

W. W. Moore Has Big Stock But Bigger Faith in Salem

Business Has Been Good With This Firm the Past Year---Prospects for the Coming Year Are Far Better Says Mr. W. W. Moore.

Someone remarked in the remote past that "it would be a great boon to humanity if good health had been made contagious like some disease." No body will venture to quarrel with the statement. However if you have any doubts about it, and are feeling blue and out of sorts over business matters, just drop into W. W. Moore's furniture establishment on Court street, rub up against him, hear him and see him just bubble over with optimism, and before you know it you will be inoculated with the cheerfulness germ and you will see the pink tints of belief in a business boom coming, spread themselves over the indigo shades of the financial skies.

A Capital Journal man dropped in there yesterday just to get a pointer as to what he thought about the outlook for business in 1916, and ten minutes later he started for the office feeling like he owned a garage and a tank of oil.

Mr. Moore came here from Arlington, Kansas, where he owned and conducted a big department store, in 1910. He bought an interest with Mr. Josse and under the firm name of Josse & Moore conducted the business until about a year ago when he purchased the interest of his partner and is now sole owner.

He carries a big stock of everything in the house furnishing line, and keeps it up to date.

Asked what he thought of the business outlook he said:

"The best answer I can give to that is that I have ordered a carload of ranges, to be here sometime early in February, had to order to get in before the rains, for they are going up. I have also ordered big supplies in all lines, in order to be ready for the trade I feel sure is coming—that is bound to come. I am going to sell this stuff too, and then some."

"Mr. Moore has a splendid stock, and of all kinds from the very best to lower grades for hard, everyday use. Tables, iron and brass bedsteads, ranges, desks, chairs, bedroom sets, carpets, rugs, matings, and the hundreds of dainty and useful things the housewife delights to have.

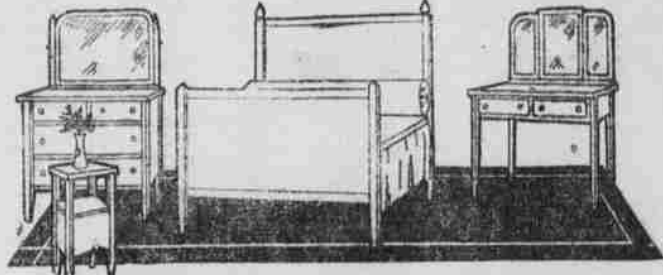
Since purchasing his partner's interest he has not only increased the stock but has also added to the store room. This gives opportunity for a better display of wares and enables the purchaser to get a look at everything before making selection. The display of tables is large and artistic, and varied, and the big array of ranges that greet you as you enter the store just makes the little woman want to get a fire going in one of them and try it out by getting up a big dinner with cakes, pies and all the trimmings that require the use of a range in their preparation.

As was remarked in the beginning of this little story it will do you good to call at Moore's, for, though you might purchase nothing you will go away with a higher view of life, and a more cheerful outlook. You just catch it. Try it and see.

We wish you all a Happy and Prosperous New Year---



We will welcome your business in 1916 as in the past--- and will extend the same courteous treatment to all



You will find every piece of Furniture

In our store priced according to values. Our stock is new and clean, shipments arriving almost daily. See some of the beautiful patterns we have in Bedroom Sets. Prices the most reasonable.

We have very pretty designs in

Dining Room Sets

No matter what kind, style, pattern, or finish you wish we can furnish you. You should see our line before buying or you will never be satisfied afterward.



You may have planned to

Buy That Range

This year---why not do it now and get the full year's benefit from it. It will save the wife days of worry.

Do not live without the

Comforts of Life

Another year. If you need that Chair, Davenport, Bed, Carpet, Rug, Clock, Stove, in fact any kind of Furniture, see us, we will make the price and terms to suit.

