## Enditorial Page of The Capital Journal

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itself. Those huge flying machines, meant for deadly It opens now be turned to the purposes of peace. it opens new vistas of transportation, making what Forty passengers are ast dinary railroad coach. That British plane has a lifting power of nine tons, in addition to its own weigh. It might be readily seen how it could be use
We shall yet have fleets seale.
we United States.

The Malhuer Enterprise reprints the following very excellent advice to businessmen: "No business man in any town should allow a newspaper published in his town to
go without his name and business being mentioned some where in its columns, says an exchange. This applies to all kinds of business--general stores, drygoods, groceries, furniture dealers, manufacturing establishments, automoclasses of business men. This does not mean that you should have a hole or a half or even a quarter page add in every issue of the paper, but your name and business should be mentioned if you do not use more than a twoline space. A stranger picking up a newspaper should be able to tell just what business is represented in a town by looking at the business mentioned in the paper. This is the best possible town advertiser. The man who does
not advertise his business does an injustice to himself and his city. He is the man who expects the newspaper to do the most free advertising for his town. The man who fuses to advertise his business is not a valuable addition to any town. The life of any town, depends upon the ive, wide-awake and liberal advertising business men."

Loganberries, prunes and cherries have made Salem the greatest fruit center in the northwest. And if our more fruit business than any other city on the Pacific moast.

That next war loan we have to raise may come rather hard, seeing that war's enthusiasm will be over. But it may comfort us to realize that about the same time e asked to subscribe to their "First Indemnity Loan."

Billy Sunday says he is "working to beat hell," and there is nothing profane about the statement if you take it literally.


Still on this happy Thanksgiving day it looks as if there would be plenty of good things to eat for soldier and civilian alke, ere the christmas bells voice again likely that particular father's boy will be at home again likely that particular father's boy will

THE FORTY-PASSENGER PLANE
All airplane carrying records were outdone on No vember 17, when a Handley plane made a trial trip over
London with 40 passengers. The largest number of persons previously carried by any airplane was 20 . Germany may well have congratulated itself on that remarkable flight. It was only by a fortunate chance
that it was not made over Berlin with a crew of hostile aviators raining death and destruction, instead of over the British metropolis with a harmless cargo of civilians. It was built especially for the purpose of bombing Berlin, but was completed three days after the signing As matters stand, the whole world may congratulate


## RIPPLING RHYMES

By Walt Mason

## CHANGE OF SUBJECTS

We've talked so long of shell and shot, of captains and of kings! The time has come at last, I wot, to speak of to places nearer home; we need good roads and need them bad, and hence this stirring pome. For years we've
struggled through the muck, in weariness and grief and only said, when we were stuck, "It is no time to beef." We floundered through the muddy pools, across the reefs and bars, and lost our horses and our mules, and mired our costly cars. We said, "Until this war shall cease, our
woes can't be discust; but when arrives the dawn of peace, woes can't be discust; but when arrives the dawn of peace,
we'll have good roads or buist." We've talked so long of we'll have good roads or bust." We ve talked so long of
battle that we may find it hard to turn to other, milder stunts; our spirits may be jarred. We've railed so long at Kaiser Bill that we may think it stale to talk of grading down a hill, or filling up a vale. But it is wise to talk not haul their loads because of endless mud. There is no bottom to the pike when comes a sudden shower; I cannot ed so long on treason vile it's hard to break away; but we






