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FULL LEASED WIRE TELEGRAPH REPORT

EASTERN REPRESENTATIVES

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THE DAILY CAPITAL JOURNAL

Is the only newspaper in Salem whose circulation is guaranteed by the Audit Bureau of Circulations.

NEWSPAPER BUSINESS IN WAR TIME.

The war industries board has ordered newspapers to cut off all free copies, and to reduce the average size of their newspapers. This order is for the purpose of conserving both news print paper and labor.

Not many publishers will resent the order, since they have realized for some time that the most rigid economy in these matters must be practiced. The order of the government will make it easier for them to do some things that they hesitated voluntarily to do, although they believed they should be done.

In times like this the newspaper business is not a snap. There are no war profits; instead prices of labor and material are going up and advertising, the paper's greatest source of revenue, is curtailed. Every industry or business the government grabs hold of in any manner stops advertising immediately.

War reports cost a vast amount of money, and the papers must carry them in order to satisfy the public craving for daily information on this subject. For instance, it costs from \$1.50 to \$2 a word to get cable messages from Petrograd, or Salonika, in the Balkans. From France cable tolls are 25c a word. Added to these tolls are the high salaries of an army of correspondents and their excessive expense bills while following the path of the war. When you read the full leased wire telegraph report in the Capital Journal calculate what must have been the cost of gathering it. Of course the Capital Journal only pays its proportionate part of the cost, which is shared by all United Press papers. But its share is very much heavier than it was before the war broke out in Europe.

Everything is going up that way and only circulation receipts keep pace with rising costs. More people are reading newspapers than ever before—but the newspaper business was not built on the theory that subscription receipts would pay the running expenses.

Advertising, based on circulation, is relied upon by all publishers for their profits. Advertising has in this way been responsible for making it possible for newspapers and magazines to be sold at a price within the reach of all. That is why the people generally owe a good deal to the enterprising businessman or manufacturer who advertises—he is paying for the reading matter they get at only a nominal cost.

Now that war restrictions have reduced advertising newspapers must raise subscription prices, reduce the size of their publications or curtail their subscription lists. Probably they will do all these things—and that is just what the order recently issued by the war industries board seeks to accomplish.

The Daily Capital Journal, for instance is suffering from too much circulation now. It is only slightly below 5000 copies daily on the average and that is too large for the volume of advertising carried and the rate we are able to get for it in a field like this. We keep pruning the list of those who are slow pay and of advertisers and exchanges, but the list continues to grow—the people evidently want the war news.

The order of the government to refuse to permit papers to go out of the office unless paid for in cash will not work a hardship upon papers like the Capital Journal. It will only assist them in holding down rising expenses, and is only making an official order of what business judgment dictates they must of necessity do anyway.

What the government should do, however, is to pay for all the advertising space it uses in the papers for war activities. In France and England this is done. Advertising space is the only commodity the newspaper has to sell and there is no reason why the government should expect to get it free when it pays everybody else high prices for what it wants. That is why the government sells bonds—to pay for what it requires in the conduct of the war.

And yet the government expects the newspapers to give their advertising space free—their only commodity—in order to sell bonds that money may be raised to pay

everybody else for their services or their goods.

A great many persons have never thought seriously of the trying position newspapers are placed in during the war—and still the government officials say they could scarcely carry out any of the great war activities without their cooperation.

The one thing that surprises our allies more than anything else concerning the Americans, is our way of doing things. They have never seen things done on the America scale before, and cannot realize that such things are possible. One example illustrates this. A gang of Americans were operating a French sawmill which cut 7,500 feet a day, and which was considered a plant of some magnitude. The American in charge of this department ordered a small American saw mill and when this got busy and turned out 75,000 feet a day, the French farmers were frightened lest all their timber be cut up at once. If these same people could see a real saw mill cutting from half a million to a million feet a day, they would fancy they had been over indulging in absinthe.

The allies have kept biting into the pocket between Soissons and Rheims until every bit of it is under fire. In addition to being under the allied guns the airmen are doing great work in the way of dropping bombs throughout the whole area. In spite of the danger of their position the German leaders have evidently determined to fight it out where they are. That there will be some fierce fighting and this accompanied with tremendous losses is certain, but there can be but one end. It will require generalship bordering on real genius if another Sedan is not the result. At the best the Germans are certain to lose many prisoners and great quantities of supplies which will fall to the allies or be destroyed. In either case it is a loss to the Germans just the same.

Tuesday is to be a great day for the Willamette valley. Here in Salem the business houses will be closed and Salem will join with the visitors in celebrating the completion of the big bridge, and the record it makes in being paid for when completed. Don't forget to take plenty of change with you for every cent spent will go to take care of the boys over in France who are placing America in the front rank of the nations and making freedom mean exactly what Americans understand by that term. Jupe, has done splendid work and he is urged to let well enough alone and let the sun shine undisturbed on the coming big day.

