

Editorial Page of The Daily Capital Journal

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A BUSINESS THAT IS BOOMING.

The manufacture of automobiles in this country is an industry that seems to be passing through the trying period without skidding, back-fire, or puncture of a tire.

Not only are large orders being placed for trucks for war purposes by the belligerent governments, but the domestic demand for machines keeps up. The continuance of the home demand for automobiles, when the demand for many other articles has decreased, is attributed mostly to the fact that the manufacturers of automobiles have not been much affected by the scare and have kept up their advertising and sales activities. They have acted as though nothing had happened, and nothing has happened to them.

Mark Sullivan, editor of Collier's Weekly, at the recent Ad Affiliation meeting at Detroit, said in an address: "With one of the advertising men here I figured out today that the gross value of the automobiles that have been sold in the United States in the past ten years was about a billion and a half dollars. We figured out that two per cent of that passed into advertising. Two per cent of that would be thirty million dollars."

Among the interesting figures given by a Detroit banker at the American Bankers' Association meeting at Richmond, Va., was the fact that there are 1,400,000 automobiles in use in this country, with an approximate figure of 450,000 cars for the next twelve months, production, to be sold by 15,500 dealers.

He said there are 450 listed manufacturers of motor vehicles, including 170 making gasoline pleasure cars, 245 commercial gasoline cars, 77 cycle cars, 27 motor fire apparatus, 18 electric pleasure cars, and 24 electric commercial vehicles.

He showed that exports last year were \$34,500,000; that 47 per cent of the cost of an automobile is in the labor; that future markets lie not alone in the farming districts and the middle classes, who can afford the low-maintenance cost of the present-day models, but that the foreign countries must buy a large number of our cars in the future.

THE BIRD ON THE HAT.

"Audubon hats" are now being offered in the shops at prices to suit the tastes and purses of purchasers, of as fine material and make as any constructed of feathers torn from the quivering bodies of living birds.

The scheme is a practical demonstration of the fact that fine hats can be had without fine feathers, and that it is therefore unnecessary as well as cruel to destroy the lives of the birds for their plumage.

For many years the Audubon societies have been waging relentless war upon the destroyers of our pretty and useful friends, the pest-consuming birds. With patience their official and unofficial members have been explaining how these busy friends of the farmer and fruit-grower protect the grains and the fruits by devouring their enemies, and pleading that they, in turn, may be protected against their enemies, the ruthless pot-hunters and feather-seekers.

Both of these classes have been murderous in their work, until several varieties of useful birds that were formerly enormously plentiful, such as the prairie chicken and the passenger pigeon, are now nearly or wholly extinct. Many of the sweetest song birds have become scarce.

The Audubon societies succeeded in securing the insertion of a clause in the new tariff law forbidding the admission to this country of feathers for milliners' use in any form or from any part of the world in all cases where procuring the feathers involves the death of the birds.

Sidney precinct did not make two bites of a cherry, but went to the polls and dropped in 71 ballots against prohibition and only 29 for. Sidney is not inclined to aridity of the thorax if it can be prevented. It also has a strong opinion as the value of the services of the average law-maker, voting 79 to 9 against raising his salary. Victor Point, however, had still less idea of the value of a legislator's services, voting 99 to 5 against paying them \$5.00 a day.

LADD & BUSH, Bankers

Established 1868

Capital \$500,000.00

Transact a general banking business
Safety Deposit Boxes
SAVINGS DEPARTMENT

Strange things happen in elections, which frequently illustrate the carelessness or lack of interest on the part of the average voter. For instance, a man named Hurlburt was nominated in the republican primaries last spring for joint representative from Multnomah and Clackamas counties. Afterward it developed that he had been engaged in criminal or questionable affairs which made him a most undesirable candidate, and the republican central committee repudiated him, too late to get his name off the ballot. An address was issued by the committee, however, warning the voters of the party not to support him and advising them to vote for his opponent. In spite of this fact, on election day Hurlburt was given a splendid majority, running well up with the rest of the ticket. Such incidents are a reflection upon popular government, as the average voter views his responsibilities and guards his interest.

The Oregonian suggests that "between now and the next campaign the journalistic mud-slingers in Oregon should consume a little of the milk of human kindness and decency. It would get them further." Very good advice it is. It should be added that some of the Portland editors should study the tariff so they understand it, and then read the story of Ananias and Saphira before using their knowledge in boosting politics or politicians.

The Oregonian Wednesday morning stated that while we were getting eggs from China the country was exporting millions of them to England. Never thought of such a thing until the election was over.

The demand for American barbed wire for the purpose of herding one another off battlegrounds and away from each other in Europe is so great that American farms may have to go unfenced.

Someone has counted the words on the California ballot and found there are more than 120,000 of them. Another case of misplaced words and also wasted language.

Germany has a great surplus of sugar and no means of getting it to market. We could use lots of it on this side and would like awfully well to trade her cotton for it.

