

Editorial Page of "The Capital Journal"

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FULL LEASED WIRE TELEGRAPH REPORT

EASTERN REPRESENTATIVES
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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 81.

JUGGLING FIGURES TO DECEIVE THE PUBLIC

During the three months preceding April 1, the Statesman Publishing Company paid \$688.50 to the Salem postoffice for newspaper postage. This is the amount printed in Salem outside of the plans of The Statesman some of them rather pretentious newspapers, too. The total of the newspaper postage received at the Salem postoffice for the quarter named above was \$881.22. That leaves \$192.72 as the amount of postage paid by the Statesman published outside of the plan of The Statesman, or an average of a little over 64¢ per month for the quarter. The above does not include the money expended for postage stamps. During last quarter, the Statesman Publishing Co. expended \$788.87 for postage stamps.—Salem Statesman.

This editorial statement of the morning paper is a plain attempt to deceive the public by juggling figures; an attempt to secure business from advertisers by misrepresenting its circulation.

The Statesman Publishing Co. prints and circulates the Daily Statesman, the Twice-a-Week Statesman, the Pacific Homestead, the Oregon Poultry Journal, the Teachers' Monthly, and possibly other publications. The principal part of this \$688.50 postage bill it claims to have paid was no doubt incurred by the Pacific Homestead, the Poultry Journal and Teachers' Monthly.

Will the Statesman, now that it has raised this issue, be honest enough to tell how much the postage bills of the Daily Statesman amount to for the three months referred to? Of course it will—not.

Has it told the truth about its total postage even? It did not tell the truth when it intimated that the other newspapers of Salem paid but \$6 a month postage. The Daily Capital Journal holds receipts for postage paid during those three months as follows:

January, \$48.33.
February, \$50.51.
March, \$74.19.
Total, \$173.03.

This means that the Daily Capital Journal sent by mail 17303 pounds of papers—nearly all on the rural routes of Marion and Polk counties. In addition to this the Capital Journal delivered by carrier (on which no postage is paid) an average of 2300 copies daily—over twice as many as the Statesman delivered by carrier. The Capital Journal also sends out many packages of papers by express every evening to other towns.

Then here is another circulation fact. On April first the publisher of the Daily Capital Journal filed with the postmaster of Salem his sworn statement that the circulation of the Capital Journal had averaged 4141 copies daily for six months.

The publisher of the Daily Statesman made a similar statement that his paper had sent out on an average of 3179 papers daily for six months.

These sworn statements gave the Capital Journal an average daily lead over the Statesman of 962. It is, as a matter of fact, exceeding the Statesman's present circulation by a much larger figure.

The Capital Journal has never made any secret of its circulation figures. It does not believe in juggling. It is not going to ask advertisers to take the publisher's word or oath for it. It has become a member of the Audit Bureau of Circulations, an organization formed by national advertisers to protect their interests. Its auditors are on the way here now to check up the Capital Journal's lists, its postage receipts, its paper bills and all its books and records relating to circulation. Their report will be accepted as final and official by all national advertisers. It will then be a newspaper with a known, guaranteed circulation.

Will the Statesman take similar action, or will it continue to juggle and misrepresent figures, in the attempt to obtain money by false pretenses from both local and national advertisers?

Why not do business open and above board?

FAILURE DUE TO MISFITS

It is undoubtedly true that the great majority of failures in life are due to the fact that men choose pursuits, or have them thrust on them for which they are unfitted. The man who fails as a carpenter might have been a decided success as a blacksmith and the blacksmith not successful, might have been pre-eminently so as an architect. The lawyer, plodding along in a mediocre way might have

been great as a journalist and many of us, of the newspaper fraternity might have done better at almost anything else. Many an actor who knew not the word "encore" would have risen higher in the world as a hod carrier, and poets who let their pencils spoil good paper would have fitted their surroundings better if they had done something besides, as Saxe puts it, "Harangue the landscape they were born to till."

