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THE NEWSPAPER AND THE COMMUNITY

The circulation of the Daily Capital Journal Saturday evening was 4200. Of these in round numbers 2200 were circulated in Salem and 2000 to mail subscribers. This was not an unusual run, no orders for sample or extra copies were filled, and it was only a normal day in these respects.

The Capital Journal is proud of its steadily-growing circulation, which it believes is the largest in the state outside of the city of Portland. The people of Salem, too, should take a pride in the fact their newspapers are at last taking their place in keeping with the standing of the Capital City of the state, the second in size and commercial importance of Oregon. They have not always had this position, perhaps never before since the old pioneer days.

The press of this country is its greatest influence, and towns and cities are coming to be judged by the newspapers they maintain. They reflect the political and moral character of a community and are the truest index of its business activity. A dead town cannot boast of live newspapers.

And besides daily newspapers give more than they receive from the city in which they are published. They are payroll businesses which gather up their cash receipts from a large area of country as they grow and expand and disburse them in the city of their publication. As their circulation extends further from the central point they interest the readers in the business houses, the stores, shops and industries of the city, its markets and its advantages. It is natural for the regular readers of Salem newspapers to feel that Salem is the business center of the territory in which they live. That means trade in a constantly growing volume for the advertising merchants of the city. It even helps the non-advertiser indirectly, but the advertisers have the satisfaction, not only of promoting their own business directly but also of contributing to the general prosperity by assisting to broaden the usefulness of the newspaper which is the publicity agent of the community. Salem's trade area would have been larger had its newspapers been stronger and better in the past.

A circulation of 4200 daily means a family of 21000 regular readers. This, too, is only the beginning if the business interests of Salem come to realize the advantages of a strong, clean newspaper advocate as they should. The people generally appreciate a newspaper worthy of the name, and their subscriptions is the best evidence of their loyalty, but subscriptions alone are not sufficient to meet the heavy expense of newspaper publication. The Capital Journal is a good newspaper in many respects, but it should be bigger and better and have a much wider circulation. This will be its future if the support of Salem justifies it—if the business interests come to realize, as a majority of wide-awake communities has, the value to them of such an institution.

But a large number of Salem business men, professional men and manufacturers do not seem to care whether this city has newspapers or not. They never patronize them and their loyalty to home institutions is a minus quantity except when their own income is concerned.

"Try Salem First" is the Commercial Club slogan, but as long as Salem people and the people of the surrounding country read Portland newspapers, filled with the advertisements of Portland stores, such a slogan will have little effect. To make Salem grow there must be civic pride and a united interest in the things that belong to Salem—unswerving loyalty to its business and industrial interests and a positive faith in its future.

The Capital Journal has shown, under adverse conditions due to business depression, that a newspaper can be built up here which the people will read. Its success up to the present time is, however, only indicative of the still wider influence and circulation it should obtain, if those who will be benefited by it directly and indirect-

ly will do their duty in loyal support of a home institution.

A better slogan for the Commercial Club would be "Read Salem Papers: become interested in Salem people and Salem institutions." When that idea is generally accepted by the people it will not be necessary to urge them to "try Salem first."

There is no accounting for or explaining the operation of the mind. It does things that apparently it would not do and it refuses to reach conclusions that apparently it would arrive at intuitively. In discussing Trichinae in Portland Doctor Cobold stated that the eating of one pound of trichinous flesh would give rise to as many as 400,000,000 young trichinae, and Leuckart thinks the number would be greater. Taken into the stomach it is stated the gastric juices soon free the larvae which become mature in two days and the female then gives birth to about 2,000 young. It will be seen from this that once these little fellows get located inside of a fellow they would soon become so numerous as to make him uncomfortable. One of the symptoms of their presence these doctors state is "a total indifference to surroundings, but a great fear of death." This is why we remarked that the operations of the human mind are unaccountable, for with some billions of these bugs in a fellow he should naturally be reconciled to death.

The English press commenting on the Chancellor Von Hollweg's speech in the reichstag expressed considerable contempt for his opinions. Some of them, however, made it up by the profound admiration they showed for England. The star with becoming modesty this alludes to England's position in the war. "We have no delusions left. We accept proudly the foremost place in this war of liberation. We have counted the cost and weighed the sacrifice. We have endured much but we will endure to the end." Considering how England has been willing to fight until the last of her allies' soldier were dead upon the battle field, this sounds rather egotistical on the part of "the mistress of the seas," the main part of whose armies are still bravely guarding the tight little isle, and staying at home.

Now another gang of faddists is in the field with the intention of forcing still another freak idea into the school rooms. This time it is thrift; "not," as the representative faddist in Portland explained, "penuriousness, but thrift as it has to do with the conservation of the body, of health, of mind." There are so many fads in the schools now that the pupils have no time for reading, spelling, arithmetic, geography, history, or anything else really worth while in the way of education, and with each of these new fads the cost of their maintenance is increased. There is some hope of the end being in sight for the matter has arrived at a stage where the ability to pay the bills has been reached. When the faddists can no longer saddle the cost of their phantasmagoria on the public they will cease to mention their dope dreams.

