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Editorial Page of "The Capital Journal"

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Editor and Manager

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CIRCULATION VOTING CONTESTS

At the meeting of the Business Men's League of the Commercial Club Tuesday night the popular voting contests conducted by newspapers were severely scored.

It was the general opinion that contests were to say the least annoying to the businessmen and people of the community in general, and were an unnecessary method of promoting a legitimate newspaper circulation.

The Capital Journal reached the same conclusion after the experience of a couple small contests last year, one among the newsboys only and the other in conjunction with a number of business houses for a Shetland pony. The prizes were not expensive but we found that subscribers were bothered for the vote coupons and worried over subscriptions until they became disgusted with such methods of soliciting. We have cut out these contests entirely and find that circulation based on the merits of the paper is much more to be desired.

Expensive prizes like automobiles are still less desirable, since those who do the most work generally find in the end that some one who can command a good-sized sum of money steps in at the finish and virtually buys the best prizes. That is about the only way the publisher has of getting even and he usually figures on such an outcome. An article reprinted from the Editor and Publisher on this page gives a very fair insight into the way the so-called popularity contests are managed, showing how the candidates are systematically deceived by the contest manager and induced to work to the last when they have not the slightest chance to win a prize. It is well worth reading, and those who have been duped into participating in such a contest will readily recognize the methods by which they were "strung" along until the prize was carried off by some one selected to win in consideration of a stated sum of money to be deposited in the ballot box in the closing hours of the contest.

Nearly all publishers of newspapers have tried these contests and most of those engaged in legitimate newspaper work have discarded them for good after one or two trials.

THE GOOD OLD WAYS

Some intelligent women were discussing methods of education, old and new. Strangely enough, or, perhaps, naturally enough—for there is apt to be reaction from one extreme of thought to another—the consensus of opinion seemed to be that some of the old methods were not so far wrong after all.

It is all well enough to talk about making work pleasant and allowing the child to express himself in his work and play. These and a good many other kindred phrases sound well.

But these women agreed that there is still a place for the old "learning by rote" system of acquiring knowledge.

When it comes to multiplication tables, for instance, the most direct and effectual method is to learn by heart—to repeat and repeat a given combination until the answer becomes merely a reflex action. A lot of this sort of mental equipment is necessary to all of us, and the only way to get it is by hard work—just old-fashioned drill or drudgery, if you want to call it that.

But a little drudgery isn't bad for anybody; and whether it is good or bad for us, life holds a lot of it for most everyone. All who have achieved much have known drudgery, and did not shrink from it.

It is a good deal like the problem of mastering music or art; technique is attained only through hard drill and drudgery. After technique is gained individually, if there is any, will express itself in rich harmonies of sounds and colors—but not before.

The learning to do things thoroughly is the soul of real education. The training of one's self to do well whatever is to be done is the first half of high achievement.

Drill means discipline as well as drudgery, and discipline is another word which everyone has to learn the meaning of sooner or later, and the sooner the better.

Subscriptions to the third war loan of Austria-Hungary according to a dispatch received by the Austrian embassy in Washington, had up to Monday, amounted to \$900,000,000. It far exceeded the expectations of the government said the dispatches, "and presented evidence of the country's unbroken economical strength, even while England was admitting the seriousness of the financial situation. It is indeed a wonderful showing."

If the Mexican news is true, Carranza is reversing the custom so long observed in that country of extending forgiveness to a conquered foe with the aid of a firing squad. He is reported to have given amnesty to 3000 of Zapata's army who recently surrendered. If he continues along this line, he may yet bring peace to Mexico.



FOOL FASHIONS

In summertime the girl wore furs, which must have been distressing, and much discomfort then was hers, or I am badly guessing. I will remember Susan Jane wrapped up in seal and ermine, when everything upon the plain in sizzling heat was squirming. And yet she uttered no complaint, most martyrlike of creatures, although the heat dissolved her paint till it ran down her features. Some brand new wad in winter wear she'll spring, we well may trust her; when blizzards frolic she will bear a fan and linen duster. We'll see her in the bowling storm, a simple flynet round her, and she will say she is quite warm, when snow and hailstones pound her. Girls would commit, in Fashion's name, all crimes, clear up to treason; at her decree the modern dame abandons sense and reason. (And here the hausfrau says to me, "The men are just as silly; they'll go as far, at Style's decree, as any blooming filly. The hat you wear gives me the blues, your shirt has gaudy primping, you're always wearing pointed shoes, although they keep you limping. Your linen collar saws your ears, your pin has plate glass in it; you'd better quit this handing jeers to women every minute.")

