MONDAY EVENING, August 16, 1915.

Editorial Page of "The Capital Journal"

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PUBLISHED EVERY EVENING EXCEPT SUNDAY, SALEM, OREGON, BY

Capital Journal Ptg. Co., Inc.

L. S. BARNES, President — CHAS. H. FISHER, Vice-President — DORA C. ANDRESEN, Sec. and Treas.

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

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.

TALKS ON ADVERTISING

By Nels Darling.
No. 2.

Advertising is an educator. The right kind will instruct and keep people in touch with the new things in merchandise. You can educate the public with your informationful advertisements; you can keep them in touch with your goods and the prices.

Be honest in your advertising. Do not misrepresent nor make absurd claims, but have the goods in stock that you have talked about—right up to the mark.

Here is the way to learn how to write pulling advertisements: Choose some one article you wish to push, sit down where you will not be disturbed and imagine you are talking to a prospective buyer, to a good customer. Talk about the article and its merits, then put your talk into writing. Go over what you have written, cutting out the unnecessary words until you have reduced the article to a night telegram; give it a catchy heading and add the price. Your arguments in the conversational style will hold the attention, and the price will be the clincher, if you have really said something. Now you have an advertisement and not a space-filler.

It is well to give your store, your business or yourself some distinctive name that will become a sort of a trade-mark. For example: "The Careful Druggist"; "The Sanitary Bakery"; "The Style Clothing Store"; "The Painstaking Shoe Fitters." When you have selected a name, use it in your advertisements and live up to it.

People will begin to watch for your advertisements when they find there is some information in them. You create confidence if people always find your goods just as you have priced and described them. Clerks may often be rude but your advertisements will never be impolite without your knowing it.

Suggestion is a potent factor in personal salesmanship, and it is likewise a great big factor in advertising. If it is hot weather, talk of cool clothing. This is the season for an ice chest. Now is the time to push the sale of cool drinks. "In the spring a young man's fancy turns lightly to love"—also to spring wearing apparel. Tell about these things. How is the clothing made? What is the ice chest made of, and what new features has it? Are you careful in serving your cool drinks—are your glasses always polished and is all about your fountain sanitary? Are your syrups first-class and your flavors of the best?

THE LABOR SITUATION

The report of the superintendent of employment agencies of Illinois, is significant because that official looks for a serious shortage in the labor market within a few weeks. He sees things as they are seen by employers and employment agencies the country over and predicted some months since by those who could let politics alone long enough to consider important affairs.

The war in Europe has taken out of this country men who felt the call back to the field of battle. Not as many have gone back to fight as were expected at the outbreak of hostilities to hear the call to arms, but the number that did go has something to do with a shortage of unskilled labor. Then there is the revival of business in pretty much every line to call for more help. Some of this revival is due to the demands of foreign nations for supplies of one kind and another which must be had here because they can not be produced there at this time, but there is growing demand and greater confidence here at home. The harvests promise much and that means business for the railroads and many other interests that have been preparing to take care of what has been coming in increased volume and is yet to come in much larger volume.

It is a condition that confronts the industrial interests today, one that the politicians back of special privilege couldn't believe possible in other than a regime of high protection. The problem of the unemployed is not as likely to bother the industrial centers of the East so much as the problem of getting the workers, who must profit from the situation.

THE WAR CORRESPONDENTS

Not the least among the heroes of the great war are the press correspondents, who strive against tremendous odds and in terrible hardships, to give the world the truth.

Kept from the front and denied information, they nevertheless have been getting at the facts with amazing accuracy.

History grows more difficult as the world goes on. The art of printing, that is regarded as an aid, is its chief hindrance; for history is putting to record popular belief.

The daily papers photograph through their instantaneous process these beliefs as facts; and while this process seems to throw a piercing glare on all events, it only confuses the mind of the impartial investigator. It is an electric light, that deepens the shadows while it distorts all that it shines upon.

While newspaper correspondents, and even authors of fiction, have come to understand that the real is the basis of good work, history generally has held to the old-fashioned Plutarchian process of personal idealization.

