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### BUSINESS IS DUE TO ADVERTISING

A certain Chicago mail order house is a veritable "old man of the sea," on the shoulders of the small merchants throughout the country, and for that matter to many of pretty good size. They compete with the retail merchants in all parts of the United States, and get a large amount of business. There are two reasons for their big business the one the natural corollary of the other. In the first place they have the goods, delivering anything from a needle to a sawmill. The man on the farm knows that no matter what he wants this big firm has it. That is the first fact upon which their business is solidly built. The other is advertising. In this line they spend immense sums. They operate their own printing establishment employing from 100 to 150 men the year round and have a plant costing \$150,000. Their men get from \$4 to \$6 per day, in the mechanical department. This means they spend for printing and mailing daily hundreds of dollars. What their advertising expense is can only be guessed at, but their dealings with the people within a certain distance of Salem, and in which they find this city the most convenient and cheapest mailing point, gives some idea of what it may amount to in the whole country.

Not long ago this firm sent to Salem for distribution from here by parcels post, 27,000 catalogs. These cost about \$1.25 each, making the total cost \$32,400. The freight from Chicago to Salem was \$1,580, and the postage from this place \$1,896.45. The total is \$35,876.45. Besides this big general catalog, each department of the store puts out an individual catalog. These are sent out, some twice, and some four times a year.

John Tyson, a young millionaire, although married three times, does not arrogate to himself the position of an expert on matrimony. Asked as to his views on the general subject of marriage his reply was "Ask Nat Goodwin." Of course Nat should know, but from the mistakes he, or the bevy of women who have married him, made, he does not rank high as an authority. Nat is more modern, but Solomon had greater experience, and was undoubtedly much the wiser thereby. Tyson's last marriage was, he says, for spite, he quarrelling with his best girl and tying up with another. Now he wants a divorce so he can marry the girl he jilted. In the meanwhile he is trying to keep clear of trouble by having his house guarded by six ferocious dogs, a Japanese butler and a good, sensible American housekeeper.

A 9-year-old schoolboy, Coyle Johnson, of Medford, is in the hospital at that place terribly injured by the explosion of giant powder caps which he was carrying in his pocket. A giant powder cap has about as much force as a shotgun charge of powder, so the effect of an explosion in one's pocket can be judged. It is quite natural that a youngster should pick these little things up and place them, boy-like, in his pocket. Yet nothing so deadly and dangerous could be so carried. A match, nail, pencil or anything of that kind that would go inside the cap would by friction explode it. In mining camps the caps are taken the closest care of and are never taken from the cap box except when needed.

The transfer of the entire fleet of the Pacific Coast Steamship company to the Pacific Alaska Navigation company is being considered in San Francisco today. If the transfer, which involves \$10,000,000 in the deal, is made, H. F. Sampson, manager of the Admiral line, will become the coast's greatest steamship magnate. The vessels included in the purported trade are nine in number, including the Congress recently burned at Coos Bay. This is but additional evidence of the awakening of American capital to the rich returns now possible from ocean carrying and is indicative of a rapidly growing American Merchant marine.

A modern cartoonist is an artist without genius enough to either paint or draw anything except caricatures and his salary, but who is supremely gifted in the art of lying.

**LADD & BUSH, Bankers**  
Established 1868  
CAPITAL \$500,000.00  
Transact a General Banking Business  
Safety Deposit Boxes  
SAVINGS DEPARTMENT

### SHIES AT STRIKE LEGISLATION

Some members of the New York legislature have asked Governor Whitman to call an extra session to take steps to prevent, or to end the strike if declared before the legislature meets, and to adopt measures that will if possible prevent future strikes. The governor does not seem to take kindly to the idea, and he is not to blame considering the amount of criticism that has been heaped on the president by his opponent, over the settlement of the railroad strike. Governor Whitman recognizes the fact that no matter what measures the legislature should take and he approve, that it would be a club with which his enemies, following in the footsteps of Mr. Hughes could belabor him. The governor does well to shy at the movement. He should call in Mr. Hughes instead, for he seems to be the only person who knows just how a strike should be prevented, and unfortunately, so far has refused to take the public into his confidence and show how it can be done. Perhaps Governor Whitman can persuade him to open up.

According to Bruce Bliven, professor of journalism in the University of Southern California, unless the price of print paper is reduced, many country papers will have to suspend business at least temporarily. He suggests that one remedy would be to have the printers get together and start a paper factory of their own. The idea is a good one for to make many of the country papers pay requires that the editors go into some other business to make money enough to carry on the paper. The humorous side of the proposition does not seem to strike the professor of journalism, that when such an organization was perfected the editors would not be making their money from the printing of newspapers but from the manufacture of paper. Why not then go into the paper making business and abandon the printing?

President Wilson in his speech before the national Grain Dealers association at Baltimore, Monday, called attention to a fact that is not generally understood, and that is that New York and the Atlantic seaboard since the completion of the Panama canal are nearer the west coast of South America than to the Atlantic side. In other words to go from New York city to Cape Horn the shortest route would be through the canal and down the Pacific coast.

The records of importations of spirituous liquors show that it is too early yet to form an accurate estimate as to the amount of the decrease in drinking that sort of beverages. Due probably to the exhaustion of stocks laid in before the law went into effect, the importations show a steady and rather rapid increase. Until the amount of imports get practically stable, no estimate can be made as to the amount of liquors the state will naturally consume under existing laws.

"A burned child fears the fire," or so at least some wise old guy has stated, but Portland talks of going into the wood cutting business again despite her former experience; but then come to think of it, she was not burned in that transaction, or to be exact her wood wasn't. The only trouble with it was that it was lost, though some insist that nothing can be lost that never existed.

