

Editorial Page of "The Capital Journal"

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REGARDING NEWSPAPERS

The people of Albany seem to be demanding better newspapers, which is a good and wholesome sign of that community's life and spirit. Good newspapers make good towns because they have large subscription lists and in turn interest their subscribers in the town and its business interests, and afford a medium for carrying their business talks to the people of the surrounding country. The Capital Journal has frequently called attention to this fact and it cannot be too strongly impressed upon a community, because the people cannot expect to have good newspapers unless they patronize them. The Capital Journal has 4200 subscribers, or 21,000 regular readers daily, showing that the people of the Salem territory want a newspaper and are eager to do their share to make it stronger and better, but not all the businessmen appreciate the value of such an excellent vehicle for advertising their business before its big family of readers. And this is a condition that obtains in many communities—and the mail order houses and city department stores are taking advantage of it to their great profit.

But here is how the Albany Herald replies to the demand for a better newspaper—and it tells some facts which it is well that every community should know. It requires money and a great deal of it to run a newspaper that really gives the news, and some persons who complain loudest about their home papers pay least toward supporting them. The Herald says, after showing that it would require revenues of at least \$30,000 a year to print a newspaper in that city which would meet the expressed requirements of the people:

"No one will deny that the people as readers should be better off if they spent \$15,000 for a good newspaper annually. It takes only 4,250 subscribers at \$3.50 each year to make the \$15,000. To secure that number of subscribers at that rate it is only necessary to make a right good paper. People in this community are now paying at least \$15,000 annually to outside papers because the local papers do not satisfy them. The payrolls used in manufacturing the outside papers bought in this community are not helping the community very much. It would be better to have the payrolls required to print papers for the community here in Albany. The greater part of the expense of publishing a newspaper is the item of labor. Where money is paid for labor it soon reaches the other businesses of the community.
"At least \$500,000 is being sent from this community annually for merchandise that should be handled in Albany stores. If by properly using a good newspaper three-fifths of this amount were brought to Albany the entire community should be greatly benefited. To bring \$500,000 more business to our stores is only a matter of the employment of vigorous, intelligent business methods. Albany is now doing a business of more than \$700,000 annually, and to add \$500,000 would bring it to more than a million. The advertisers could spend two per cent of the total business with one newspaper, giving the paper \$20,000, and benefit themselves greatly and benefit the community in general. The payroll of the paper would benefit the community. At least 25 per cent of the \$500,000 would stay in the community. The additional business would make it possible for the business man to reduce the cost of each dollar's worth of business done by at least 10 per cent. In the case of the merchant he could sell goods to the people at least 10 per cent cheaper. The buyers would save 10 per cent and after the advertising bill has been paid the merchant would have a profit on almost 50 per cent more sales. No one has felt the weight of intelligent advertising. Then we must conclude that the newspaper is a barometer to the intelligence of the business men of the community. As the business men develop in modern methods of doing business Albany can have a better newspaper."

A woman in San Francisco ran away from the home of her foster parents in Faulkton, South Dakota, 12 years ago, and lost their address. They were located in Los Angeles by a resident of Salem. A few days ago the Capital Journal noted the fact that Marion county had a champion gopher slayer and inquiries have been received from as far east as the Dakotas asking him about his methods. This goes to show that newspaper publicity has a wider range than is generally credited. Also—It Pays to Advertise. The merchant or anyone else who has anything to sell will find that the columns of the daily press are closely scanned by readers during these long winter evenings while handbills, sandwich boards and painted windows are passed by without notice.

The Texans have appealed to Colonel Roosevelt to come down and stop the revolution in Mexico. As the champion big game hunter Teddy will no doubt accept invitation and proceed to secure the head of Villa and a few other chiefs for exhibition at the Smithsonian institute.

The kaiser is fatally ill almost as frequently nowadays as Emperor Francis Joseph.

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THE PROBLEM OF HIGH TAXES

The rapid increase in the tax rate in Oregon is one of the really live issues before the people. Too many officials for the enforcement of experimental laws, too many fads enacted into law, and a general disregard for economy in public expenditures are the causes which have no doubt brought about this condition, but the remedy, if there be any, is not apparent, because we are only constantly going from bad to worse with each attempt of the biennial legislative session to give relief. Still not all the blame rests with the state government since many county officials throughout the state are lax in guarding expenditures, and the public schools are demanding and receiving more each year for their maintenance. As a matter of fact there may be no available remedy for high taxes—but it is worth discussing and thinking about, anyway.

Benton county affords a fair example of the increase of taxation, if we may take the following from the Benton County Courier as a statement of fact—and no doubt it is—the editor also in a general way only suggesting a remedy; that is he seems to emphasize the fact that the way to economize is to economize:

"In 1903 Benton county taxes aggregated \$43,000.
"In 1914 they had jumped to \$301,000, an increase of seven hundred per cent.
"This condition can't continue and Benton continue to be a Blue Ribbon county.

"It will soon bring about a condition where everybody is a seller and nobody a buyer—a condition that will cut values in half and demoralize real estate.

"Nearly every county in Oregon is facing this condition. There are few that will show Benton's enormous increase, but all show far too great increases.