When Cromwell ordered the painter to reproduce on canvas the wart nature gave his face, he left us a portrait that told, beyond the telling in words, that it was a true likeness of the man who scorned to lie.

The war correspondents are reproducing the wart. They are giving meaning and color and force to great facts that are not even hinted at in the official reports.

The history of this war, when it comes finally to be written, will be made up not so much from the official reports of the nations involved as from the files of the daily newspapers of the United States.

LADD & BUSH, Bankers

Established 1868

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Safety Deposit Boxes
SAVINGS DEPARTMENT

According to some newspapers settling the Mexican question is as easy as rolling off a log, and Wilson is evidently unfortunate in not having an editor for secretary of state. Here is the way the Medford Sun would dispose of the problem in a jiffy: "No one wants war. There is no need of war. But if the primary class idea of regeneration overnight, were only abandoned and Mexico told flatly to be good or all exportation of arms would stop, and business intercourse between the countries would absolutely cease, peace would in all probability be restored tomorrow."

Nicola Tesla, called "the world's greatest wireless expert," has been interviewed and has given his views of the possibilities of the wireless, which he considers almost boundless. The fellows who loaded up on wireless stock should take heart and be of good cheer—this kind of talk may start another boom and give them the opportunity to purchase a new supply of lithographed certificates.

If the Germans change the names of a lot of Russian towns out of revenge for the Petrograd incident, few persons on this side of the ocean will object. Those Russian names are regarded by the war fans and newspaper compositors as the most realistic of all the horrors depicted by the dispatches.

A New York heiress hired the model policeman of New York City to marry her. Now she claims to have discovered that a model policeman does not necessarily make a model husband and is suing him for divorce.

The plan to pacify Mexico without using force is about as hopeful as an effort to civilize a cannibal by merely sending him a copy of Emerson's essays, says the Boise Statesman.

The fact that there are no flies to swat this summer is perhaps the best evidence that the campaign waged in that direction was a success.

The hunting season's casualty lists are already beginning to come in. One killed and another wounded were reported yesterday.

Possibly those Mexicans who are crossing the border believe that the time has come for intervention in Georgia.

Anyway Warsaw is receiving a great deal of free advertising nowadays.

STATE NEWS

Newport Review: Captain Carmer, of the Ollie S., landed a moon fish, or more commonly known as a head fish, last Saturday while out deep sea fishing. It was lying asleep on the top of the water when captured, which is a habit of this particular species. It weighed about 25 pounds, and proved to be quite a curiosity to our tourists. These fish are not very numerous in these parts, and it is only on rare occasions that they inhabit the Pacific waters so far north.

Coos Bay Times: Otto Schetter, who came up this morning from Sunset Bay, said that the campers had a big time this morning picking up big fish that were stranded on the beach. There was a big run of the small smelt in Sunset Bay last evening, and the big fish, some over two feet long, followed up the smelt and in their eagerness to devour them all got so close in that they were left by the ebb tide. He said that there were several wagon loads of the big fish there this morning.

Ashland Tidings: One of the largest irrigation plants to be installed in the valley is being put in at the Leonard Odrithys ranch near here. It consists of a 14 horsepower Lewis, Mitchell & Stabar distillate engine and centrifugal pump. The pumping outfit will be placed near Bear creek and water will be raised to the highest part of his land through six-inch pipes. He will irrigate 35 acres of alfalfa and is intending to go into the dairy business extensively.

Medford Mail Tribune: Irvin S. Cobb and party of friends who are visiting the San Francisco fair and scenic points of interest in the west are scheduled to visit Crater Lake early in September. Cobb is famous as a humorist and short story writer. In the party with Cobb are Julian Street, a magazine writer of note, and Wallace Irwin, a writer of comic verse, and creator of the "Hashimura Togo" series.

Roseburg Review: The exodus of hunters to the hills for the opening of the deer season next Sunday has begun. The more experienced hunters who are delaying their trips until the opening cannonading has passed, will journey so far into the wilds that they are away from any danger of reckless shooting and carelessness. The last two seasons in this section have been marred by tragedies due to negligence.

