

Editorial Page of "The Capital Journal"

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PUBLISHED EVERY EVENING EXCEPT SUNDAY, SALEM, OREGON, BY **Capital Journal Ptg. Co., Inc.**

L. S. BARNES, President CHAS. H. FISHER, Vice-President DORA C. ANDRESEN, Sec. and Treas.

SUBSCRIPTION RATES Daily by carrier, per year \$5.00 Per month .45c Daily by mail, per year 3.00 Per month .35c

TALKS WITH THE BUSINESS MAN

By Neils Darling, No. 11.

Be systematic and methodical in your advertising. Do you keep a book up to the minute? Do you push your collections and buy your goods with thought and care? Do you write your advertising any old time and in a rush? Do you think of this ad. writing as something of little importance and an unpleasant task? Change your attitude by changing your viewpoint. Change your viewpoint by learning how to write advertising. Start to learn how by putting in the next issue of the paper an ad. that is carefully prepared and to which you have given at least four hours of thought and attention. Do not put this off, but start today. Begin to build up a larger business and a better service store. If your ads. do not bring results, ask yourself why. Do a little thinking about this. As one great advertiser says, "There's a reason." If you think advertising does not pay, take two or three articles and push them with good, steady advertising and attractive prices, then watch results. Do not expect to see results from five or six ads., but wait until you have been pushing for several weeks or months.

HARVEY WELLS' NEWSPAPER

Here is an editorial from the LaGrande Daily Observer which has so many good suggestions that it ought to have wide publicity. We will help along by placing it before the readers of the Capital Journal with a cordial endorsement of the sentiments so aptly expressed. The Observer says:

"Harvey Wells, state insurance commissioner, has entered the newspaper field. Not because he wanted, but he was shoved in—forced, compelled to enter the work."

"A bunch of hairbrained, get-rich-quick citizens of the Willamette Valley organized several co-operative, mutual, let-the-other-fellow-pay insurance companies a few years ago. Lately they went up—and in bankruptcy it was found that nothing remained in the treasury. There was an army of innocent policy holders who in turn were stockholders, under the beautiful mutual idea, and each was liable to assessment for debts of the company he was in."

"Harvey Wells was made receiver because there was no money to pay a real receiver and Harvey has a state job that he can eat off of while he is doing the work. He could not reach his constituents who in this case were policy holders, so he conceived an idea of publishing a little newspaper all of his own. A paper in which he could tell the story of failure, of nonsensical business methods, of the final crash. That little paper is called 'The Horticultural Fire Relief of Oregon,' but there is not much relief obtained when one reads the tabulated statements of poorly spent funds and sees in black type the deficits."

Harvey, as a newspaper man, is a wonder. His editorials are about insurance, his news items are about insurance and he carries no advertisements in his paper.

We would suggest as an editorial for his next issue that he advocate a law forcing insurance companies to print their contracts in plain, straightforward language of the Abe Lincoln kind so that common people would know when they insure their residence that they are not carrying a policy on the hen house, and when the family horse is insured that the dog is not mentioned in the policy elsewhere giving a complex meaning to the whole contract—a meaning which learned attorneys construe as meaning something entirely foreign to what it was supposed to mean when the policy was written.

"It is doubtful if there is any line of business today that is permitted to use a marked deck of cards except the insurance business, and if Harvey Wells will simplify the contract written in every policy while he is state insurance commissioner he will have placed the people of this state under lasting obligations to him."

THE NEED OF HEART

The need of these days is not greater opportunities for trade and commerce in dead matter so much as larger realization of the possibilities latent in the fellowship of mankind.

Material needs shape their own remedies. When commerce must be extended it is. When waterways must be opened they are. Those are the world's appetite, and

when hungry and thirsty, food and drink are sought and found.

The higher and gentler side of human nature is more modest and less insistent in its demands. To make it part of our daily duty that no seeking of this kind remains unfulfilled is a nobler endeavor than the continual and overriding race for anything that can be classed as material riches.

The more heart we put into our daily dealings, the more true satisfaction and lasting reward do we obtain. The wider our sphere of influence, the more care should we take that only good is reflected in it. The narrower our sphere of life, the more heart we need to widen it.

The main thing to be wished for is more heart—more heart in our work, more heart in our plans, more heart in our hopes, more heart in our play, and in all our intercourse with the world around.

There can never be too much heart. There is, alas! too little.