The Silverton Mills have met the scarcity of labor caused by the war by putting a force of ten women to work. Thus does the pinch of war come daily closer home. If it keeps up for two years women workers in all kinds of factories and plants heretofore using only male help, will be the rule rather than the exception.

Whoever else may be captured in the Soissons-Rheims pocket, it can safely be asserted that it will not be one of the Hohenzollern family. They are heavy on ordering "my brave soldiers" to die to the last man, but one and all of them keep out of danger.

The next thing in the vegetable line pleasing to most folks is the big succulent roasting ears and the joy of gathering the grains with your teeth from the cob. It is not an edifying edible transaction, but there is lots of solid enjoyment in it—if your teeth are all right.

The rain was sure "water on the water company's wheels". Irrigation is out of style for a while at least, and the weather indications are that there will be another shower or two.

The evergreen blackberries will be the next in order, and there are unlimited quantities of them. After that comes the hops and the prunes and then the picking season will be over unless picking up the potatoes comes under this head.

Rippling Rhymes

by Walt Mason

HOT DAY REFLECTIONS.

Somewhere the festive Eskimo is digging pathways through the snow, and handing out the language weird, while pulling icebergs from his beard. His feet are frozen in his shoes, and he has chilblains in his thews, his breath is freezing as it flies, and icicles are on his eyes. Alas, his fate is dark and grim, I shed some nineteen tears for him. Could he forsake the arctic storm, and come down here where he'd get warm, how glad and grateful he would be, how he would chortle in his glee! Somewhere, on grim Spitzbergen's shore, the natives thaw out nevermore. They know not what it is to sweat, rheumatics is their one safe bet. If they go out to get some wood, their ears are frozen up for good, and presently they're unawares assaulted by some polar bears, and eaten cold, without a sauce to make them less a total loss. Their wives and orphans sadly go to seek the fragments in the snow, and meet a frightful fate, methinks; they're gobbled by a wolf or lynx. How thankful we should be, I wot, that all of us are smoking hot!

The Woman Who Changed

By JANE PHELPS

A MUSICAL EVENING.

CHAPTER CXXXIX

Merton Gray came early, his violin tucked under his arm. Mr. and Mrs. Babcock greeted him graciously, George warmly. For the first time since Merton told me of his love, I did not feel embarrassed. I had thought it all out. I had done nothing wrong—nothing unbecoming—so that I might be with him; and more than that, I had not encouraged him. I was fond of him; he was my very good friend. I should treat him as such, and put behind me forever the fact that he had wanted to be more. I felt flattered that he had cared, but even so, I knew that he wasn't by any means heart-broken, and that he would probably marry sometime—that he had mistaken pity for me, for love. I must show him that now I did not need his pity—that I was happy instead of miserable.

We had a delightful evening. Mr. Babcock had not brought his violin, so he played several selections on Merton's, which he declared superior to his. Merton beamed. His Strad was the pride of his life, he laughingly told them. Then we sang, and were all surprised when the grandfathers' clock in the hall struck eleven.

James brought in a very light supper, over which we became quite jolly. Mrs. Babcock declared she could not eat another bite—then she heartily!

"Your wife is a little wizard," she said to George. "She has found out in some occult way, what my tastes are, and she tempts me."

HELEN IS COMPLIMENTED.
"I am delighted that she has succeeded in doing so," he returned pleasantly, just glancing at me. But I read approval in that glance, and Mr. Babcock read something more, for he said:

"I don't wonder you look at her in that proud way, Howard. Not many young wives have the knack of entertaining—especially of entertaining old folks like us."

"You people forget I am a lonely old bachelor!" Merton said in a pretended depression. "I really feel quite out of the picture."

"I imagine it is your own fault, Mr. Gray," Mrs. Babcock returned in her soft, musical voice. "And you will pardon me, because I am older than you are, if I tell you that you are missing much that makes life worth living. Of course, you are fortunate in having your art, and your music; but neither can quite take the place of a wife—a woman who loves you."

"Mrs. Babcock is right, Gray," to my surprise, George broke in. "There's nothing like a home for a man. And of course no one can have a real home without a woman in it."

I flushed happily. Did George really and truly appreciate his home more than I thought? Was it true that he cared because I was in it?

"Get married, my boy! It's the only thing for a young fellow to do," said Mr. Babcock.

"But I'm not young!" Merton returned, making a comical grimace.

"You're not old; about thirty, I take it?" Then, when Merton nodded, he continued, "But too old to wait any longer. Why waste the years that might be made so full of joy?"