Here are some reminders that might be useful in the direction of making us more satisfied with present conditions, since a proneness to forget is one of the weaknesses of mankind: Remember when you used to sell hogs at four cents per pound? Thirty cents was a right good price for corn in those days, wasn't it? Now, actually, are things as far out of plumb as the kind of men who ran the recent equalization conference would have it appear?—Sioux City Live Stock Record. And we also wonder if it is remembered here in the Northwest when hogs were from two and a half to three cents per pound?—Portland Live Stock Reporter.

The warring nations are all anxious for peace—and we believe their statements in this respect sincere. They value peace no doubt far more highly than do the neutral nations because they are having an object lesson on the horrors of war.



OUT OF THE WRECK

I built me a handsome shack, and painted it out and in, the color scheme green and black; 'twas roofed with the best of tin. My heart swelled with honest pride; my cottage was smooth and fine; I laughed as I stood beside my figtree and pumpkin vine. Then came a tornado wild, and juggled that house around, and on me its fragments piled, and flattened me to the ground. I crawled from the ruins then, my hair full of glass and tin, and sprung, in the view of men, my patented duplex grin. I said to the scowling skies, "You've taken a fall from me, but out of the wreck I rise—I'm still in the ring, you see." While others indulged in screams, and wept in the cyclone's track, I gathered my joists and beams, and built me another shack. While others deplored their loss, and put up a line of wails, I searched for my household joss, and gathered my rusty nails. Again by my figtree tall, again by my pumpkin vine, I look from my cottage wall, and the prospects' strictly fine. No man on the dump heap lies, who says, when misfortunes frown, "Oh, out of the wreck I rise—there's nothing can hold me down!"



FORD WIRES RULERS OF HIS INTENTIONS

Asks That Immediate Truce Be Declared While Waiting For Him

New York, Dec. 13.—The wireless aboard Henry Ford's peace ship today clicked out a peace appeal to all the crowned heads of Europe, according to a wireless message received by the United Press direct from Ford.

The message was an urgent appeal to the rulers to halt the slaughter and to prevent wives and mothers from being further bereaved. It suggested an immediate truce, after which, through mediation and discussion in the Ford peace court, the war might be ended and soldiers instead of "facing another bitter winter in the trenches" may be sent back to their "labors and firesides." Settlement, Ford suggested, is not impossible in view of the fact that all of the war nations are fighting from a love of country, and for the best of their national traditions, and in such circumstances have a common ground on which to meet in mediation and discussion.

The Ford Message.

The message to the rulers said: "Sirs: We come in this time of trouble, not to add to your burdens, but to help lift them, not to consider which nations are most to blame for the disaster that has befallen Europe but to end the struggle, not to intrude ourselves upon your national life and ideas, but rather with earnest desire to understand them and with a heartfelt desire to aid in realizing them.

"The love of country for which every day tens of thousands of lives are sacrificed in the same in every land. Your nation, like the people of the other belligerents, is fighting for national existence, for the best national traditions, so there can be no irreconcilable difference. Such common ideals surely must afford a basis upon which to establish a magnanimous and honorable peace.

"Enough blood has been shed, enough agony endured, enough destruction wrought. The time has come to stop the bloodshed and save the people from further slaughter, and civilizations from anarchy and ruin.

"Has not war been tried for 16 months? Is it not proven that war cannot solve the problem, but leads only to loss and misery?"

"Must more wives and mothers be bereaved? We come because we recognize that Europe is bleeding to death and that the wound must be staunched! Will Perfect Peace Terms.

"The rising desire of the people of neutral nations to convert barren disinterestedness into active good will has promised us of America to sail to Europe on the steamer Oscar with the serious purpose of joining European neutrals in an organized effort to help restore peace upon an honorable and just basis; to facilitate direct negotiations between you and other warring nations. We neutrals are about to join in a conference which will without delay from and submit to you and the other belligerents, proposals as a basis for a discussion leading to a final settlement.

"Therefore, we earnestly entreat you and the rulers of other warring nations to declare an immediate truce. Let the armies stand where they are. Then let negotiations proceed that the soldiers may be delivered from another bitter winter in the trenches, and be sent back to their labors and firesides. As there is no other way to end the war, except by mediation and discussion, why waste another precious human life for the sake of humanity?"

"HENRY FORD."

RAILROAD CHANGES.

By a railroad change which took effect this week, Junction City loses its popular Southern Pacific agent, Mark Montgomery, who has served the local public in that capacity for the past fourteen years, says the Junction City Times. Mr. Montgomery has been transferred to Albany, where he will have entire charge of that important division point. A. A. Mickel, who has been station agent at Albany, is now located at Salem.

