays the tax. He has the idea that when this or any other country levies a tariff tax, that it is a punishment of the other fellow. As a matter of fact, which everybody but a congressman knows, the levying a tariff on any product makes the consumer of that product pay an extra price for it, it makes him pay the tariff.

Now this brainy legislator would have the president authorized in case some foreign country punishes its citizens by compelling them to pay a tariff duty on our goods, to get even on the low down foreigner by compelling us to pay a tariff on anything we might buy of that country. It would let us play even by punishing our own people just as much as any foreign government might punish theirs.

Reciprocity, it has been well said, is not so much an agreement between two countries to do each other good, as it is to refrain from doing each other harm. We agree to be wise and just if the other fellow is, but why if he makes a blunder of himself, should we be compelled to get down to his level, and to get even on him, make all kinds of fools of ourselves? The reason some of our lawmakers do not occasionally think is that they have nothing to think with.

AD-MAN'S TALKS

Only permanent success is worth while. The kind that establishes good will and makes every customer a "repeater."

The fly-by-night vendor of questionable merchandise who lures trade by flashing banners announcing an alleged sale of \$100,000 worth of clothing slightly damaged by fire at 25 cents on the dollar would never think of advertising in The Capital Journal and even if he were disposed to do so, The Capital Journal would not accept his business.

This sort of fictitious price-cutting produces a certain type of business. "Transient" is the descriptive term best applied to it.

"Transient," because its a structure built without a foundation—because it is dependent for its very life from day to day upon attracting the unwary.

It is a superficial view that answers "Well, but they get the money," yes, once. Twice—rarely. Three times—never.

Doubtless it is a bit disconcerting to the conscientious merchant to see the crowd's flock in the store of an obvious faker who advertises to give away the earth as a premium with every sale.

But upon second thought he remembers that there is a law of compensation.

And pin him down to a sincere answer and he will admit that he would not trade his own good name and the reputation of his business for a dozen of these apparent successes.

The fictitious price-cutter has his resources.

They are his supposedly low prices and the gullible element to which he caters.

Without either, his business would crumble in a day.

The conscientious merchant has his resources, also—

The confidence of the community in him and his methods.

If fire or flood should sweep away

his goods, he would still be rich in good name and credit.

Let us get the definition thoroughly in mind. Let us not be confused or confounded by the conditions that surround us. Let us stick close to the fundamental idea that advertising is business building—not merely business getting.

Let us build on the firm, sure foundation of public confidence, even if progress oftentimes appears slow in comparison with mushroom growth gained today at the cost of failure tomorrow.

Each man's advertising problem calls for his own individual solution, but there are certain conditions that govern all advertising alike.

The first principle observed, the advertiser must plan his advertising to fit his business.

But the basis of every permanently successful advertising campaign must be honesty of purpose to give the best possible value for the buyers' money. This means a satisfied customer, and a satisfied customer means a "repeat" customer and a "repeat sale" is the real net money-making sale.

This is the class of trade to which the wise advertiser makes his successful appeal in Capital Journal advertising. The Capital Journal's reading constituency has been attracted to it through the thirty-six years of consistent policy of good faith in its advertising, as well as its news and editorial columns. It is a "quality" constituency attached to a "character" newspaper. A constituency which will respond to the good faith of the newspaper's advertisers, as it does to the newspaper itself.

The Capital Journal's circulation is pre-eminently a home-circulation, and as a certain merchant once observed— "One paper in the home is worth a hundred in the highway."

The Capital Journal advertising is Business Building Advertising, the Advertising that Creates Permanent Trade.

law, and yet even the justices of the supreme court disagree about it, but these are Oregon-made laws.

X-RAYS.

A Chicago dentist with no regard for the family man and no care about the high cost of living, says candy and sweets are good for the children's teeth—but whether good just from the dentist's viewpoint, he does not say. Anyway it's a great statement for the kiddies to pull on the old folks.

Newspapers generally tell the truth, but they do not pretend to tell all the truth. If they did, that is tell it, not pretend to, there would be lots more trouble in the world than there is.

An Indian girl in Utah has written an opera. Utah is the natural home of opera, anyhow, for it is a sort of polygamous brand of music.

Every man is supposed to know the

When a man gets so deep in love he can't get out, he generally drags some

Protect Yourself!
Get the Original and Genuine

HORLICK'S MALTED MILK

The Food-drink for All Ages.