Railroads, Telegraph and Other Utility Companies

The ninth annual report of the Public Service Commission is just off the press, and is a very full and in some ways interesting report. This is a rather broad statement to make about such a thing as a statistical report, for they generally are far from interesting. It is far too voluminous for more than its outlines to be given, so we condense some portions of it that show what the railroads, telegraph and telephone companies and other public utility corporations are doing.

There are owned in the state, of "steam" roads, main lines, branches and spurs, 2,918.57 miles. The electric roads have, with their branches and spurs 306 miles, and the industrial roads own and operate by steam some 29 miles. These are steam logging roads.

There were 2,918.57 miles of steam road operated with revenues of \$20,843,458, operating expenses \$14,752,448 and net operating revenues of \$6,090,910. The traffic statistics on these roads show they carried passengers one mile, 378,775,804, and at a charge of a trifle less than 2.47 cents a mile.

The freight, ton miles, was 932,132,416, at a trifle more than 1.20 cents a mile. It will be seen from this that it costs a little more than twice as much to carry a passenger as to haul a ton of freight the same distance.

The electric roads and street railways are grouped together. The total operating revenues of these was \$4,063,288.51. The total operating expenses \$3,014,254.15, and the net operating revenue, less taxes was \$925,235.01.

The total operating revenues of all roads in the state was \$25,204,293.38, the total operating expenses \$17,387,814.51 and the net operating revenues, less taxes, \$7,876,478.67. The year with the railroads as with all other business on the coast has been considerably below the average in every way, except a decrease in everything, showing a decrease of business with that of 1914, which itself was below normal.

Comparison of 1914 and 1915 Business The results of business of all rail carriers for the fiscal year ended June 30, 1915, may be compared with results of the transportation system in Oregon for the preceding fiscal year as follows:

	1914	1915
Av. mil. op.	3,474.55	3,361.98
Oper. rev.	\$28,370,704.02	\$25,204,293.38
Oper. exp.	19,316,794.99	17,387,814.51
Net op. rev.	9,053,909.03	7,876,478.67
Taxes	2,152,995.80	2,290,683.27
Net op. rev.	\$6,900,913.23	\$5,585,795.40

The fixed capital in electric utilities was \$4,304,941, with an operating income, or profit of \$2,244,696, or about 50 per cent on money invested. Gas utilities had fixed capital of \$12,706,894, with \$671,127.84 income. Telegraph companies had capital of \$1,109,662.08 and had a loss during the year of \$7,267.45. Telephone had a fixed capital of \$17,245,636.26 and operating income of \$650,142.17. Water companies had capital of \$3,106,231.72 and net income of \$124,792.33. In addition to these were joint operating utilities incapable of segregation between states on electric, gas and other utilities with which they are com-

bined. These total \$123,880,207. The whole, eliminating the joint operations pay taxes amounting to \$329,756.46.

The showing as to what has been done by the railroads in the state during the year follows:

Southern Pacific Company Effective July 1, 1915, Southern Pacific company took over the operation of Corvallis & Eastern railroad company, Salem, Falls City & Western railway company, Portland, Eugene & Eastern railway company, Coos Bay, Roseburg & Eastern Railway & Navigation company, and Pacific Railway & Navigation company. Those railroads appear for the last time as separate entities in this report.

The line of railroad being constructed from Eugene to Coos Bay, 102 miles in length, by Willamette Pacific railway company (a subsidiary of Southern Pacific company) is nearing completion. Important additions and betterments made by Southern Pacific company during the year were the replacement of 18 miles of 75 pound rail with new 90 pound steel rail on the main line; the application of crushed rock ballast in lieu of gravel ballast on 30 miles of main line at the cost of \$85,900; filling of 94.41 linear feet of wooden trestle, \$147,329; protection of 8 grade crossings with warning bells, \$100; renewal of steel bridges, \$16,000; construction of 14 shelter sheds, \$2000; paving of city streets, \$2000.

Pacific Railway & Navigation Co. Various minor improvements aggregating \$55,000 were made during the fiscal year.

