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FULL LEASED WIRE TELEGRAPH REPORT

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 51.

TALKS ON ADVERTISING

By Nels Darling,
No. 6.

You folks in and around this town should read the advertisements in your home papers. Do you want the stores to shut up shop and quit business? Do you want this community to lose half its population? No. Well then do not buy goods out of town by mail. Boost for your home town.

Some of you pore over advertisements of foreign concerns and then send a lot of money to out-of-town merchants. You are led to do this very largely by the clever advertising of these merchants who employ experts to attract your attention.

Give your home stores a show—a plain square deal. Give them a hearing by reading what they have to offer in their advertisements. We all admit that the old-fashioned advertising is a mighty poor reading, and I am trying to bring the merchants in the smaller towns all over the country to realize this. I am trying to get all of them to see the value of using the pages of their home newspaper to tell you folks what they have to sell and the prices they are asking.

When you read in the weekly paper that so-and-so's store is headquarters for dry goods, you have not been much enlightened about the business. You have known this store for a long time, and whenever you observe their advertisement they are claiming to be headquarters but never tell you any good reason for the assertion. I am hoping this merchant will wake up and tell you what he is doing. Watch the paper for he may tell you about those attractive new waists he has just received. Ten chances to one they are better waists than you can buy out-of-town for the same money. If you will make the comparison you are very apt to find that they are a better bargain than those offered by Cash-in-Advance & No-Return-of-Goods & Company.

Read the ads. in your home paper. Keep in touch with what the people who pay taxes in this town and are a part of your community, are doing to help commercial service.

Why will some of you people believe everything you read in the catalogue and doubt the statements of your home merchant? Well you know, the "Prophet" is not without honor save in his own country," and Barnum said that the American liked to be humbugged. There is a large grain of truth in both of those assertions.

A COUNTRY OF HOME OWNERS

No other country can make such a showing as this country in the matter of home ownership. Here 46 per cent of the people own their own homes, and more than half the farmers who this year have done so much for prosperity, own their farms which number 6,838,331. Of this number 3,838,331 are owned by farmers themselves, and the records show that 2,575,430 of these farms are free of mortgages.

These figures show that there has been some work going on and some return in the way of profits and canceling of mortgages since the days when the cry went up over the land that it took too much wheat to buy a dollar and statesmen wept over the mortgages on the sewing girls' sewing machines which were bought on the installment plan.

This year the crops are the greatest in history and the prospect is for some more mortgage-lifting and automobile-buying by the farmers.

Here is a record of which this country may justly be proud. That country is the best one to live in where its people may own their own homes and farms and reap the rewards of their own industry.

There's something in the showing that ought to cause reflection. The larger the cities the smaller the per cent of home owners. New York city has the smallest per cent in the country, and New York is where they seem to stick in preference to getting out into the broad country and taking advantage of the opportunities to become home owners. That is largely their own fault or misfortune that they cannot see something more in life than sticking to the big city and so contributing to conditions that make very serious the problem of housing and caring for an excess of population.

The commission which is to build the government railroad in Alaska will cut \$5,000,000 feet of timber in the Chugach national forest for use in constructing the line. This is a good deal of wood. Yet it is barely more than 10 per cent of the estimated annual growth of timber in the public domain of Alaska. The forest service estimates that 800,000,000 feet of lumber could be cut every year forever in Alaskan national forests without decreasing the supply. At \$10 per 1,000 feet—a low valuation—the forests of Alaska would yield each year \$800,000 more than Secretary Seward paid for the whole territory, remarks an exchange.

If one would choose the line of least resistance he should be an "anti." It's the easiest thing in the world to be.

THE PLACE OF COTTON IN WAR

Cotton is being blown up now at a faster rate than at any previous time in the history of the world, according to the Wall Street Journal. The use of gun-cotton in up-to-date warfare is enormous, being used largely in the high explosives; for instance, the English cordite is 37 per cent gun-cotton. United States ordnance experts estimate that every time one of the big fifteen-inch guns of Uncle Sam's navy goes off there is one less bale of cotton, or 500 pounds. One discharge of the twelve-inch gun consumes 300 pounds of cotton. Those same experts figure that it requires more than one pound of cotton to make one pound of gun-cotton, the loss in weight being accounted for in the treating of cotton in a mixture of strong nitric and sulphuric acids. One of them estimates that 4,000,000 men on the firing line use up about 40,000 bales of cotton in a week in fairly active fighting, although guesses on that score are necessarily vague. Powder companies have been very large buyers of cotton.