For infants, invalids, and growing children. Pure Nutrition, up building the whole body. Invigorates the nursing mother and the aged. Rich milk, malted grain, in powder form.

A quick lunch prepared in a minute. Fake no substitute. Ask for HORLICK'S. Not in Any Milk Trust

20,000 Yards

Of Summer Wash Fabrics now piled out on our counters. You can find in this real store any class and kind of summer goods you may want, at clean-up prices. Out they go—4c, 5c, 6 1-4c, 8 1-3c, 10c, 12 1-2c yard and up.

10,000 YARDS OF SILKS AND DRESS GOODS—The greatest showing offered by any store in the Willamette Valley. The latest styles and novelties are shown for dresses, suits and coats. Clean-up prices. Per yard, 25c, 35c 49c, 75c and up.

The Big Chicago Store

Is out this week with a new line of merchandise. Fall Suits, long cut-aways, new dresses, and advance showings in Silks and Dress Goods. Honest merchandise and at the lowest prices is the road you have to travel on in our days to win your laurels. Come and see.



\$1.49
\$2.50
and
\$3.90

is the price we are now offering dresses worth

\$5.00

to
\$10.00

Clean-Up Prices

Silk Lisle Hosiery, pair 10, 15 & 25c

Ladies' \$5.00 trimmed hats \$1.49

Union Suits, Ladies' 25c and 35c

Remnants of hundreds of yards all less than cost

\$4.50
\$7.50
\$9.90

and
\$11.90

Are the prices now for new Fall Suits

Later will be \$15 and \$20



We Are Here With The Best Values

SALEM OREGON
CHICAGO STORE
THE STORE THAT SAVES YOU MONEY

girl into the pool of matrimony before he saves himself.

Women should not spend good money for slashed skirts, for a cheap one is just as good. No man ever sees the skirt, anyway.

Too many people look at their troubles through a telescope and nurse the instrument when examining their pleasures.

Never get discouraged. Just call to mind the number of those you have classed as blundering fools, that make good.

A young man may have difficulty in deciding whether the world rather be a baseball star or a bank president, but he can decide without trouble, when older.

BOYS' AND GIRLS' CLUBS AND THE RURAL SCHOOL

The importance of the boys' and girls' club movement as affecting the rural school is discussed in a recent report by A. C. Monahan, of the United States Bureau of Education. Mr. Monahan points out that the clubs are at present more closely identified with

the schools than ever before, and that their work is becoming a more definite part of the school program. The tremendous influence of these clubs in aid of better farming, better living conditions, and better schools, is therefore exerted as part of the movement to make the rural school the real center of rural civilization.

After showing how the clubs are organized through the school authorities, Mr. Monahan speaks particularly of the girls' garden and canning clubs, which in an incredibly short time have assumed an importance second only to the better-known boys' corn clubs. Furthermore, while the government's activities in behalf of the clubs have until recently been confined to the south, they are now extended to the Northern and Western states. Boys' and girls' agricultural clubs are now organized under national auspices in most of the states.

These newer clubs are organized in much the same way as in the south, except that they will be in closer connection with the state colleges of agriculture. The work has been planned directly for the farm and home, rather than for the school, but in most instances it is carried on through the agency of the school, and may therefore

be made an integral part of educational work by the school.

Besides the boys' and girls' number of other agencies are throughout the United States in the rural school advance. Monahan gives an account of the report. He describes, among things, the creation of a rural division in the Bureau of Education specially provided for by state rural commissions in the states; work of state rural supervisors; and school district associations in the country. He also discusses the literature of the year dealing rural life and rural education.

If you are a housewife you reasonably hope to be healthy by washing dishes, sweeping, doing housework all day, and get out into the open air and if you do this every day and your stomach and bowels in good taking Chamberlain's Tablets needed, you should become healthy and beautiful. For sale by all druggists. Dysentery is always serious, a dangerous disease, but cured. Chamberlain's Colic, and Diarrhoea Remedy has even when malignant and For sale by all dealers.

HAVE YOU TRIED IT?

"SALAMANDER"

"Hopfen und Maltz---Gott Erhalts"

A reproduction of the old-fashioned all-malt Beer

"Gesundheit und ein proher Mut Sind besser als viel gelt, und gut

Especially bottled for home use. Send your order by telephone, Main 229 for a case

Salem Brewery Association