Salem, Falls City & Western Railway Co. Additions and betterments, aggregating \$12,000 were made to increase loading capacity of the line.

Corvallis & Eastern Railroad Co. A total of \$53,000 was spent on additions and betterments to the physical properties.

Oregon-Washington Railroad & Navigation Co. Expenditures aggregating \$200,000 were made on the construction of the new line from Riverside, Malheur county, west 35.61 miles. It is estimated that \$720,000 will be required to complete the line. A change of line between Hermiston and Echo was completed at a cost of \$200,000. A new line was constructed from Coyote to a connection with the line change between Hermiston and Echo with a total expenditure of approximately \$900,000. New terminals were constructed at Pilot Rock and The Dalles, at an estimated expenditure of \$200,000 on each project. Sixty-five thousand dollars was expended on 21 miles of rock ballast upon the main line between Hood River and The Dalles. Additions to the water facilities at Camanche cost \$1000.

Other Roads **California & Oregon Coast Railroad Co.** An extension was made from Willerville to Waters Creek, 4.59 miles. The line was ballasted from Grants Pass to Waters Creek, and a station building erected at Waters Creek.

Benson Timber Co. lessee of Clatskanie & Nehalem River Railroad. An interlocking plant was installed at the grade crossing with the Spokane, Portland & Seattle railway company at Clatskanie Junction.

Columbia & Nehalem River Railway Co. A railroad 29 miles in length was placed in operation from Kerry on the Columbia river to a point on the Ne-

halem river in the western portion of Columbia county. While this is primarily intended to provide transportation for forest products, the standard of construction is high, and the completion of the line will provide transportation facilities for the upper Nehalem Valley—a section which has heretofore been obliged to haul its products to the Columbia river by team.

Great Southern Railway Co. Minor improvements have been made in the station buildings at The Dalles, Dufur, and Friend, and the engine house at The Dalles has been completed.

Mount Hood Railroad Co. Additional ballast to the amount of \$1500 and a truck scale cost \$2000 were installed.

Nevada-California-Oregon Railway. A new stock yard was constructed at Lakeview.

Northern Pacific Terminal Company of Oregon. A rearrangement was made of the yards at Portland, and approximately 6000 feet of additional trackage was added to take care of the increasing business. A modern electric interlocking plant was installed at the south end of the yards. New industry spurs a steel shed for the transfer of the mail, concrete house for crossing flagmen, one story brick building for electrical machinery, and remodeling of the public facilities in the interior of the depot comprise other additions and betterments made to the physical properties of this company. Their total expenditure was \$50,618.

Oregon Electric Railway Co. Minor additions and betterments aggregating \$33,800.

Pacific Power & Light Co. (Street railway at Astoria). Additional trackage to the amount of 1.91 miles in length was constructed at a cost of \$18,000. Twelve hundred dollars was spent for additional electrical equipment for the cars.

Portland & Oregon City Railway Co. A new electrical line of railroad is under construction from Portland to Veolia, Clackamas county. This company plans to make use of the common user clause in the franchise of Portland, Light & Power company, and Oregon Electric Railway company, United Railways company, and Southern Pacific company in crossing the Hawthorne bridge and reaching the western side of the Willamette river in the city of Portland.

Portland Railway, Light & Power Co. Minor additions and betterments to road and equipment aggregated approximately \$116,500 in cost.

St. Helens Lumber Co. A modern electric interlocking plant was constructed and placed in operation at the crossing of the Spokane, Portland & Seattle Railway company in South Houlton.

Southern Oregon Traction Co. The property of the Rogue River Valley Railway company, formerly operated as a steam railroad between Medford and Jacksonville, was purchased by this company. Electrification is now under way. Two miles of track has been built by the Southern Oregon Traction company.