American export trade from the war in munitions is but an insignificant fraction of the allied supply and will continue so to the end, according to the New York World. It is a still more insignificant fraction of our total export trade as affected by the war. The Wall street gamble and the German outcry are close to an equality in distorting the truth of this situation. Against an increase of \$24,000,000 in exports of explosives for the 11 months ending with May over the same time last year there stands the greater increase of \$29,500,000 in automobiles alone. Refined sugar exports increased by \$38,000,000; the outgo of crude and prepared foodstuffs increased by \$488,310,000. Wall street gambles uproariously, as if the whole country had given itself over to the manufacture and export of ammunition. Austro-Germany accepts this view at full value and sees only American bullets and shells mowing down their Teutonic troops and standing in the way of swift victory over all the rest of Europe. But the facts are that while the war had increased our export trade in explosives up to June by \$24,000,000, it had increased our export trade in food articles and autos by no less than \$575,000,000.

President Grant B. Dimick, of the Willamette Valley Southern Railway, reiterates that it is the fixed intention of his company to extend their line from Mount Angel to Salem, but fears this cannot be done before next summer. The road would benefit Salem and the country between the present terminus and this city and if possible it should be brought here during the fall and winter. The commercial club might be able to work out some plan of cooperation with Mr. Dimick by which earlier construction could be brought about than now seems probable, and if so it would be a great achievement for that reorganized body.

The American navy seems to be well supplied with officers who can be trusted to represent the country in emergencies requiring a sound knowledge of international law and administrative ability. In his dealings with the Haitians Rear Admiral Wm. B. Caperton, who was a captain two years ago, but for all that is a veteran, has restored order, cancelled the revolutionists and won the confidence of the politicians as if by magic. All his arrangements have worked smoothly. It was a "detail" that no naval officer wanted, that is if he had read Haitian history thoughtfully.

Surely every one will have a sympathetic and encouraging word to give to Galveston. The disaster of fifteen years ago was enough to discourage any people, but by pluck and energy they had built up a better city than the one destroyed and while still staggering under the loads of debts incurred in this, another and similar disaster falls upon them. It is hard luck, but the city has the go in it and the power to come back, showing a spirit that is entitled to a just reward and every one is hoping that the plucky city will have no more bitterness splashed into its cup.

It seems to us the duty of the American press at the present time to refrain from too caustic comment upon the sinking of the Arabic. The country is undoubtedly facing a crisis and the national administration should be left to work out the solution, confident that the people and the press will back to the limit any action that seems necessary after calm and deliberate consideration of all the issues involved.

Villa cusses America. Carranza cusses America. Germany cusses America. England cusses America. It has gotten to be a regular custom, remarks an exchange. But Uncle Sam isn't worrying himself lean over it. In fact he seems to be faltering on the ill-temper of the nations of the world.

The editorials on national politics in many of our exchanges read so much alike that we are inclined to the opinion that the Republican press bureau at Washington must be working overtime.

WIDOW RELINQUISHES PENSION.
In view of the several suits that have recently been brought against tax-county court involving widows' pensions, it is interesting to note that once in a while one is voluntarily relinquished by the beneficiary. For the third time a name has been stricken off Polk county's widow pension list because of the marriage of the pensioner. The latest instance is that of Mrs. Minnie St. Pierre, of West Salem, who last week was married at Vancouver, Wash., to Charles Schwartz. Mrs. St. Pierre had been receiving \$12.25 per month from the county.—Dulles Observer.

You cannot afford to miss reading the Journal Want Ads every day.



A Galley o' Fun!

FEMINA VICTRIX.

In the beginning a man's horse was his dearest possession. It would carry him everywhere, and it started from the seat, without cranking.

But presently he ate something which gave him that feeling of fullness—that is to say, he discovered his stomach and opened up a new way to his heart.

Woman was not slow to seize the advantage thus offered, and from that day forward she gained steadily in importance, while the horse has lost ground commensurately.

Hence arose the natural enmity between women and horses. Almost the worst you can say about a horse is that it is perfectly safe for a woman to drive.

The Horse-Show exhibits are the last phase of the unequal contest. Here the horse is degraded to the merest pretext and woman is the whole thing.



HIGH PRAISE.

"He's a fast-class fielder, ain't he?"
"Yes; an' a fast-class base runner, too. He kin steal a base like as if it wuz a chicking!"

REAL TEST.

Uncle Ezra—Great Cracky! You mean to say you don't think Wilson will make good?
Uncle Eben—Time'll tell, Ezra. Taft put that Washington team up in second place. Now let's see if Wilson can give 'em a pennant.

HARD LINES.

Tired Tim—See then Suf'ragettes! They're walkin' to Washington.
Dusty Dick—Yep. After Inva-Gin' all the other lines of trade, women are puttin' the tramp business on the bum!

STRENUOUS.