From the overwhelming vote against raising the pay of legislators, it is evident the voters think the lawmakers are paid all they are worth.

All the news does not come from the war zone. East Stayton sent in quite a bunch of it yesterday in the way of election news.

A fashion note says new skirts are to be of cotton and made wide. Now don't you wish you had bought a bale?

THE ROUND-UP

THE BIRD ON THE HAT.

A special election is to be held at Bendon next Friday on the proposition to sell the old school building and grounds for \$5,000, the money to go into the school fund of the district.

The new Y. M. C. A. building at Astoria is rapidly approaching completion. It is expected that it will be finished in December and a general house warming will be held early in 1915.

The Eugene Register notes with satisfaction that the United States mail now goes from Eugene to Florence in eight hours, whereas it took two days to make the trip before the railroad was built.

It is the opinion of the Lakeview Examiner, in view of the European war, that Lake county and all other sections of the northwest "will do well to follow the example of Baker county in sowing more winter wheat."

Postmaster Wise reports that Astoria, out of over 100,000 post offices, ranks forty-fourth in gain of postal savings deposits. Astoria on April 1, 1914, had \$105,754, with 1169 accounts, and now has \$125,649, with 1943 accounts.

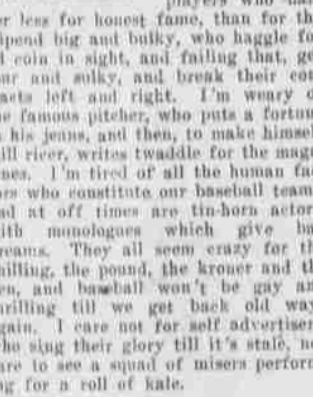
Mayor Rice of Roseburg has received a consignment of wheelbarrows and shovels and these will be placed at the disposal of transients who chance to visit Roseburg during the winter months. Hereafter all persons who solicit food from that city will be compelled to exchange the equivalent in labor.

MAIL ORDER HOUSES NOT AFRAID

(Editor and Publisher.)
The mail order houses are not crawling into their shells because there is a war in Europe and a lot of American business men are in the dumps. If hard times affects any one line of business more than another it is the mail order concern. Therefore if advertising expenses are to be cut at this time surely it would be by those engaged in selling goods by post. With a strange disregard of their own interests every last one of them has recently started in on a new advertising campaign in which as much or more money will be spent than last year. Does this look as though they were afraid that people are going to stop buying?
Last year one Chicago house sold 400,000,000 worth of goods by mail. Do you imagine that the war across the sea is going to seriously affect our demand for our own goods? Wouldn't it look a lot better to other nations if we showed a little more confidence in the stability of our own country than we do? The only way confidence can be restored is by a continuation of the same policies regarding advertising and general business that have prevailed heretofore. Raising the cry of "Wolf" is the usual

End of the Season

Once more the baseball season's ended, the fans dispersed—it seems a shame; the maguates sit in grandeur, splendid, and wonder what has queerred the game. And for their trouble they have reason, the grand old game has seen a slump; it's been a dark and dreary season, with all things headed for the dump. I long have been among the stayers, the fans who never missed a game; but I've grown tired of cheery players who hang her less for honest fame, than for the stipend big and bulky, who haggle for all coin in sight, and failing that, get sour and sulky, and break their contracts left and right. I'm weary of the famous pitcher, who puts a fortune in his jeans, and then, to make himself still richer, writes twaddle for the magazines. I'm tired of all the human factors who constitute our baseball teams, and at off times are tin-horn actors, with monologues which give bad dreams. They all seem crazy for the shilling, the pound, the kroner and the yen, and baseball won't be gay and thrilling till we get back old ways again. I care not for self-advertisers, who sing their glory till it's stale, nor care to see a squad of misers performing for a roll of kale.



A BLIND CONGRESSMAN.

Minneapolis, Nov. 5.—Thomas D. Schall, a blind graduate of the University of Minnesota, has been elected to congress by 100 plurality. Schall is a practicing attorney.

ness world is not going to do much toward establishing that peace of mind that is conducive to the encouragement of sales.

Use Black Silk Stove Polish

"A Shine in Every Drop"

Get a can today from your hardware or grocery dealer.

OPEN FORUM

A Profound Question.

I see where a Mr. White, of Chicago, is to lecture tonight on "National Prosperity and International Peace." While there are many questions and problems calling for attention and waiting solution, yet there is no question more urging than that of Peace and Prosperity.

Without prosperity there can be no lasting peace. Without peace, prosperity is endangered. A great variety of remedies have been advanced by students and fanatics as to how prosperity may be assured, and as to how peace may become permanently established.

When we shall have discovered and agreed upon the cause of industrial and business depression and periodical panics, it will be less difficult to deal with the situation. When the cause of want and poverty shall have been fully revealed, it will be easier to find the remedy.