Sumpter Valley Railway Co. Minor additions and betterments aggregating \$22,000 in cost were made. **Willamette Valley Southern Railway**

Co. \$635,000 has been expended in building his road from Oregon City to Mount Angel. Operations started January 30, 1915. By trackage rights secured from the Portland Light & Power company, the trains of this company now operate from Portland to Mount Angel without change.

United Railways Co. By order of the commission in case No. P-279, (See 1914 report, p. 99) this company was permitted to increase certain passenger fares which were found to be as low as not to cover the cost of operation. Thereupon the county court of Multnomah county entered an order forfeiting the franchise of this company to operate upon the St. Helens road. The company acquiesced in the order of forfeiture, removed its tracks from the road in question and has abandoned freight and passenger traffic between Portland and Linnton in consequence.

The reports of the utilities indicate considerable rebuilding of lines and replacement of equipments, in addition to extensions into new territory.

During the year July 1, 1914, to June 30, 1915, extensions, additions and betterments, as evidenced by the reports of the various utilities, have been made within the state of Oregon as follows: electric \$923,472, gas \$455,414, telephone \$19,800, telephone \$1,216,721, water \$81,562, total \$2,729,972.

Sarah Bernhardt says she is fit as a fiddle—and an old one, at that.

Famous Salem Cherrians Uniformed Booster Club

The feeling that Salem should have a booster organization especially to promote the interests of Oregon, the Willamette Valley and Salem in particular, and the desire on the part of many of the leading citizens to join such an organization, prompted C. L. Dick, president of the Blakely club to call a meeting June 24, 1913. And from this meeting grew the Cherrians, the Salem booster organization that captured the first prize for the best uniformed organization at the 1915 Rose festival at Portland and the first prize for the best drilled club in the state.

To draw up by-laws and a constitution, a committee of three, Walter C. Winslow, A. B. Cook and S. A. Barton was appointed at the first meeting June 14, 1914. This committee reported at the second meeting, June 27, called to order by M. L. Meyers, the constitution and by-laws were adopted, uniforms adopted and the name Cherrians selected as most appropriate for an organization from the cherry city.

Having selected the by-laws and constitution, uniforms and name, the or-

ganization got down to business July 1, 1913, by selecting George F. Decker, King Bing, and holding its first drill. The Pendleton Round-up was the first public appearance of the Cherrians in a body and in uniform, almost the entire membership attending, September 11, 1913. At the invitation of the Rev. Harry E. Marshall, the Cherrians attended services at the First Baptist church September 28, 1913, and on October 1, made their first appearance to the state in general by attending in a body, the state fair.

The first annual banquet was held January 6, 1914. At this time Dr. H. H. Olinger was elected King Bing, but he resigned after holding the office one month, when M. L. Meyers was elected for the remainder of the year. Every Cherrian is proud of the word Cherriano, and it was at the meeting held March 15, 1914, that this name was adopted for the show to be given by the Cherrians April 11 and 15. That this show was one of the greatest home talent affairs ever held in the city is attested from the fact that \$900 real money was cleared and put in the coffers of the organization, and the name of Cherriano is still dear to every loyal Cherrian.

The Rose Festival was attended in Portland, June 1914, and later the Cherrians attended the Lane county fair at Eugene. The next enterprise the Cherrians held in July of 1914 was a great success from an artistic and social standpoint, but the financial end of this event brings a feeling of sadness over the Cherrians who labored for its success. Again the Cherrians attended the state fair in a body, and for the second time, attended services in uniform at the First Baptist church, December 27, 1914.

Having voted for an annual Christmas tree in November, the tree on the court house lawn was appropriately decorated, and the distribution of presents made with appropriate exercises, Dec. 25, 1914.

January 5, 1915, at the second annual banquet and initiations held at the Marion hotel, saw the election of Thos. B. Kay as King Bing, as the Albany Commercial club wished to organize a representative club similar to the Cherrians, an invitation was accepted and January 29, a body of Cherrians went to Albany and assisted in the organization of the Albany Phenomans.