The total indebtedness of the warring European nations at the outbreak of the conflict was sufficiently heavy to create a burden upon the public to chafe them for many years. But it was a mere bagatelle compared to the burden subsequently added. Exclusive of Italy, the European nations engaged in the war have negotiated loans aggregating fifteen billion, five hundred million dollars and the money has been expended much faster than was estimated. Other large loans will be necessary, it is said, if the war continues beyond the coming fall. The extent of these prospective loans is indicated by the statement that the present outlay of all the governments engaged in the conflict is around fifty million dollars a day.

A Chicago woman, who had been abused by her husband and then deserted by him for a new sweetheart, adopted a most effective means for revenge. Taking advantage of the "other woman's" affections, the wife sold her husband to the former for \$500, having good reason to believe that she had made a splendid bargain.

J. P. Morgan received \$100,000,000 on account from England a day or two ago. This little remittance should enable J. P. to take a week's vacation this summer—it would even pay for a suite of rooms at an Atlantic City hotel for a fortnight.

Because no more aniline dyes can be imported all American papers must change colors soon, according to a prominent manufacturer. Does this mean there will be no more yellow journals in this country?

The president ought to put his next statement to the warring factions of Mexico in a cannon and fire it at them.

LIST OF CONTRIBUTORS GROWS

Those who have contributed to the county exhibit for the week ending August 7, are: Mrs. Anna Gail, craft; Miss F. Haddock, fish and papering; Gilbert & Patterson, punches; A. W. Verone, barley, wheat and apples; Seth Paul, barley and wheat; C. L. Hawley, hams; Henry Jones, oats; A. T. Vincent, speltz; Wm. Redekopp, wheat and oats; Al Brown, wheat; F. A. Koser, oats, wheat, plums, blackberries and currants; Frank Farmer, wheat and oats; Mrs. H. M. Bodley, plums; H. L. Foster, plums; D. W. Sears, oats and wheat; Mrs. Fishback, plums; Wm. Light, wheat and oats; Fred Elliott, apples, pears, plums and crabapples; W. H. Post, plums; Elmer Gilliam, oats; Mrs. Winona Hinman, beans; W. D. Wright, peaches, plums, grapes and cranberries; H. B. Plummer, peaches; Dallas Observer.

THE LONELY LITTLE FELLOWS

The lonely little fellow sits among his idle toys, And finds no cheer about what once he thought his greatest joys. He does not run and laugh and play; He will not sit and wait And listen for a football or the rattle of the gate, And watch to see somebody coming through the open door— Somebody who will slap him and will sing to him no more.

He is too young they tell us, far too young to know at all The truth about the sorrow that the hand of fate has fall— And yet he sits and watches with his hope held in his eye And off with lip, quiver he will still little sigh.

He gazes from the window in the sun, And none of us may fathom how his heart is beating with pain. And ought he bravely slanders in his little bed alone, And whispers little prayers that his fretting soul has known Since first he looked them slowly, kneeling at somebody's knee— And could he trouble lightly to his dim, tear-stained eyelids, for the same as you and I?

The little boy he stumbled on the bartering position—'Why?' He cannot understand it! Ah, we try hard to believe That lonely little fellows know not what it is to grieve, But they wince in the morning and they look about to find The axes that were held them in embittered wren and kind, And then they have their sorrow, and they dimly hold and hope that a memory that would cheer them of the grief that will not sleep.

The lonely little fellows! Do you know of one somewhere? Then get him for me and soothe him, while you smooth his sunny hair, and sing to him and whisper little stories all the while. What his eyes are laughing and his lips will wear a smile. For his life is sweet and gladness, and the shadows fall today When the lonely little fellows do not sing and laugh and play. —ANON.

SEAMEN'S LAW DEFECTIVE

Washington, Aug. 12.—Attorney General Gregory is understood today to have tentatively endorsed Solicitor Thurston's view that the LaFollette seaman's law is not operative insofar as the principal foreign maritime nations are concerned, unless certain conflicting provisions in the revised statutes be repealed. It is believed that the opinion will be submitted to President Wilson within a few days.

TO PREPARE FOR WAR BY BUILDING ROADS IN PEACEFUL TIMES

National Defense Demands Efficient Means of Rapid Transportation

The National Highway association proposes to prepare for our national defense in time of war by building roads which may be used in times of peace as well, according to a letter received by Governor Withycombe yesterday, asking his opinion along these lines. The National Highway association has its headquarters in Massachusetts and it intends to present the proposal at the council of governors at the next meeting of this body, and to call the matter to the attention of the national administration through the united efforts of the governors should they be accorded with the move.