"There is one safe thing to do, reduce these taxes to the size of Benton county, get back to the wheelbarrow pace until we get to automobile size.

"Men who have sound business judgment realize this, and if those men will get in and help taxation can be cut in half in Oregon and none will ever miss the government cut off.

"With the initiative and referendum the people of Oregon can have any size taxes and any kind of government they want.

"Now let us see what kind they do want."

The state department of education has instituted a plan to allow eighth grade pupils to use their books in history and civil government during the coming examinations and the grades will be determined on the language, writing, spelling and punctuation of the papers turned in. This is a long step toward the application of practical education where it is most needed. All newspaper offices note that the worst "copy" encountered is often from pupils and teachers in the public schools. The pupil or teacher who is careful about the placing of his commas when in English class thinks it no crime to leave them out altogether when writing a letter home or to the newspaper. If Superintendent Churchill's plan succeeds in bringing to the attention of the pupils of the public schools the fact that they are in novice educated unless they apply their knowledge all of the time; that correct spelling is as essential in a letter of friendship as in spelling class and that clear, concise English is the best indication of culture, he will have affected a real "reform."

The storm has cut off the telegraphic report of the Coos Bay papers for a week past. Such a situation has advantages, however, in the fact that the imagination of the editor is unhampered—and it requires even a small stretch of the imagination to picture the scenes in the war zone where both sides win every battle, and down in Mexico where everything that looks like an American is riddled with bullets. These being the chief sources of telegraphic news, what's the necessity of worrying because the wires are down?



CONVALESCENT

When one's recovered from the grip, and fit to walk around again, he likes to take a little trip downtown among his fellow men. He wants to tell his cronies there about the tortures he has known, of how the anguish grayed his hair, and harrowed thew, and twisted bone. He meets a friend and says, "Oddsfish, be patient while ten minutes skip and harken to me for I wish to tell about my case of grip. That learned surgeon, Dr. Daw, who saved me from a box of pine, hath told me that he never saw a case one-half so bad as mine. My lungs refused their proper graft, my windpipe, like defective flue, was all clogged up, there was no draft, it whistled every breath I drew."



"Come off, come off, and soak your head," exclaims the friend, so brash and flip; "I just have risen from my bed, where I had forty kinds of grip. And any of the forty brands was worse than your denatured case, so push yourself with both your hands, and spring your yarn some other place." That's all the sympathy one gets, when he's allowed to run at large, by all the doctors, nurses, vets, who've had him for six weeks in charge.

PECULIAR FACTS ABOUT WELL KNOWN PEOPLE

Harrisburg, Pa., Jan. 15.—
Thomas J. Stewart, of Norris-town, former commander-in-chief of the National G. A. R. and head of the National Guard association, today began his 22nd consecutive year as adjutant General of the Pennsylvania National Guard. General Stewart is 67 and has been in public office since 1885.
St. Paul, Minn., Jan. 15.—
Although Mike Gibbons, claimant of the world's middleweight championship, likes to hunt, he is such a miserably unenterprising hunter that his brother Tommy won't let him do it. The last hunt they were on Mike mistook Tommy's dog Spot for a rabbit and gave him both barrels of his shotgun. He missed.

FRUITLAND NEWS

(Capital Journal Special Service.)
Fruitland, Or., Jan. 14.—Mrs. H. C. Bressler and Mrs. Sina Bressler have returned from Portland to which city they have been summoned as witnesses in the case of Stan vs. Wood. It is learned the jury failed to agree.
There have been of late a few cases of la grippe here. The afflicted ones have all about recovered.
Wm. C. Artz has sold his 25 acre place just west of W. H. Williams' to Mr. D. E. Martin, a recent comer from Wisconsin. Mr. Artz has gone to the state of Washington.
The R. P. D. carrier, Fisher, who was indisposed for a time, is back on his route again.
Herman De Vries, of near Pratum, delivered some hay here Wednesday.
Mrs. Emma Dowers is caring for an aged invalid lady at Salem.
Those who may have failed to read the reader in a recent Capital Journal and better hunt up the paper and read it. It is entitled "A Satisfying Discovery." The editor therein displays a fine sense of both humor and sarcasm. It seems some of our scientists have discovered a pre-historic horse having a certain number of toes on its feet. It might be well to state that said horse was dead—as most fossils are, though there are some live ones in the "modern period" with moss on their backs. It seems the thing that so satisfied the soul was that this Eohippus had the exact right number of toes, not too few and not too many. This is what these horse doctors had been looking for for a long time, but not until lately could they say "Eureka." Now should it be discovered that these horses, small as a "yellow dog under the wagon" had riders with "hoofs on the ends of their legs it would be most amusing discovery as this would be reversing nature in its present aspect. The "missing link" would be a tame affair beside this should it be discovered.
D. M.