The Salem Military band was voted in as part of the Cherrians May 3, 1915, to be known as the Cherrian concert band. The members of the band were provided with Cherrian uniforms and accompanied the boys to Portland in June when the organization captured two first prizes for being the best uniformed and for being the best drilled organization competing at the Rose festival.

Acting as an escort for the spouses of the Cherry fair, July 2nd and 3rd, 1915, and as a reception committee for visitors, the Cherrians made themselves useful, and again as a reception committee during the short visit of the Liberty bell.

At the election held December 6, 1915, the officers for the coming year were elected as follows:

King Bing, F. G. Deckerbach; Lord Governor Knoll, W. H. Lerehen; Keeper of the Orchard, D. W. Eyrse; Chancellor of the Rolls, A. R. Wilson; Duke of Laubert, E. S. Brown; Earl of Wainlo, Larry P. Hofer; Marquis of Marchese, George Graves; Queen Annes Consort, Jas. B. Young; Kings Jester, Hal D. Patton; Archbishop of Bick-road, Rev. Harry E. Marshall.

The third annual banquet and initiations will be held at the Marion hotel next Monday evening, January 3, 1916, when 19 candidates, all having been tried and voted on according to the standards of a Cherrian, will be duly and truly initiated, according to the established rites of the Cherrians. This privilege will be extended to Zador J. Brown, Carl D. Gabrielson, S. A. Stone, Ted Ludlum, W. P. Powers, William Gadsbort, A. J. Bgan, A. J. Fox, Henry Lee, O. H. Leck, Ivan G. McDaniel, Walter E. Koves, Dan J. Fry, Jr., William J. Lilquist, R. B. Goodin, J. O. Bailey and Arthur Wallace.

The candidates will be duly prepared in an ante-room and will be led into the presence of the gathered Cherrians promptly at 7:30 o'clock at the Marion hotel. On account of the number of candidates who will each receive personal attention, the ritualistic work will begin promptly at eight past seven.

William Lerehen and Fred S. Brown, who were members of the initiation committee two years ago, have been working for the past two weeks preparing something entirely "new" and like Forbes-Robertson, are positively making their last appearance as originators of original initiatory stunts.

The original membership of the Cherrians was 100 active and 50 honorary but this has been increased to include 150 active members with the 50 honorary. Arthur H. Wilson was elected secretary for the year 1916, the only official ever elected to succeed himself.

The membership of the Cherrians is as follows:

Carl Ahrens, C. E. Albin, J. E. Allison, Earl H. Anderson, F. S. Barton, F. L. Billingsley, R. C. Bishop, Clifford Brown, Geo. C. Brown, W. H. Bingham, Jr., Fred Brown, Dr. P. W. Byrd, Russell Callin, John D. Coughlin, Curtis B. Cross, Dr. W. H. Darby, F. C. Deckerbach, O. K. DeWitt, C. L. Dick, W. C. Dyer, N. D. Elliott, S. B. Elliott, Dr. H. C. Epley, W. D. Evans, D. W. Eyrse, Ray L. Farmer, Dr. D. M. Field, Chas. H. Fisher, C. G. Foreman, P. E. Fullerton, Carl D. Gabrielson, E. E. Grimes, A. Hosh, Ray D. Grant, Geo. H. Graves, C. S. Hamilton, W. M. Hamilton, K. E. Hinges, J. P. Hofer, R. B. Houston, D. I. Howard, August Huchstein, Paul Johnson, Thos. B. Kay, C. E. Knowland, S. A. Koser, J. H. Lauerman, W. H. Lerehen, J. B. Lion, Frank Lovell, Fred Mangus, Roy H. E. Marshall, M. L. Meyers, Roy H. Mills,

(Continued on Page Three.)

We Wish You A Happy and Prosperous New Year

MAKE OUR STORE YOUR HEADQUARTERS THIS YEAR

Brick Bros.

State and Liberty Sts. Salem, Oregon