The larger portion of mankind is at work at jobs in which they are misfits. What is true of men is also true of communities and localities. In old times before electricity brought power to any place that needed it, the location of manufacturing industries was naturally where there was water power available. Such communities had the jobs for which they were suited picked out for them.

Now this is changed and manufacturing centers depend not so much on nearness to water power as on convenience to raw materials and transportation to markets.

The Willamette valley, one of the richest in the world, has not been the success it should have been, and for the reason that it has not yet discovered the crop to which it mainly should be devoted, unless flax solves the matter. It has been a great hop producer, is yet, but the demand for that product is decreasing, and naturally the whole valley cannot be devoted to it.

It is also a great prune center, and while the returns from this source have been generally good it is not, in many respects, an ideal crop for the whole valley; one reason being the same as that that makes hops no longer so desirable a crop, that is, the limited demand.

Hood River has made a country wide reputation for its apples; and the Yakima valley in Washington, has achieved fame along the same lines. Roseburg, long famous for its turkeys, has developed another crop that promises to add to its reputation and bring it an abundance of coin, the growing of broccoli. The beaver dam lands of the valley have found their natural use in the growing of onions and vegetables.

The question confronting the biggest of Oregon's valleys is not one of growing a bushel or two more wheat or some other product to the acre; but the finding of a distinctive crop which will bring fair returns on land held at the present prices of valley lands.

Wheat cannot be successfully grown on lands costing \$150 or \$200 an acre. Even with good crops it will not, one year with another, more than pay small interest and taxes on the amount invested.

It is time every farmer do a little experimenting along the line of new and untried crops. If this is done intelligently it will not be long until someone strikes something that will bring results.

Flax gives promise of doing much for the valley, and may go a long way toward solving the problem; but the farmer should not be content with that but keep everlastingly experimenting until not only one revenue producer is discovered, but several. When the valley discovers what it is best adapted for, it will be the greatest farming section in the northwest and one of the best in the world.

No matter what happens in the way of changed conditions, political or other, the farmer gets a jolt somewhere before the matter is settled. The situation as to Germany caused a decline in wheat in Chicago, of two cents a bushel. Why should it? This country is not sending and has not sent any wheat to Germany for nearly two years. No matter what the result of the present strained relations, no market now available will be interfered with. If the affair is settled peaceably, which all hope it may be, there will be no change in markets, and if unfortunately we sever our relations with Germany, the fact should add to rather than reduce prices for breadstuffs. On top of this the government reports show there is a shortage in winter wheat, and that the crop at the best will be two or three hundred million bushels short of that of 1915.

As a result of "Democratic free trade that has ruined the sheep and wool industries", the price of both sheep and wool have reached a higher price than since the civil war, and sheepmen generally are ardently hoping for a continuance of the same kind of free trade. On top of this comes the report from Lebanon that the 17,000 pound pool of mohair was sold there Saturday for 48 3-8 cents a pound, the highest price ever paid in the county for a pool of mohair. This sale topped the market this year by about two cents, and was nearly 15 cents a pound above the price paid in former years.

The Council of Portland Parent Teachers' Associations went on record Saturday as favoring a law making unlawful the sale of cigarettes and the papers that go with them. They will have a bill providing for this introduced in the next legislature if present plans are carried out. Thus step by step do we climb toward perfection—or something.

Women generally do not agree with that Chicago judge who held that Bacon wrote Shakespeare's plays. The reason advanced is rather convincing, and that is that no person as dry and didactic as an English lord could ever have written such delightful and true-to-life love scenes. However they overlook the fact that in anything pertaining to bacon Chicago is authority.

The weather clerk was good natured yesterday and the Easter bonnet, hat, headgear or what ever Dame Fashion calls the lid feminine this year, flaunted itself gaily and unafraid. It was also quite frequent and numerous, and some of it really good to look at—while at work.