Popular Subscription Voting Contests And the Way They Are Conducted

The Capital Journal takes little stock in popular voting contests, conducted by newspapers to boost their subscription lists. As a matter of fact, the subscribers pay for the prize awarded, and the rightful winner does not always get what she wins. We prefer to make a low subscription price cutting out the expensive prizes, and give our patrons the direct benefit of the reduced price of the paper.

Few persons, outside of newspaper offices, know just how these contests are conducted, so that the following article which appeared recently in the Editor and Publisher will be of interest to our readers:

H. H. Price, circulation manager of the El Paso (Tex.) Herald, whose lucid and voluminous condemnation of circulation contests was given room according to its strength, in The Editor and Publisher of November 7, writes that he has received numerous communications from all over the country regarding his article and favors us with a few more intensive words along the same line.

It will be noticed that Mr. Price has not materially altered his opinion regarding contests.

"Long experience and careful investigation have made me opposed to voting contests to secure newspaper circulation, for many and good reasons. I have never yet seen such a contest that ended satisfactorily to the publication of to the people interested. Conduct it as fairly as you can and you will make enemies that I firmly believe will do sufficient harm to the paper to offset any advantages that may accrue as a result of temporarily increased circulation or inflated revenue. This is my principal objection, but there are others and greater ones."

"One of the very strong objections to such a contest is that it is usually put on by some 'specialist' who is a stranger to the community and without financial or personal interest in your paper. The sole object of the 'specialist' is to make as much money from the contest as possible, as soon as possible, and his methods are too often those that reflect in an unflattering manner upon the paper for months after he has closed the campaign and gone to other regions. The reaction comes and the paper feels it. For the time being, the contest may add several hundred or several thousand subscribers to the list, but it is not a substantial circulation, not a circulation that stays, and the methods resorted to by the 'specialist' in coaching the contestants are such as to universally place it in the category of things that should be suppressed."

"I have given this matter much thought, in personal contact, and after I have been connected with papers during the conduct of such campaigns and afterwards; I have closely studied the operations of such contests on opposition papers and in every way tried to see all that is good in them, and have failed in every particular. I would outlaw them all. The work of securing newspaper circulation is legitimate and can be conducted upon business principles, and this is the only method that is permanently successful. The circulation of the paper should direct the

work of all his agents or employees, and he can do it in such a way that it will not be of temporary, but of lasting benefit. In this way, he is able to look after the interests of the paper and of those brought into the fold as subscribers, neither of which interest the contest manager has at heart. It is a mistake to 'farm out' a paper's good name to the traveling 'specialist' with his voting contest schemes."

"So much odium has been attached to these contests that many of the State Legislatures have taken up the matter with a view to the passage of statutes prohibiting them. At the last annual convention of the I. C. M. A., on the Great Lakes one of the delegates made the statement that Florida had already put the official ban upon such contests. In Texas, the last session of the legislature had the matter up for consideration, but the law was defeated by the efforts of one or two publishers. One of these had a contest in progress three months later, and, before it was over, he received his lesson. The man conducting the contest swindled a number of the contestants and slipped out of town with the last day's receipts in his pocket."

"As I said in the beginning, the contests are bad enough if conducted honestly, but when they are not—and this is usually the rule rather than the exception—they are little, if any, short of criminal. Even a contest conducted as fairly as possible more than likely will bring out charges of unfairness, of swindling and of selling out. The disappointed ones will invariably charge fraud. So much of it has been practiced that they have a right to be suspicious, hence I say that any paper conducting such a contest is taking chances on losing the good will of a large number of people, and is laying itself open to severe criticism and charges of dishonesty."

"The plans of the professional contest man—the 'specialist' they so often call themselves—are scarcely ever laid upon anything except deception. Let us take an example: The contest manager comes to town and calls upon the newspaper which is interested in the voting contest. The manager of the paper and the contest man come to an agreement as to the amount of money to be put into prizes and the number of new subscribers that must be secured. The newspaper is safe, of course, as the contract calls for the collection of a certain sum of money."