GERVAIS PIONEER DEAD

Gervais, Ore., Jan. 13.—Mrs. Joseph Fournal, who died at her home one and a half miles west of Gervais Tuesday, January 11, 1910, of pneumonia, was born in Belgium in 1840, came to America in 1851 and settled in Wisconsin. She was married in 1856, moved to North Dakota in 1888 and came to Oregon in 1891. Her husband died five years ago. She is survived by 11 children, Charley, Marie and Jennie of Gervais, Joe, Mabel and Mrs. H. K. Bennett of Oregon City, Mrs. W. R. Kingland of Elko, Nev.; Mrs. J. N. Jones and John of Antwerp, Wash.; Mrs. C. H. Janssen of Canby, Gus of Bend, Ore., and 17 grandchildren and two great grandchildren. The funeral will be held Friday at 10 o'clock at the Sacred Heart church in Gervais with burial in the Gervais cemetery.

George W. Perkins, talking for the Progressive at Chicago, is rather convincing that the third party is not dead, after all.

KIDNEY DISORDERS QUICKLY RELIEVED

Leading druggists everywhere are establishing new records in the sale of medicine. Believing that no medicine ought to be paid for unless it does the user some good they have adopted the plan of selling Solvax, the standard kidney remedy, under a positive guarantee of quick relief from all kidney or bladder misery, or money back without a question. This speaks eloquently for the virtues of the remedy and already has created a wide-spread demand for it here in Salem. Hundreds of people in every walk of life have been relieved of the agonies attendant on weak, disarranged or clogged-up kidneys and bladder by this remarkable remedy. It is not just merely a kidney treatment, it is a medicine that aims to put the entire, pampered body into normal conditions and give vigorous health after the many painful disorders caused directly or indirectly by such kidneys. A change for the better will be seen after the first few doses of Solvax and its continued use should tone up the entire system of improperly working organs and give the desire to live and enjoy life to its fullest.

Solvax is considered by many the best kidney remedy on the market today because it aims to cure by striking directly at the cause of all the trouble. The many pains and aches caused by improperly working kidneys cannot be permanently cured unless the cause is removed.
Solvax is sold under a positive guarantee to refund the money if it does not cure. This is the strongest proof that can be offered as to the merit of the medicine. You are cheating yourself out of your slice of life if you do not give Solvax a chance. Get it today from Daniel J. Fay or any leading druggist in this vicinity.

Grand Prize, Panama-Pacific Exposition, San Francisco, 1915
Grand Prize, Panama-California Exposition, San Diego, 1915
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STATE NEWS

Marshfield Record: The Kruse & Banks shipyard will lay the keel of the new Bixby & Clark steam schooner within the next few days since the employees who have been working about the yard for some time have the blockading about ready to start the vessel. The lumber for the ship will be obtained from the Simpson Lumber company and it will require about 800,000 feet to construct the same. Ship timber is specially selected and much of it is difficult to obtain, since there are requirements for a great deal of long, clear sticks. Fir will enter largely into the construction of the new vessel, since white cedar in the correct form is becoming harder to secure. When the keel is finished and the vessel gets to the point where a full force can work the yard will be employing about 40 men on the job. The company has a very favorable chance it is said, of securing a second ship to build for the Charles Nelson company, and before the summer breaks Kruse & Banks will probably have the yard running at full capacity.

Unprecedented solicitude for foodless birds is reflected in the state press, the following from the Roseburg Review, being only a specimen item: "As a result of the unusual cold weather that has prevailed in this section of Oregon during the past few weeks, many people took upon themselves the burden of providing wheat for the birds. This was especially true of the children, who in some instances plucked wheat where it could be found by the birds."

Albany Herald: A car loaded with 40 tons of flour was shipped from the Red Crown mill of this city direct to New York yesterday. A. W. Bowersox, manager of the mill, says that this is the first time in 17 years that he has been in the business in this city that such a shipment has been made to New York. He says big shipments have been made to various other parts of the world, however.

Ashland Tidings: According to report, John O. Owens company is to open a new tract of timber over near Crescent City, and had a man in the valley last week organizing a crew to go into the logging camps. Two hundred men were to be put on. All up and down the coast the lumber industry is picking up.

Polk County Observer: A movement is on foot for the farmers of the county surrounding Menmouth to organize a co-operative creamery. It is argued that a creamery of this sort, under proper management, will pay the farmers from 25 to 30 per cent more for their cream than by the present system.

Nine-fifteen forecasts in Dallas Observer: "The traveling men are just about unanimous in the opinion that 1910 is to be a banner year for business. And the successful salesman, while a natural born optimist, is likewise a pretty good judge of conditions."

With the object of giving financial assistance to a public bathing beach project to be established next summer, the Corvallis Commercial club is considering the advisability of giving a home talent play or minstrel in the near future.

The outlook for modern equipped stockyards for Sutherlin at an early date," says the Sun, "begins to look good to the citizens of this valley, and in all probability construction work will begin as soon as weather conditions will permit."

The electric lighting company at Condon is planning to meter all unmetered residences and business houses, and will also reduce the minimum rate.

MT. PLEASANT ITEMS
W. R. Ray made a business trip to Albany Thursday.
Always Watch This Ad—Changes Often
FOR THE WOODSMAN
We have all kinds of Axes, Sledges, Wedges, Saws and Equipments for the woods.
All kinds of Corrugated Iron for both Roofs and Buildings.
A good \$800.00 Laundry Mangle, slightly used for one-fourth original cost.
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