Pendleton Tribune: A conflagration due to backfiring on the R. F. Kirkpatrick ranch at Canyon caused damage variously estimated between $8000 and $10,000 in a half hour this morning, consuming about 200 acres of wheat on the Kirkpatrick place and spreading to the ranch of George Perringer, adjoining, where between 40 and 100 acres of grain were burned.

Roseburg Review: Not less than 20 automobiles were parked in the vicinity of Shady Point last night. Most of these machines belong to tourists, who are enroute to and from San Francisco. Unlike previous years, the great majority of tourists passing through the country this season carry complete camp outfits and spend the nights in the open.

Medford Sun: The new drink originated in this city last month is gaining in favor. The drink consists mainly of loganberry juice and crushed ice. Local confectionery men state that since loganberry juice has been put on the market the sale of grape juice has decreased considerably.

DEATH OF MRS PHOEBE JORDAN

Mrs. Phoebe Jordan died at her home in this city Thursday afternoon, August 5, at 2:30, aged 74 years, 2 months and 8 days. She was born in Germany, May 27, 1841. Came to America in 1858, and settled near Chicago, Ill. Moved from Indiana to Oregon in 1890. In 1861 she married J. R. Jordan; to this union was born twelve children, of whom two are dead, Lizzie and William. These remaining are Albert Jordan, John Jordan, Ross Jordan, Benny Jordan and Ella Stauffer, all of Hubbard, Anna Gruber, Bertha White and Ida Dimick, of Portland; Emma Cornish, of Valparaiso, Ind., and Harry Jordan, of Layton, Utah. She also leaves 18 grandchildren, three great-grandchildren and one sister, Mrs. John Kuehl, of Valparaiso, Ind. She became a member of the Lutheran church when in her youth and has been a faithful member all her days; was also a faithful member of the Hubbard Relief Corps. When her end came she was surrounded by most of her children. She died in peace, bore all of her suffering with patience. We miss our mother but shall not be forgotten.—Hubbard Enterprise.

Wizard of Brooks Grows A New Pea That Is A Novelty

Mixture of Garden Peas Produces Kind That Can Be Eaten Pod and All—Scientific Methods Used.

It may not be much of a trick to make two blades of grass grow where only one had theretofore enjoyed exclusive privileges, but when a man can take a couple of different varieties of garden peas and by hybridization produce a pea that may be eaten pod and all he is making Luther Burbank sit up and take notice.

The wizard of Brooks, Rev. George Schoener, has grown the new pea, and in another year or two will have the variety fixed and will put it in the hands of the Oregon growers.

The perfection of the plant means a new and exclusive product for Oregon and one that is peculiarly well adapted to the climate.

The Schoener pea is eaten just like a string bean. You put the pods containing the peas in the stew kettle add your seasoning and have a dish that is simply delicious, it is claimed.

Portlanders have sampled the peas this season and find them, eaten pods and all, to be of better flavor than a dish of hulled peas served in the ordinary way.

Cheaper for Housewife.

And besides they are more filling and consequently cheaper the pea is because the housewife will not be compelled to buy such a big quantity of pods to secure a mess of peas. The exact size of one of the new Schoener pea pods is about five inches in length and an inch and a quarter wide—three bites of satisfying succulence.

When Father Schoener was at the Chamber of Commerce Wednesday says the Portland Daily Journal, he carried a new species of fruit for which he entertains great hopes. It is the result of a cross between the wild plum and wild apricot of Oregon, is about the size of a "June apple," and has a most appetizing odor. Its flavor is sharply tart, as is usual with a new fruit of that character, but Rev. Schoener believes it can be developed into one of the sellers that the eastern markets will take.

"Rose Apple" Created.

Another sample of results obtained by him was his "rose apple," a small fruit produced by crossing the Spitzenberg apple with the wild rose of Oregon. The fruit is useful in making marmalades and jelies and the tree which he has secured is pronounced one of the most ornamental types for lawns.

The fame of Father Schoener has been gaining for years. It began with his botanical experiments in the churchyard at Brooks, a place so small that his efforts were necessarily hampered, and it spread until the department of agriculture at Washington has not only been glad to co-operate with him, but California has been caught in the act of trying to entice him away from this state. All these years Father Schoener has carried the expense of this work, and has not asked for help from any quarter.