"The deal closed, the contest man hunts up girls to enter the voting contest. It is easy to get a list of 100 or 200 contestants. He gives to all of them about the same line of talk: 'Now, Miss So-and-So, there is no possible chance for you to lose. I know you will win the grand prize. The other girls in the contest are 'dead ones.' You are the only live one in the bunch. If it is not this, it's something similar—and the same thing to all."

"True, as in every profession or vocation, there are some honest contest managers, but the requirements of the contest system make fair dealing almost impossible. Out of the 100 or 200 names that appear as workers in the contest advertisements, only a

Search of American Steamer Not Illegal

Washington, Nov. 11.—Search of the American steamer Zealandia in Mexican waters last week, it appeared strongly possible this afternoon will not cause a protest from the administration state department officials said.

The Progresso consul reported that a British party searched her and was still lying off the harbor apparently an opportunity to seize her when she came out. Just what the occasion for the search was, has not been revealed.

If, however, as appears to be the case, the Zealandia remained in Mexican waters longer than is justifiable for a belligerent—and if the British suspected her of being a belligerent—they had a right to search her, it was said.

This interpretation was based on the theory that with Mexico helpless to maintain her rights as a neutral, a belligerent could remain in Mexican waters indefinitely without risk of internment.

To curl the hair, without at the same time burning the life out of it, nothing equals plain liquid salerine. If a little be applied to the hair with a clean tooth brush before retiring, the loveliest wavy effect imaginable will be in evidence in the morning. It will also be found an excellent dressing for the hair.

This simple method is not to be compared with curling by means of a hot iron because, instead of injuring the hair, it is really beneficial. A few ounces of the liquid, which may be procured at any drug store, will last for months. One can curl the hair in any style desired and the effect will be one of perfect naturalness. The best way is to divide the hair into strands and moisten each of them from root to tip. The hair will be beautifully glossy, yet without the least greasiness or stickiness.

GRANGES MAY CONSOLIDATE

The growth of the Monmouth grange since its organization several years ago, and the extending of its scope in farming activities, has led to talk of consolidation with granges at Lewisville and Buena Vista of the Lackawanna valley. No definite action has been taken, but the advantages of consolidation have been widely discussed. The grange movement has been widening in Polk county since the meeting of the State Grange at Monmouth in 1913.—Dallas Observer.

* HOW YOU CAN QUICKLY *
* REMOVE HAIRY GROWTHS *

(Aids to Beauty)
A well known beauty specialist advises this treatment for the removal of hair from the face. Mix into a paste some powdered delatone and water, apply to hairy surface and after about 2 minutes rub off, wash the skin and every trace of hair has vanished. This method is quick and entirely safe. To avoid disappointment, however, it is well to make certain you get genuine delatone.

A small number are active after the fifth week of the contest. The others, for one reason or another, have dropped out. The schedule of votes is printed each day, but from the number of the votes one cannot get an idea as to the running. The contest man generally runs the names of the girls who are getting discouraged at the head of the list, and keeps the winners far down. To do this he issues 'hold back' receipts, to put them in the ballot box on the last night of the contest. The contest man tells these hard working girls to get these secret 'hold back' receipts for votes when they turn in their subscriptions. He also instructs each one of these girls not to tell anyone how many votes she is holding. He does not wish this information to get to the other contestants. Consequently, the contest manager is the only one who knows what the actual vote is.

"When the contest is drawing to a close, if the contest man has not already 'fixed' it with one of the contestants to win the grand prize, he will pick out the girl who has the father, brother, or friend with the necessary money, and tell him that the girl has only one chance to win and that it takes \$600, \$700 or \$800 to win the first prize. The man with the money, if he is easy, then asks: 'Can you guarantee the first prize if I put that money in the box on the closing night?'

The contest man's answer is: 'Mr. So-and-So, if you put in that money, and your girl does not win, I will give her an automobile, same make, and model as we offered for the grand prize.'

"The contest man has it now all 'fixed.' Miss So-and-So will win the grand prize. But on the day before the close of the contest, Mr. Contest Manager looks up each of the girls in turn, and the same story goes to all. It is this or something similar: 'Now, look here, Miss So-and-So, you want to come across with at least so much more business to enable you to get a look in on this grand prize.' With this line of talk he 'sears the life out of them' and they get busy. Not all of them, but most of them, get what they can from their friends, and they themselves put in a bunch of their personal money before the close, each being led to believe that she has a chance."