The games he gave Mrs. Babcock seemed to unfold her, so loving was it—so full of trust and faith.

A COMPARISON.
"But I know some married people—" Merton raised his hands in mock horror, "single blessedness is indeed blessed, compared to the life of bickering and quarreling they lead."

"Such people are not in the majority, dear Mr. Gray," again it was Mrs. Babcock's soft voice. "We hear of them, that is all. The really happy couples seldom talk of their happiness. It is too deep, too sacred to discuss."

But the other kind, those who are unhappy, misnamed take the world into their confidence so loudly that, seemingly, it multiplies them, and they appear more numerous than they really are. Is it not so, dear?" she asked her husband.

"Indeed it is! And it is a truth which people do not often recognize. Happiness needs no brass bands to announce itself. It is so deeply enmeshed in the mind and soul, that it doesn't think to cry aloud, as does the unhappiness of people (most of which is surface unhappiness, anyway, which could be easily remedied by a little forbearance on both sides). Marriage is a give-and-take game with everyone. Young people are too apt to want it one-sided."

Again I flushed. I had taken so much as my due, without giving it proper consideration, when I had found fault with other things! My lovely home, my easy, comfortable existence, my care-free days, had seemed as nothing because I could not have ALL ELSE that I wanted. Merton left saying he had never enjoyed himself more, and with an invitation to visit the Babcocks' if ever he was in Chicago.

"Gray made a hit with our guests," George said, when they had gone. "I'm glad we had him in. He's a fascinating fellow, and remarkably entertaining."

"Yes, I am glad we had him, too," I responded.

TO-MORROW—RESULTS.

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Class Ads you can depend on
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BUY THOUGHTFULLY

THE purchase of food, clothing and other necessities—as well as indulging in luxuries—should be considered from these stand-points:

- 1--Effect on YOUR bank balance
- 2--Effect in the community.
- 3--Effect on the Government's conduct of the war.

INTEREST ON SAVINGS ACCOUNTS



United States National Bank
Salem Oregon.

Horticulturists of West to Organize Soon

The first annual meeting of western horticulturists will be held at the Oregon Agricultural college, August 5 to 8. Representative horticulturists from all states west of the Rockies—between 30 and 50 of them—are expected to attend. C. L. Lewis, professor of horticulture in O. A. C., is temporary president. The organization will be perfected at the meeting. Many questions will be discussed looking towards increased fruit production.

Wednesday, August 7, a trip by train to Salem will be made where an inspection of orchards, small fruit plantations, canneries and fruit juice factories will be made. The Salem Fruit Union will provide facilities for seeing the various points of interest.

Thursday morning an inspection of the experimental plots of the Oregon experiment station will be made. Thursday at 1:30 o'clock the visitors will start on a trip to Mary's Peak, as guests of the members of the division of horticulture in the Oregon Agricultural college, who will provide necessary transportation, camp equipment and supplies.

TAX UPON INCOMES.
Washington, July 26.—Latest figures on incomes, excess profits and inheritances, will raise only \$4,500,000,000 from these sources in the new revenue bill, the house ways and means committee found today.

This is \$1,500,000,000 less than suggested by the treasury department.


PRICE OF HEMP FIXED.
Washington July 26.—The price fixing committee of the war industries board today established a maximum of 14 cents f. o. b. Manila for number current hemp. Prices of other grades will follow immediately. The government consumes nearly all the Manila hemp manufactured in this country and for that reason will pay a price for rope based on the maximum price fixed for hemp.

Almost A Shadow; Afraid To Eat

"My son-in-law was so bad from stomach trouble that he was reduced to almost a shadow and was afraid to eat anything, as all food caused bloating of gas which pressed against his heart, worrying him very much. Our druggist persuaded him to try Mary's Wonderful Remedy and in two months he looked fine, can eat anything and works hard every day." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. J. C. Perry, Capital Drug Store and druggists everywhere.

JOURNAL WANT ADS SELL

Chautauqua Week



Fenwick Newell Sings at Chautauqua
Heads Artists Company on Second Day





The Fenwick Newell Concert Company, who will present two programs at Chautauqua on the second day, is one of the stellar trios of the concert platform. Fenwick A. Newell, leading the company, is a lyric tenor who has been advancing very rapidly in popular favor during the past few years. His rich natural voice, under the care and instruction of the two greatest vocal coaches in the country, Radamovits of Chicago and Oscar Sæmger of New York, has developed tones of glorious warmth and color.

Miss Lillian Shank, violinist, is an artist of highly developed technique and deep musical understanding, with a record of unusual success on the platform. Mary Jane Grigsby, accompanist, is a true artist at the piano.

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