Now that his pastoral work at Brooks is about at an end Father Schoener is considering moving to some place where he can be comfortably located for carrying on the experimenting necessary to develop anything of value among these lines. A movement is afoot to bring him to Portland and provide ways and means for keeping him busy. California also wants him.

Nothing has as yet been decided probably owing to the hesitancy of Father Schoener to accept either offer. He is afraid that the people who secure his services may become dissatisfied before he is able to produce results. It requires years to collect the plants from which experiments may be carried forward to results. It requires adjustment and readjustment to secure one success. Until they are familiar with the painstaking operation and know of the tremendous expense, and are prepared to meet these conditions, Father Schoener will not agree to join forces with any community.

But in any event Father Schoener will leave Brooks. It is necessary that he part company with many of his children—the congregation of 20,000 rose bushes and valuable plants over which he has brooded and into which he has poured the love of a lifetime. He is going to sell them to get back some of the money he has spent.

And while this is not a paid advertisement the suggestion is pertinent that Portland Rosarians can secure some mighty choice specimens by hurrying out to the little white Catholic church at Brooks.

SOUTH BOTTOM NEWS

(Capital Journal Special Service.)

South Bottom, Aug. 17.—Grain in this section yielded well above the average. C. W. Chatfield threshed 1740 bushels. A small tract of oats yielded a little over 80 bushels per acre for Jesse Huber.

A crew of carpenters is rushing the large double-kiln hop dryer, now being built for Jerman brothers, to completion. The new dryer is made necessary because of the unusually large yield in prospect on their 90-acre yard.

The home of Mr. and Mrs. Frank Iyniff was the scene of a delightful lawn party last Saturday evening. The host and hostess have just taken possession of their handsome new bungalow, recently completed. Dancing and games kept those present in a merry mood until after midnight. Dainty refreshments were served.

The warm sunny days are doing much toward nobbing the vermin in check in the hopyards. Spraying the hop vines has been stopped in many of the yards. It is thought little good could be accomplished by sprays now as the hops are rapidly nearing the mature stage.

A cent a word will tell your story in the Journal New Today

Willamette's Schedule Tentatively Arranged

The tentative schedule of the Willamette university football team has been arranged by Burgiss Ford. Coach Mathews is expected to be here September 1 to look over the situation. Most of the young men who will play on the football team will be here about the 6th of next month. The dates are as follows.

September 25—Alumni game, at Salem.

October 2—O. A. C. at Corvallis, or Chemawa, at Salem.

October 9—Albany college, at Albany.

October 16—University of Puget Sound, at Tacoma.

October 23—Pacific college, at Newberg.

October 30—University of Oregon, at Salem.

November 6—Chemawa, at Salem.

November 13—Pacific university, at Forest Grove.

November 20—University of Southern California, at Salem.

November 25—Thanksgiving day, date still open.

SILVERTON GETS FISH.

Although Deputy Game Warden J. K. Mount, in conjunction with the Rod & Gun club of this city, has been working long and hard to secure a reasonable supply of young trout to be planted in the fishing streams in this vicinity, we are compelled to be content with a one-half car shipment. The secretary of the club received a letter from the superintendent of hatcheries which conveys the following pleasing (?) information:

"We are arranging to ship a carload of trout fry, one-half of same to be unloaded at Mt. Angel and the balance consigned to your club at Silverton."

The shipment will probably arrive next Sunday, and the work of distributing them will be started at once. It will require some splendid engineering to properly place these fish. We had hoped and planned upon getting three carloads, as that would be about the right number to anything like supply our more than 150 miles of fishing stream, and when it comes to covering the whole business with a little, dinkey half car—well, we will do the best we can.—Silverton Appeal.

MURDERER IS PLEASED.

Oakland, Cal., Aug. 16.—With the declaration, "ten or twelve years in San Quentin will make a man of me," William H. Wickham, Jr., convicted of the murder of John Springer near Sunol, today received his sentence of life imprisonment in the state penitentiary, pronounced by Superior Judge Trabucco. Wickham believes that he will be paroled after serving part of his sentence.

DR. W. A. COX

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