"Then the judges start counting votes. Within a few hours the winners are announced. Miss So-and-So wins the grand prize. This is the girl who had the father's brother with the money. The other girls, who worked day and night for over two months, receive the small prizes and go home disappointed, physical wrecks from hard work and constant worry."

PROVEN SWAMP-ROOT AIDS WEAK KIDNEYS

The symptoms of kidney and bladder troubles are often very distressing and leave the system in a run-down condition. The kidneys seem to suffer most, as almost every victim complains of lame back and urinary troubles which should not be neglected, as these danger signals often lead to dangerous kidney troubles.

Dr. Kilmer's Swamp-Root which soon heals and strengthens the kidneys is a splendid kidney, liver and bladder remedy, and, being an herbal compound, has a gentle healing effect on the kidneys, which is almost immediately noticed in most cases by those who use it.

A trial will convince anyone who may be in need of it. Better get a bottle from your nearest drug store, and start treatment at once.

However, if you wish first to test this great preparation send ten cents to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. When writing be sure and mention the Salem Daily Capital Journal.

GIGANTIC RELIGIOUS REVIVAL

Portland, Ore., Nov. 11.—A gigantic religious demonstration in which every protestant church in the state will participate will be held New Years even in celebration of state-wide prohibition, which goes into effect with the advent if plans announced today are carried out.

Between now and January 1, numerous prayer meetings will be held throughout the state at which supplications for the unsaved, a census of whom will be taken in the meantime, will be offered up.

Used Whenever Quinine is Needed Does Not Affect the Head.

Because of its tonic and laxative effect, LAXATIVE BROMO QUININE will be found better than ordinary Quinine for any purpose for which Quinine is used. Does not cause nervousness nor ringing in head. Remember there is only one "Bromo Quinine." Look for signature of E. W. Grove, 25c.

HUSBAND CANNOT MARRY

Spokane, Wash., Nov. 11.—A fortune of \$600,000 will be lost to the husband of Mrs. May Arkwright Hutton, first

DR. W. A. COX



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Your Teeth

SHOULD be treated as your best friend.

THEY deserve constant care and highly skilled treatment.

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LADY attendant always present.

Phone 926.

woman delegate to a democratic national convention, who died here recently, if he marries again, according to the terms of her will, filed here. If he does marry the estate will be distributed among relatives.

THIS WEEK ONLY

TEN LOADS

Mill Wood

AT \$1.50 AT

Prompt Delivery

Spaulding Logging Company

NEW TRAINS

AND IMPORTANT SCHEDULE CHANGES

On the

Oregon Electric Ry.

On and after Sunday

November 7

New Daily Local Trains

No. 65, leave Salem 7:10 a. m., arrive Albany 8:00, Corvallis 8:24, Harrisburg 8:53, Junction City 9:01, Eugene 9:30; and making local stops.
No. 14, leave Eugene 11:15 a. m., Junction City 11:40, Harrisburg 11:50, Corvallis 12:12 p. m., Albany 12:50, arrive Salem 1:45; making local stops.

CHANGES IN SCHEDULE—NORTHBOUND.

Portland Local No. 6, leave Salem 7:15 a. m. instead of 6:30, arrive Portland 9:10 instead of 8:30.

Portland Local No. 14, leave Salem 1:45 p. m. instead of 1:50, arrive Portland, Jefferson St., 3:45 instead of 3:50, North Bank Station 4:00 instead of 4:10.

Limited No. 10, will run as at present leaving Salem 4:00 p. m., but will not make local stops Eugene to Salem.

SOUTHBOUND

Limited No. 5, will leave Salem 10:15 a. m. as at present, but will stop only at East Independence, Albany, Corvallis, Harrisburg, Junction City and Eugene.

Corvallis Local No. 7, leave Salem 12:55 p. m. instead of 1:00, arrive Albany 1:50 instead of 2:05, Corvallis 2:20 instead of 2:32.

Local No. 9, leave Portland, North Bank Station 2:05 p. m. instead of 2:10, Jefferson Street 2:25 instead of 2:30, Salem 4:25 instead of 4:35, arrive Albany 5:20 instead of 5:35, Corvallis 5:59, Eugene 6:45 instead of 7:05.

New Folders will be available Saturday.

J. W. RITCHIE, Agent, Salem, Oregon

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