The picture of "Mrs." Ford, the second wife of the gentleman on trial in Portland, was shown in the Oregonian yesterday with the statement that the woman was the one for whom Ford left his wife. The pictures are all right but under the circumstances one somehow feels like he would like to take a peep at the other woman. It would probably not explain anything but it would satisfy a natural curiosity.

The official statement of the Southern Pacific company showed that the corporation earned over \$152,000,000 last year—the largest business it ever did. This fact should inspire the hope that a few thousand dollars may be spared for a new passenger shed in the Capital City of the state.

Congressman C. N. McArthur made a correct statement in a talk in Portland recently. He solemnly asserted that "we need more industries here." While this is true there are numerous other things we need, or many of us do. One is more money. The others are included in this one.

Canada to date has furnished for the home government 400,000 of the half million soldiers she promised for the war. It is making a great drain on her labor but she is taking steps now to secure and send to the front another 100,000 to make up the promised quota.

Greece still manages to stay out of the general war, but it looks as though a civil war will take the place of the general one. Former Prime Minister Venizelos is in Crete and it is said will lead a revolution against King Constantine.

About the saddest thing in connection with the war is the statement that owing to the Canadian hockey team will not play this year and the game may be temporarily abandoned.

### SOUTHERN PACIFIC MAKES GREATEST EARNINGS IN HISTORY OF CORPORATION

New York, Sept. 27.—A gain of 50.14 per cent in net income is reported by the Southern Pacific company in its detailed report for the fiscal year ended June 30 last, that item increasing from \$20,570,319 to \$30,885,254.

The gross income increased from \$49,647,992 to \$60,393,006, an increase of 21.64 per cent, and net revenue from railway operations increased from \$42,111,833 to \$55,250,570, a net gain of 31.20 per cent.

The Southern Pacific company was materially benefited by the heavy travel to the San Francisco exposition, and derived additional income from its holdings of stock in other railroads, as well as various other properties, including the Associated Oil company of California.

**Earnings Largest in History**  
The company's investments of \$689,916,652 show an increase of \$16,282,999 over the previous year, these including stocks, bonds and notes. Its current liabilities of \$19,388,707 are only slightly increased over the previous year.

Its gross earnings of \$152,694,228 are the largest in the history of the company, surpassing the previous record of 1913 by \$9,019,623, and a gain over 1915 of \$22,828,553.

### No American Cardinal To Be Made at Consistory

By John H. Hearley.  
(United Press staff correspondent.)  
Rome, Sept. 27.—It is now practically certain that no new American cardinal will be created at the papal consistory to be held in November. Archbishop Hanna, of San Francisco, it had been stated, would receive first consideration if another American was awarded the red hat.

### Boy Lays Claim to Big Sharon Estate

San Francisco, Sept. 27.—Just as Superior Judge Graham was about to divide the \$8,650,000 estate of Fred W. Sharon between his widow, two nieces, a grand niece, a sister and a nephew this morning, an attorney presented the claim of Fred W. Sharon, Jr., of Seattle. The lawyer said the elder Sharon adopted his client in 1892 when the boy was 12 years old.

### Two Arrested for Eight Year Old Murder

Redding, Cal., Sept. 27.—Robert McKay, a half breed farmer of the Hyampson Valley, Trinity county, was arrested today on an indictment charging him with the murder of Joseph Bebean and Fred Holmes near Hayfork in January, 1908.

### CASTORIA

For Infants and Children  
In Use For Over 30 Years  
Always bears the Signature of *Chas. H. Fisher*

**MY HUSBAND AND I**  
by Jane Phelps

**A BLOSSOMING FRIENDSHIP**  
CHAPTER XXXII.  
There were 10 of us in the wagon. Mr. Brooke sat next me on one side and Mr. Franklin on the other, so that I felt quite at ease and happy. How I enjoyed that ride, sitting on the soft straw beside people who appeared to take delight in making me happy.

**The Nation's Favorite Butter Nut**  
There Is No Better



### IN THE FALL

In the Fall Tired Father's fancy gravely turns to thoughts of coal, and he sheds nine kinds of briny as he sizes up his roll. He has thirty-seven dollars—two of them are plugged with zinc—and the outlook for the winter is extremely on the blink. And he hears the children clamor for a lot of winter duds, and his wife makes requisition for some bacon and some spuds; and his lovely grown-up daughter wants no poverty in her's—she must have a stylish bonnet and a costly set of furs, and the son will need some money as he studies for the bar; thirty-seven hard-earned dollars won't take Father very far. Father has so many problems that his hair has fallen out, yet it's safe to bet a kopeck on that patient, dauntless scout. Somehow he will buy the bacon, somehow he'll provide the spuds, Susan Jane will have her sables, and the kids will have their duds; there'll be coal to feed the furnace, there'll be comfort in the shack, while Tired Father fights his battle with eight stitches in his back.

### Warrants for Members of Tombstone Trust

Portland, Ore., Sept. 27.—Warrants for the arrest of 14 Portland monument dealers on a charge of forming a "tombstone trust" were issued today in the municipal court.

### Always Watch This Ad—Changes Often

Strictly correct weight, square deal and highest prices for all kinds of junk, metal, rubber, hides and furs. I pay 2 1/2c per pound for old rags. Big stock of all sizes second hand incubators. All kinds corrugated iron for both roofs and buildings. Roofing paper and second hand linoleum.

**H. Steinback Junk Co.**  
The House of Half a Million Bargains.  
802 North Commercial St. Phone 906