It is proposed to appoint a board of civilians to consider all phases of the questions and problems involved and to have this board meet with the military authorities for conference, from which it is hoped that concerted action will result.

Attention was called to the necessity for roads as brought out by the European war and also to the fact that millions spent in roads would bring a return and a benefit to the people which is not obtained from an expenditure for battlefields or death-dealing munitions of war.

Governor Withycombe replied to the communication of the National Highway association that he was heartily in accord with all movements in the interests of good roads.

SALTS IF KIDNEYS OR BLADDER BOTHER

Harmless to Flush Kidneys and Neutralize Irritating Acids—Splendid for System

Kidney and Bladder weakness result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it often remains to irritate and inflame, causing a burning, stinging sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread, the water passes sometimes with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness, most folks call it, because they can't control urination. While it is extremely annoying and sometimes very painful, this is really one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast, continue this for two or three days. This will neutralize the acids in the urine so it no longer is a source of irritation to the bladder and urinary organs which then act normally again.

Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for kidneys and cures so bad effects whatever.

Here you have a pleasant, effective, safe life-water drink, which quickly relieves bladder trouble.

Salem Poultry and Egg Circle Succeeds

Although the Salem Poultry and Egg Circle has been doing business but a short time, Manager Sheerell Fleming feels greatly encouraged over his success in marketing eggs at a satisfactory price. Those who are members of the circle are bringing in eggs according to contract and as soon as the quantity required is secured, the quantity is shipped to other markets besides Portland. It is also his intention later to receive a fraction of a cent on the price of each dozen sold to him or to a reserve fund for the fund in kind, or in other ways for the benefit of the circle. With 25,000 hens within a radius of five miles of Salem, Mr. Fleming thinks that the circle will eventually become a great shipping factor. He is receiving a lot of eggs at the Salem Fruit Union only on Tuesday, Thursday and Saturday afternoons.

FAIR GROUNDS NOTES

The Southern Pacific company has a force at work repairing the tracks. The geological survey camp will be here about three weeks longer.

The big tank just erected near the stock barn was used for the first time yesterday and has six feet of good water in it. Secretary A. Jones gave out sufficient water for all purposes.

Mrs. E. E. Westwood, a member of the board, who has been here for several days, returned to Portland today.

A. C. Smith and wife, owners of Complete, are in Portland for a short stay.

H. M. Grant, the man who hauled down the Russian flag at the time of the transfer of Alaska from Russia to the United States, is staying for only one house this summer.

E. C. Kragt, wife and son, Virgil, will go to the races in Vancouver, B. C.

Sunday Excursions TO Newport and Return

Beginning next Sunday, July 25, and every Sunday thereafter during summer, an Excursion Train will run from Woodburn, via Mt. Angel, Silverton, Geer and Salem to Albany connecting there with regular morning train for Newport. Flag stops will be made at all intermediate points going and returning.

Schedule table with columns for departure and arrival times at Woodburn, Mt. Angel, Silverton, Albany, and Newport.

ROUND TRIP FARES

Woodburn, Mt. Angel, Silverton, Salem, \$2.50. Corresponding low fares from other points. Tickets good going and returning Sunday only.

Full particulars from nearest Agent.

SOUTHERN PACIFIC

John M. Scott, General Passenger Agent, Portland, Oregon.

Advertisement for Hotel St. Regis in San Francisco, featuring a photograph of the hotel and text describing its location and amenities.

Advertisement for Hotel Stanford in San Francisco, including a photograph and details about its facilities and rates.

They crops are harvested and in the field, slightly discolored from the frequent rains but of excellent quality, and good yield per acre. The yield of oats will average about 45 bushels an acre. The crop is slightly discolored and has a little rust. The dry seeds are now being threshed and cleaned out as usual to the fling. Winter oats are now being threshed and cleaned out as usual to the fling. The spring pasture during fine, although the wheat being threshed is averaging about 25 to 30 bushels an acre. It is of excellent quality, and good color. There is some average in this section.

Advertisement for Purula Tint, featuring an illustration of a woman on a horse and text describing the product's benefits for skin and hair.

Advertisement for Ladd & Bush, Bankers, established 1868, with a capital of \$500,000.00. Services include general banking, safety deposit boxes, and a savings department.