What is war? What lies behind it? It is generally conceded that the present war (despite other claims) is the inevitable result of abnormal industrialism, causing insane jealousy in the rivalry for foreign markets.

Thus Germany became jealous of England's commercial supremacy, while England feared Germany as a possible rival in the markets of the world.

Jealousy, selfishness, greed for gold, lust for world favor; these are the prime movers in this awful catastrophe, which is destroying today the flavor of manhood in all of the countries involved in this barbarous carnage.

What difference does it make who may prove the real provoker or aggressor, the kaiser of Germany, the czar of Russia, or the king of England? Are not the peoples—the working masses—who have no quarrel with each other—the working classes of all countries, whose happiness lies in prosperity and peace, are not these the real sufferers? Who must fight the battles and spill their blood now, and later pay the taxes for generations to come?

Let us sincerely hope that the light of that higher dispensation of truth, love and wisdom, which we call Christianity, which teaches love, even to one's enemies, which teaches peace and brotherliness—which reveals God's infinite Fatherhood expressing itself in Man's world-wide Brotherhood, let us hope and work for the fulfilling of the divine mission of Jesus and of his great gospel that war—strife—sin—poverty and death shall be suffered no more, but that the blessings of peace and prosperity may enrich the lives of all mankind.

If Mr. White has found a sure remedy and a true way out of the present wilderness let us go and bear his message.

BURGULARS GET \$3,000.

Los Angeles, Cal., Nov. 5.—Three burglars are at large today with \$3,000 in money and jewelry that they stole from Fred Harlow, a cafe proprietor, and Harry Raymond and T. N. Miller, private detectives, in Harlow's home.

After binding and gagging Mrs. Samuel Popp, a servant, the burglars waited for Harlow and when he appeared with his friends, met them with revolvers. After stripping them of their money and jewelry, the robbers gagged them, tied them together and fled.

Corner 12th and Chemeketa Phone 2486

Absolutely Sanitary

methods are employed in our bakery. Our flour is first sifted, then mixed by machinery (not by hand). It is then baked under the most careful and sanitary conditions, wrapped in waxed paper and delivered in a sanitary auto. Our salesman who handles Pennant Bread does not handle horses. Surely you could not buy cleaner bread.

Insist on getting Pennant Bread from your grocer. If he can't supply you, phone 2486 and we'll deliver.

Yours for quality,
Salem Bakery
C. A. ERTLE, Propr.

WRIGLEY'S DOUBLEMINT CHEWING GUM
DOUBLE STRENGTH PEPPERMINT FLAVOR
DOUBLE WRAPPED—ALWAYS FRESH AND CLEAN

"Pep-Peppermint"

Stutter when you say it and get in two "Peps"—for this is double strength Peppermint chewing gum—lots of Pep!

It's like a Peppermint Lozenge with a long lease of life—it l-a-s-t-s!

You'll get joy supreme from

WRIGLEY'S DOUBLEMINT CHEWING GUM

—and more good news: With each 5c package (of 5 big sticks) is a United Profit-Sharing Coupon—good towards a long list of valuable presents.

Give the whole family a treat and start them saving coupons.

Made by the manufacturers of the famous

WRIGLEY'S SPEARMINT
SOLD AROUND THE WORLD

VICTOR POINT NEWS

Come one, come all, to the grand ball on Saturday, November 7, at the W. O. W. hall.
C. B. McElhany and Josiah Morley sold a bunch of mutton lapins to F. B. Decker.
The Hallowe'en party given by the Woman's Club was a great success.
Frank Doerfler is getting some imported ewes of England's best.
Jim Rogers was up to see his brother Harley one day last week.
Elmer King bought him a small bunch of goats.
Mr. and Mrs. John Doerfler spent Sunday at the Olson home.

THE LONG BATTLES OF TODAY.

(From the Philadelphia Ledger.)
Whereas it used to be "the day" that was lost and won, it is now anywhere from the week to the fortnight, and one wonders what must be the "state of soul" of officers and men during these all but never-ending battles. Marked by a great diffidence, we should say, if not by a clearly defined fatalism. Retreat means only another fight, as bad if not worse. Death means relief. Getting wounded means a sojourn in hospital, but the chance of being shot even there. At a guess, we think we should become fairly indifferent to what befell us there in the trenches, and if any perceptible interest relieved the boredom, it would be curiosity—a vague, tired, dismal inquisitiveness as to how the infernal set-to was destined to end.

BANKRUPT SALE LUMBER

From \$4 to \$9 Per M.

A. J. Anderson, Trustee
Salem Lumber Co.
BANKRUPT

GOOD FOR 25 VOTES

For
Address

This coupon may be exchanged for votes in the contest for a trip to San Francisco in 1915, at the Capital Journal office. Not good after November 7, 1914.

House of Half a Million Bargains

We carry the largest stock of Sacks and Fruit Jars.
H. Steinbock Junk Co.
233 State Street, Salem, Oregon. Phone Main 284