Mr. Montgomery is a man of thorough railroad experience, and his transfer, which means a considerable promotion with an increase of salary, is well merited. He has been in the employ of the Southern Pacific company for twenty-five years, having been stationed at Aumsville, Drain, Albany and Salem prior to his appointment here. Mr. Montgomery took up his new duties the first of the week. He will be joined shortly by Mrs. Montgomery. The local vacancy will be filled for the present by William M. Knott, who is next in line at the Junction City station.

NEW BOOKS AT THE PUBLIC LIBRARY

Canfield, Dorothy, Hillsboro people. Dickens, Charles, Christmas stories. Fillmore, P. H., The rose world. Haddock, F. C., Power of will. James, G. W., In and out of the old mission of California. Mackenzie, A. S., Laws of gravitation. Memoirs by Newton Booguer & Cavendish. Merwin, Samuel, The honey bee. Paine, R. D., Greater America. Ralph, Julian, Our great west. Singleton, Esther, Historic buildings. Singleton, Esther, Historic buildings of America. Smith, E. S., Christmas in legend and story. Stuart, R. M., Solomon Crow's Christmas pockets. U. S. Civil Service Commission Manual of examinations 1915. Venable, E. C., Pierre Vinton. Wells, H. G., Future in America.



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MARION COUNTY CORN TO GO TO ST. PAUL

Marion county will have 240 ears of the finest corn it ever raised on exhibit at the First National Corn show, to be held at St. Paul, Minnesota, December 15 to 31.

The prize winning corn from the Marion county second annual corn show was selected for the exhibit. The exhibits were packed and selected Saturday evening by L. J. Chapin and forwarded to St. Paul. In making the shipment, each ear was carefully wrapped, ten to each exhibit, and each ten carefully wrapped and tagged with the name of the grower.

Twenty-four entries of ten ears were shipped, fifteen of yellow dent corn and nine of white dent.

Those whose corn will be sent to St. Paul are as follows: Yellow dent—Kenneth Coomler, Mt. Angel; W. C. Kinyon, Aurora; Clair Donker, Aumsville; Alan Bros, St. Paul; S. Merten, St. Paul; Frank Borgelt, Salem; D. C. Minto, Salem; William Isaaks, Jr., Salem; August Hilfiker, Saem; Gust Heyden, Salem; F. W. Peterson, St. Paul; L. L. Ernst, St. Paul; Conrad Winnell, Woodburn; A. T. Cline, Mt. Angel; S. H. Van Trump, Mt. Angel; J. B. Hawthorne, Salem.

White dent—J. W. Ray, Aumsville; L. Harle, St. Paul; Peter Steffen, Silverton; O. A. Dahl, Silverton; Elmer Smucker, Aurora; A. E. Hughes, Woodburn.

For the first time since it has been demonstrated that corn can be raised in this state, the Oregon product will be on exhibit before the growers of the corn producing belt of the country. The exhibit will do much to dispel the old idea that Oregon could raise everything excepting corn. Many of the farmers who have lived in the central states, feel that this display of Marion county corn will do much from an educational standpoint, demonstrating that Oregon may now be considered among the corn growing states.

Police Arrest Three In Lincoln Inn On Disorderly Charge

The Salem police arrested Hellen Little and W. A. Showalter and James Sweeney at the Lincoln Inn at 633 Perry street Saturday night and charged that all three were occupying the same bed. All pleaded guilty to the charge of disorderly conduct in police court this morning and the Little woman was given 20 days and the men each a fine of \$25 or 12 days in jail.

The woman came to Salem from Albany last week end and told the police that she expected her husband to come yesterday. She was unable to meet him at the train.

ANXIOUS TO LEARN A TRADE

Joliet, Ill., Dec. 13. — James Foley, deaf mute, is willing to serve two years in Joliet prison, for no crime at all, if he can learn a trade.

WAR ODDITIES.

London—Families who have gained their livelihood on the East coast by "shrimping" for 180 years have had their industry cut off for the first time by the war and are in poverty.

London—A recruiting incident is told from a large recruiting station where a man anxious to join the army was quizzed about his religion. He had none but was anxious to oblige, promptly asking the recruiting officer what particular religion he was short of. He was enlisted without religion.

Amsterdam—Dutch customs officials at Beek seized enormous quantities of fats and oils about to be smuggled into Germany disguised as rolls of paper.

To Mr. Husband:

Financial mismanagement is America's besetting sin. We are hurrying, hustling, spendthrift race, eagerly grasping the Almighty Dollar, but once we have it, carelessly throwing it away. Start thriftiness in your home today. Give your wife a checking account in this strong National Bank; it will help her to economize in the household expenses. With the small savings she thus affects, give her a Savings Account in our Savings Department. It will earn interest and can be withdrawn any time without any notice.

Your money is under United States Government Supervision here, because this is a National Bank and a member of the Federal Reserve Bank of San Francisco.

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