

Published Every Evening Except Sunday, Salem, Oregon.

Address All Communications To

## The Daily Capital Journal

SALEM 136 S. Commercial St. OREGON

**SUBSCRIPTION RATES**  
Daily, by Carrier, per year \$5.00 Per Month .45c  
Daily by Mail, per year \$3.00 Per Month .35c

FULL LEASED WIRE TELEGRAPH REPORT

FOREIGN REPRESENTATIVES

W. D. Ward, New York, Tribune Building,  
W. H. Stockwell, Chicago, People's Gas Building

The Daily 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 81 before 7:30 o'clock and a paper will be sent you by special messenger if the carrier has missed you.

THE DAILY CAPITAL JOURNAL

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

### ADVERTISE THE COMMUNITY AT HOME.

The Commercial club is making a campaign for new members and is preparing to boost for a bigger and better Salem. The movement is well-timed because, now that the war is over, there is sure to be a great era of advancement along material lines, throughout the entire country. Those communities which are most alive to their opportunities will naturally reap the greatest benefit, and the larger commercial club idea is merely a preliminary move toward getting Salem in position for an aggressive campaign for more people and more permanent industries, backed by intensive development of the surrounding trade area.

In this connection, it might be mentioned that many communities are finding the most profitable advertising campaigns are those carried on through their local newspapers. It used to be the rule to buy space in distant publications in the effort to attract people, capital and industries. Then somebody discovered that if advertising space in home newspapers was intelligently used, setting forth the opportunities and resources of the community it had a wonderful effect on stimulating home people to enterprising efforts in behalf of the community, and that these papers were widely circulated by those who lived in the community and were interested in its growth and general advancement.

As an example, not one person in ten in Salem realized the magnitude of the fruit industries here. If this was set forth in good-sized, well written display advertisements in the local papers, it would impress upon local people that the city and country had a real foundation for growth and they would get back of the movement more earnestly and sincerely. They would see that these papers were circulated among their friends and relatives throughout the country. Many needed industries might be discussed and brought to public attention in the same manner with good results.

Communities which have tried advertising at home, instead of abroad, have been astonished at the good results accomplished. Possibly a principal reason is that confidence and enthusiastic loyalty have been instilled into the home people, and that after all is the basis of any city's real and permanent growth. The efficiency of newspaper advertising has become recognized by churches in the leading cities, drawing people to their services, just as it draws people to the bargain counters. Conservative banks which used to be opposed to publicity are throwing their conservatism to the winds since they found that honest, intelligent advertising attracts the business

## RIPPLING RHYMES

By Walt Mason

### FACIAL EVIDENCE.

All punk emotions have their trace, quite legible, upon your face. As I go weaving down the street, I size up every man I meet; his face instructs me, not his dress; and seldom do I miss my guess. "That man," I say, "is prone to growl; he looks as gloomy as an owl; he has no checkrein on his bile; it takes an effort when he'd smile. His face is like a printed leaf, and all the contents speak of grief. And yonder gent of middle age gives way to foolish spells of rage. His temper is a sudden thing that knows no curb or leading string, and it has made him look quite old ere half his nervous days are told. No doubt at home he is a bear and holds a reign of terror there, though on the street he tries to look as cheerful as a babbling brook. I do not want him for a friend, and so I'll dodge him till the end. That pompous skate who's coming now thinks there's a halo on his brow. His face expresses misfit pride, but vacant is his head inside. No man has any right to be as proud as this old scout I see, unless he has accomplished more than living till he's reached three score." And thus I'm musing as I chase; I read a record in each face, and e'en the victims must confess it's seldom that I miss my guess.

of honest, intelligent people. And it is coming to be recognized universally that the public is dependent upon the newspapers for the larger part of their information concerning the events and progress going on about them and throughout the world; that the advertising columns of newspapers are a wonderful medium for imparting information when the message carried is honest, sincere and intelligent.

That is why it pays a commercial club to advertise the community at home just as much as it does the merchant who sells his goods in that way.

### WHY THEY WANT AMERICAN HUSBANDS.

A Paris newspaper has been conducting a questionnaire for French girls. In order to get dependable information, it has gone to the girls themselves.

The answers reveal the male American as surprisingly popular with the Parisiennes. More than 40 per cent of the girls who replied confess that they would like to have American husbands.