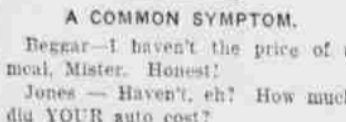
Visitor—So your aunt who went to New York died from excessive exercise?
Uncle Eben—Yep. She thought she had to run across the room to the window every time anybody went by.

BEHIND THE TIMES.

Stella—She eloped with the chauffeur.
Bella—How out of date! Why not with their bird man?

A COMMON SYMPTOM.

Beggar—I haven't the price of a meal, Mister. Honest!
Jones—Haven't, eh? How much did YOUR auto cost?



ALL HE WANTED.

"I wish I could make a lot of money!"
"I wish I could make half of what I've lost trying to make a lot!"

MEN AND GIRLS.

"Are men as black," she queried, "as they are painted, do you think?"
In Yankee style I answered her: "Are girls," I asked, "as pink?"

ON THE FENCE.

Beggar—Could you spare me a dime, sir?
Prosperous Old Party—Are you a Socialist?
Boggar—Not if I get the dime!

Positively The Only Big Show
Coming This Year!

SALEM, 27

Friday, AUG. 27



AL G. BARNES
BIG 3-RING WILD ANIMAL CIRCUS
THE SHOW THAT'S DIFFERENT

506 PEOPLE ACRES OF TENTS

2 BIG SPECIAL TRAINS
100 ANIMAL TRAINERS

World's Challenge **24-LIONS-24** Most Thrilling Wild Animal Act Extant
Groups of **24-LIONS-24** IN ONE ACT

600 EDUCATED ANIMALS
ALL ACTORS INCLUDING Lions, Tigers, Bears, Leopards, Jaguars, Elephants, Camels, Zebras, Sea Lions, Zubus, Monkeys, Etc.

65 Instructive, Amusing, Amazing Thrilling Acts

550 World's Premium Horses and Ponies All Actors

40 Rib-Ticking Animal Clowns

SAMSON AVIATION LION
Causes Thrills of Amazement

Big Bill, Wrestling Grizzly, Tango Dancing Horses, Farce Comedy Elephants, Horse-Riding Lions, Leopards and Bears. 200 Military Ponies. High-Diving and Jumping Dogs and Monkeys.

Only Real Wild Animal Circus on Earth
Glittering, New, Mile-Long Street Parade at 10:30
Exhibitions Daily, Rain or Shine, 2 and 8 P. M. Doors Open, 1 and 7

New Books Added To Public Library

The following books have recently been added to the Salem public library. This list includes several books that are having a big sale throughout the country, such as "A Far Country," by Churchill; "The Unknown Guest," by Maeterlinck, and "California, an Intimate History," by Atherton. The amateur golf player will find books to help, and readers of fiction will find several late issues. For those who want a detective story, just to kill time, there is "Adventures of Detective Barney," by O'Higgins. The list is varied:

Arnim—"The Pastor's Wife."
Atherton—"California, an Intimate History."
Bernheimer—"Boys' Clubs."
Bidloss—"Winston of the Prairie."
Brown—"Children of Earth."
Cable—"Gideon's Band."
Chapin—"Eagle's Mate."
Chester—"Cordelia Blossom."
Churchill—"A Far Country."
Conrad—"Victory."
Cutting—"Just for Two."

Doyle—"Valley of Fear."
Grey—"Light of the Western Stars."
Harrison—"Angela's Business."
Jepson—"Happy Pollyooly."
Knibbs—"Sundown Slim."
Locke—"Jaffery."
Macaulay—"House of the Misty Star."
Zangwill—"Master."
McArter—"A Master's Degree."
Maeterlinck—"The Unknown Guest."
Marriott—"The Cat Fish."
Merrick—"The Actor Manager."
O'Higgins—"Adventures of Detective Barney."
Perry—"Their Heart's Desire."
Porter—"Story of Marco."
Roberts—"The Clubwoman's Handy Book of Programs and Club Management."
"Success at Golf."
Trotter—"Method of Attracting Birds."
Varlow—"How to Play Golf."
Widdemer—"The Rose Garden Husband."
Wister—"Lin McLean."

TRY A JOURNAL CLASSIFIED AD—THEY ARE BUSINESS GETTERS—ONE CENT A WORD.



There's a turning point in time—be ready for it! Have some money in the Bank.

This word "Bank" seems to awe many people, they feel the steps that lead to the inside are not intended for them.

Make up your mind to get acquainted with us and our methods. Make up your mind to have a Bank account in this strong bank. It makes little difference how much money you have or earn, let us explain the way to make this Bank your Bank. \$1 will start you.

4% INTEREST PAID ON SAVINGS

UNITED STATES NATIONAL BANK

of Salem, Oregon

LADD & BUSH, Bankers

Established 1868

Capital \$500,000.00

Transact a general banking business
Safety Deposit Boxes
SAVINGS DEPARTMENT