## $\square$ Editorial Page of "The Capital Journal"

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STATE ROAD FUNDS TO ENCOURAGE DEBT.
It is given out semi-officially at least that the stat highway commission will distribute all the road fund o $\$ 240,000$, raised annually by taxation of all the people among the counties only which vote road bonds. In othe the property owners of Oregon are to be forced to contribute to a fund which will be used as a premium to induce counties and the more reckessly they squander money upon alleged road work, the heavier they will be allowed to draw upon this state road fund. Jackson, Hood River, Columbia and Clatsop counties are examples for the
current year, and they will get practically all of the $\$ 240$,000 state fund
If counties do not vote road bonds they get no money from the fund paid in by all the counties under a half mill state levy-and a crazier decree, from a business stand-
point could never be issued any set of state officials! No matter how much permanent, substantial work a county may do on its roads, paying for it as it is done, the state
hoard blacklists that county, and demands an issue of bonds before it is recognized. Lane county has built many miles of macadam road in the past few years, and paid for it. Douglas, Marion and several other counties have done a great deal of road improvement, probably accom-
plishing more than has been done in the bonded counties, yet they are to receive back none of the money their tax payers contribute to the state road fund, because they
have issued no road improvement bonds. ave issued no road improvement bonds.
The policy of the state board, if adhered to, virtually
akes the state road fund a premium to be distributed by the bond buying road fund a premium co be distributed by

## PAY-UP WEEK" AND ITS RESULTS.

It is now over a year since a little township in Wisconsin originated a bright idea, which seems to have taken When the town in question announced its purpose of observing a "pay-up week," in which all the debtors would
make settlement, everybody smiled. But the thing was done, and several thousand unsettled bills were cleared in the process.
many other place has had its most prosperous year, an considering a "pay-up week."

The philosophy of the plan is simply this: That by paying your bills, the other fellow is enabled to pay his, and so on in a sort of endless chain, which finally comes
around to you again, with you out of debt and no one around to y
owing you.

Thus all are quits, the commercial skies are clear, an rybody feels bette
In the first experiment over $\$ 40,000$ in old accoun he a financial tidal wave.

The idea of a "pay-up week" is excellent and should b


## NEWSPAPERS BRING BEST RESULTS

There are 50 members of the advertising class of the ${ }_{*}^{*}$ hio state universicy. Instruction is given the students in all branches of advertising work. Not theorists, but practical business
struction.
Ernest S. Jaros, publicity manager of a large Columbus epartment store, gave a talk before the class on "Planing things which must be taken into consideration in sellgoods through publicity.
The key-note or Maros' talk, to which he recurred gain and again, was this

Newspapers are the best advertising mediums for store because they bring direct result,"
"Advertising in its present state," declared Mr. Jaros, cannot be regarded as a science. There are no iron-clad principles laid down which the advertising man can aways adhere to. No two advertising campaigns can be But if there is any principle that nearly always holds good
and can always safely be followed, it is this: That news-
paper advertising is by far the best for any general busi-
Goodwin's Weekly calls attention to a point that is new elating to the great war-and anything
ject is worth reprinting: "As always happ
world are making the hats and clothing of the
form more and more to the attire of the
field. This is right, too, for the hearts of
with those soldiers. They are thinking of
dreaming of them by night, the conforming
he yearnings of their own hearts. It but a symbol of
ours likewise, for it intensifies their thoughts that
an unforms must never be disgraced. When those wh
people, the wars note this concession in the homes of the quests they are more liable to realize that
of their people, and that any one who disturbs that home life and brings unjustly sorrow to those homes,
criminal."
The government's estimate is that there are eighty-six million bushels of wheat in the mills of the country, which and winners in the land There should be no immediat danger of a bread famine.

## Colonel Henry Watterson says: "After the European

 What is country will flow with wine, milk and honey forces praying that the war may not cease? In all the round of seasons of this round old world there is nothing so familiar as that tired feeling whichcomes to one in springtime. There is no mistaking it for comes to one in springtime. There is no mistaking it for
a symptom of something else.
There is no use reprinting the pronunciation of Przemysl for the benefit of inquiring subscribers. It is as ad as the word itself.
Southern Pacific officials are again "talking" of elec
Doing Too Much
Demands By Japan
n0 China Not Serious

STATE NEWS

10 Days Stop At San Francisco

OGDEN ROUTE
Three Trains to Chicago Daily

hristmas Spirit Is
Felt Even In Wartime

OR BLADDER BOTHER SALTS IF KIDNEYS

Taking this view of the discussion of the Moser and it is not the real issue, either, how this same Eastern ognal admer would have howled had the democratic naors, the moment it came into power. A good many republicans are still in office and practically all were allowed serve out the terms for which they were appointed. But the Moser law is vicious not so much because it was enact ed for the purpose of making the offices the reward of the spoilsmen, as that it subverts our form of popular go ernment by giving the chief executive the state power which are greater than those possessed by the Czar of all the Russias.

## LADD \& BUSH, Bankers

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