Most of them say they like the average American's breezy good humor and his respectful courtesy toward the other sex. Many of them speak of the easy comradeship established between the sexes by the American lads, and conclude that so good a comrade will probably make a good husband. Others say that their French suitors are "too fussy" about their personal appearance. There is some dispute as to the relative merits of a mustache and a smooth-shaven face; the vote on this point is just about a tie.

These reasons are interesting but not altogether conclusive. Of course American boys are the finest in the world, and make the best husbands! That is not open to debate on this side of the water. But how comes it that French girls have never discovered this before? It is not the first time they have seen eligible Americans in Paris. Yet the marrying used to be nearly all the other way--American girls marrying French men.

Modesty compels the honest he-American to suggest that there are two reasons regarding which these French girls say little, but which nevertheless probably have a good deal to do with the matter. First, the French, regarding the Americans as their deliverers, see every American soldier with a halo around his head. Second, there are not anywhere enough men in France to go around. What wonder the Yankee is at a premium?

The "Oregon Committee for Civil Service Legislation" writes this paper from its Portland office that it "has drawn and introduced Senate Bill 146 which provides for a classified and regulated civil service," and our morning contemporary denounces the bill as "un-American, un-Oregonian and Prussian," hoping that "Oregon may be spared the civil service system, as exemplified by a large part of the system as it works in the federal government." And yet the same paper criticizes the president and the national administration for its alleged disregard of civil service rules and regulations. Apparently civil service is desired in a democratic nation and partisan appointments in a republican state. It seems to be about the calibre of the present state administration to hold to a view so narrow and inconsistent. So far as this paper is concerned we will go further and say that we do not believe in the civil service system in either nation or state, except in the rarest cases of highly specialized employment. The bill in question was quickly defeated in the senate, because it would interfere with the partisan distribution of offices.

Those United States senators who are opposing the League of Nations idea are in perfect accord with the leading German statesmen. As a matter of fact the opposition members in the upper house of congress have been pretty good allies of Germany from the time we got into the war.

Men have just as much sense as nature, anyway. If it's foolish to peel off winter underwear just because February acts like spring, how about the risks those budding trees are taking?

Looks like the legislative session would end this week, as it will not be necessary to vote appropriations for more than \$25,000,000. A little matter like that should not consume more than a couple of days.

Senator Poindexter's position on the League of Nations is heartily endorsed by German Chancellor Ebert.

## THE PROMOTER'S WIFE

BY JANE PHELPS

BAB OVERHEARS A DISTURBING CONVERSATION "You know they never look the same in another place."

CHAPTER XIII  
We still kept the apartment we had rented when we were first married. But we kept two servants, and when we entertained Neil always sent a man from the club to wait. We had a small car also, and I had--at Neil's suggestion--bought many new and expensive things for the house. But Neil constantly talked of the "deal" which soon would be "put thru" and then we would give up our little apartment and go to one of the handsome new ones just built on the fashionable East side of town.

EXCESSIVE ACIDITY is at the bottom of most digestive ills.  
**KI-MOIDS** for indigestion afford pleasant and prompt relief from the distress of acid-dyspepsia.  
MADE BY SCOTT & BOWNE MAKERS OF SCOTT'S EMULSION

"We want to have things decent while we are here. We'll make a bonfire of them when we go," he returned.

"Of course I knew he did not mean that he would burn them, but that they would amount to so little when he had made the money he expected to, that they wouldn't count. So I went on buying beautiful things for the house and handsome clothes at the most expensive modiste's.

Often when I looked into the glass I would wonder if I were the same girl who, only a little over a year ago, was satisfied to dress in muslins and gingham. Now nothing was too ultra for me to wear. I had acquired a certain style which seemed to call for extreme fashions, and as Neil never grumbled about the bills, which were always sent to him, I had gradually grown more and more extravagant in my spending.

Not that I yet bought like some women we knew. I had neither expensive jewels or furs. But it costs a great deal for a woman to wear handsome evening and afternoon gowns, and to be correctly tailored for the street.

Hats, boots, and underwear all were of a kind I never had dreamed of possessing--very unlike the plain practical things I had in my simple trousseau.

Neil was becoming very uncertain in his hours. It annoyed me and I spoke of it to him.

"You are getting later and later for dinner, Neil. If you keep this up I soon shall not see you at all."

He made no reply. During dinner I tried to get him to talk of what he was doing, but instead of this he talked of trivial matters.

He seemed to be regarding me critically, carefully. I had an impression that he was holding something back; that he was weighing every word he spoke.