STATE NEWS

Baker, Ore.: Bits of the skeleton of a prehistoric animal have been dug up in the Virtue Flats district by Maurice C. Weaver, a prospector, who brought one of them to the city and sought to have a hardware dealer repair the loose parts. The bones were found in gravel beds, and are the first ever found in that vicinity. The fossil brought in was a lower jawbone which is largely decayed, but wherever the bone has given away, a silicious deposit has renewed the strength of the honey-combed osseous tissue. A distinguishing feature is the presence of two parallel tubes, six inches in length, protruding straight from the bone, revealing that only the outside of the ivory has been injured by weathering.

Medford, Ore.: Piles of gold dust and quicksilver and packages of sheet-iron and tungsten ore are being exhibited in the hotel corridors and on the streets very frequently these days. A very large percentage of the local population is much interested in sources of claims, old and new, situated in all parts of this district, and much development work is being planned. Prospectors are becoming more numerous every day and no old-time mining excitement appears to be forming.

The annual losses of livestock on the National forest ranges of the west, due to predatory animals, are over \$500,000. An organized campaign is now on to exterminate these animals. Wolves are responsible for about 70 per cent of the cattle losses, while bears cause most of the remainder. Approximately 75 per cent of the sheep losses are due to coyotes, 20 per cent to bears, and five per cent to lynxes and wild cats. Mountain lions are charged with killing only a few head of cattle and sheep.

The dredging that is to be done on Hayes inlet by the Port of Coos Bay will be started soon by the Larson Dredging company, probably within the next week. The inlet has shoaled, and the people living on it desire to have it deepened so gasoline launches can ply at any stage of the tide.

TABLOIDS

Boston.—While eating raw oysters, F. J. Barker, of New York, opened one out of which popped 10 pearls. Two of them were of considerable size and value.

New York.—After trying to train his neighbors to pipe to make their grant chorus musical, George M. Culnan decided it couldn't be done and is in court to have the squatters "abated."

New York.—Seven hundred and seventy-one heart pins of values ranging from a dime to several hundred dollars are parts of the million dollar estate of Joseph E. Gay being probated here.

Chicago.—Short skirts for men and no skirts at all for women have been approved by Chicago's bench cosurers as the official bathing costumes at the municipal beaches this summer. The men's costumes, to be furnished by the city, will include a brief, shirt-like skirt, about the length of a capibala's grass apron. The women will wear bloomers and no stockings.

WHIRLWIND OR ZEPHYR?

Portland, Ore., April 24.—After conducting a whirlwind campaign in Oregon cities and towns, Theodore E. Burton, candidate for the republican nomination for president is today on his way to California.

Burton's campaign manager expressed himself as thoroughly satisfied with the reception tendered the Oregon in this state.

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THE SINGER

I sing my song the whole day long, and keep my harp a-going, to try to cheer the people near, while dodging bricks they're throwing. I sing of hope and all such dope, of gay and bright tomorrows, of canning care and black despair, and putting lids on sorrows. Year after year this sort of cheer, I'm tirelessly providing, and my winged steed keeps up his speed, though galled by too much riding. Throughout this land the folks will stand a lot of misfit singing, if but the bard, when whooping hard, a gladsome note is springing. Though cracked his voice, if he'll rejoice, and laugh at woe and wailing, men will remark, "Long may his bark on smiling seas be sailing!" Yet poets write of starless night, and ghouls and women weeping, of lovers dead and vampires dread that batten on the sleeping. The dismal pote off finds his goat has from his keeping wandered; his odes won't bring enough, by jing, to have his nightie laundered. For in this vale the rhythmic wail will never tempt sane buyers, who'll blow their piles for cheerful smiles and lays by liting liars.



You Have Valuable Papers;

PERHAPS a deed to property, your will, papers representing your investments, notes held against other parties, correspondence of a confidential nature, contracts, the loss of which would cause you inconvenience, fire and life insurance policies—

Where are they now? Are they safe from fire and meddlers? Suppose fire should occur in your absence. Have others access to them so that they could be rescued? Have you one safe place in which to gather all your papers of value?

In case of your death would these documents be easily located by authorized persons?

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