The next day I recalled his manner at dinner when I overheard two men speak of him. I had gone into the Waldorf to wait for Lorraine Morton with whom I had agreed to lunch. I waited in the writing room, and as I was a little ahead of time I busied myself by writing mother. On a settee near me were two men.

"I saw young Forbes this morning. He stopped me, and I must say he had two very peculiar men with him. Not his sort at all."

"Forbes' friends are not all distinguished, by any means," the other replied. "It seems a pity that some young men think that to be successful in business they have to do shady things or be intimate with those who do. In time they all go under together. Forbes comes of good stock. It's too bad, I wonder what kind of a wife he has."

Just then Lorraine came in and I heard no more. I called her attention to the two men and asked her if she knew them.

"Never saw them before why?" "Do you know any other Forbes besides Neil?" I then asked.

"No--why again?" "They were talking of some man through."

\*\*\*\*\*

### BE CAREFUL IN USING SOAP ON YOUR HAIR

\*\*\*\*\*  
Most soaps and prepared shampoos contain too much alkali, which is very injurious, as it dries the scalp and makes the hair brittle.

The best thing to use is just plain unsulfated coconut oil, for it is pure and entirely greaseless. It's very cheap and beats the most expensive soaps or anything else all to pieces. You can get this at any drug store, and a few ounces will last the whole family for months.

Simply moisten the hair with water and rub it in, about a teaspoonful is all that is required. It makes an abundance of rich, creamy lather, cleanses thoroughly, and rinses out easily. The hair dries quickly and evenly, and is soft, fresh looking, bright, fluffy, wavy, and easy to handle. Besides, it loosens and takes out every particle of dust, dirt and dandruff.



"THE Lord helps those who help themselves." If we want Oregon to grow and prosper we must recognize our duty to help ourselves by patronizing our own industries. Let us speed our state along the path of growth and prosperity. USE HOME PRODUCTS. HOME INDUSTRY LEAGUE OF OREGON

named Forbes, and said he was of good stock. It seemed odd that I should hear them. I had no slightest intention of confiding in Lorraine Morton. But once more I had the sensation of forboding that I had experienced the day I lunched with Blanche Orton. Lorraine shot a keen glance at me. It seemed to me there was some sort of meaning in her look. Then she asked "Does Neil--Mr. Forbes tell you about his business? Some men are very secretive I know. I should want to know every blessed thing about a man's business if I were married." (Tomorrow--One of Neil's deals goes

## DON'T ENDURE RHEUMATIC PAIN! HERE'S QUICK RELIEF FOR YOU

Stop the pain! Give me relief! That's what you want when you're hurt. That's what you get with Sloan's Liniment. It not only "kills pain," but does it quickly, without delay. If you're tormented by Rheumatism, Neuralgia, Sprains, Bruises, Backache, and body or nerve pain--just see how quickly a little Sloan's Liniment gives relief. The very first application rests and comforts. Seems to reach right down to the seat of the trouble, warming and easing the nerves and tissues. You can almost feel the inflammation, swelling or stiffness subside, as the pain grows less and less. You don't even have to wait to rub in Sloan's Liniment. It penetrates, and its clear, clean liquid can be poured right on the skin without staining. Get a generous size bottle from your druggist today.



30c, 60c, \$1.20

SEE US FIRST  
**CHAMBERS AND CHAMBERS**  
467 Court Street  
PUT A PIG ON YOUR PLACE  
THE 1919 organization meeting of the United States National Bank Boys and Girls Pig Club will be held tomorrow after noon at 1:30 at the Salem Commercial Club's quarters.  
We lend the youngsters the money to buy the pig, look after its bringing up, and then help market it you know. Bring your boys or girls in.  
United States National Bank  
Salem Oregon

## A DELAYED SHIPMENT

Some six months ago we ordered from the makers a line of dishes of very fine American make in beautiful designs and colorings. They have at last arrived and we will be pleased to have any one interested in buying dishes see these in our "basement store." It will be some time yet before you will be able to buy imported china, and all one hundred per cent Americans should be glad, even proud, to eat off American dishes.

Dressers, Chiffoniers and Toilet Tables in Birdseye Maple, Walnut, Mahogany and Oak. A complete assortment and at very little prices considering the first class quality of the goods. We offer no merchandise for sale that we cannot recommend and stand back of. Some very attractive fir, ash and oak dressers at \$13.75, \$15.75 and \$17.75. Ask to see them.