

The Oregonian

SUBSCRIPTION RATES. INvariably in Advance. (By Mail.) Daily, Sunday included, one year, \$8.00.

BY CARRIER. Daily, Sunday included, one year, \$9.00.

POSTAGE RATES. Entered as Second-Class Matter, October 3, 1879.

EASTERN BUSINESS OFFICE. The C. B. Reynolds Co., 150 Broadway, New York.

CHICAGO—Auditorium Annex; Postoffice News Co., 175 Dearborn street; Empire News Stand.

ST. PAUL, MINN.—St. Marie, Commercial Station.

COLORADO—Denver, Hamilton & Kendrick, 906-912 Seventeenth street; Pratt Book Store, 1214 Breckinridge street; H. P. Hansen, 8, 14, 20, 26, 32, 38, 44, 50, 56, 62, 68, 74, 80, 86, 92, 98, 104, 110, 116, 122, 128, 134, 140, 146, 152, 158, 164, 170, 176, 182, 188, 194, 200, 206, 212, 218, 224, 230, 236, 242, 248, 254, 260, 266, 272, 278, 284, 290, 296, 302, 308, 314, 320, 326, 332, 338, 344, 350, 356, 362, 368, 374, 380, 386, 392, 398, 404, 410, 416, 422, 428, 434, 440, 446, 452, 458, 464, 470, 476, 482, 488, 494, 500, 506, 512, 518, 524, 530, 536, 542, 548, 554, 560, 566, 572, 578, 584, 590, 596, 602, 608, 614, 620, 626, 632, 638, 644, 650, 656, 662, 668, 674, 680, 686, 692, 698, 704, 710, 716, 722, 728, 734, 740, 746, 752, 758, 764, 770, 776, 782, 788, 794, 800, 806, 812, 818, 824, 830, 836, 842, 848, 854, 860, 866, 872, 878, 884, 890, 896, 902, 908, 914, 920, 926, 932, 938, 944, 950, 956, 962, 968, 974, 980, 986, 992, 998.

parties are no longer to be a factor of guide for further association and action in and through party; if we are to break with the past wholly and reject it as any sort of guide for the present and future, there is no need, of course, of maintaining any party under its old designation, or of calling ourselves a Republican or a Democrat.

What will the party platforms this year contain? The Democratic party yearn to escape from its past; the Republican party yearn to cling very much to its past, and to meet too little the demands of the present time.

One thing is apparent. The Democratic party is turning away from its old contention against centralized government, and is willing to go about as much as the Republican party in assertion of the right and authority and power of the National Government over all things deemed essential to the public welfare.

Thus the old contention of parties over state vs. National authority, and relative rights and powers, has virtually been settled in favor of the view of the old Federalists, and against those of Jefferson's State Sovereignty Democracy. This is the logical outcome, first, of the Civil War, and next, of the tendency of industrial and commercial forces toward consolidation.

The Democratic party now concedes that the General Government shall do pretty much everything that formerly it held was unconstitutional and wholly beyond the functions of the central government. It now calls for regulation of commerce between the states, for improvement of waterways, for regulation and extension of the National banking system, for control of combinations of capital, for pushing schemes for irrigation and reclamation, or in other words, for ship subsidies, with some manifestation of disposition to grant them.

One thing, however, is very apparent, namely, the disappearance of the old fear of centralization, and the general triumph of the principles of Hamilton over those of Jefferson—that is, of the idea of one sovereignty over many or instead of many, and consolidation in many ways more firm than even Hamilton could have imagined.

A PREDICTION RECALLED. The New York Times reports from its issue of June 2, 1866, a real estate article in which a great future for the City of New York was predicted. It is strange now, however, from the fact that the reality has so enormously exceeded the calculation. The writer said:

Plant the point of a pair of dividers on the corner of the City Hall and draw a circle which will enclose the city as it is now. The area of the land which will be sufficient for the sustenance of this metropolis during the next 100 years.

present year as shown by the records in his office, since it may fairly be attributed to better sanitary conditions of streets and interiors, and the fact that the average family and individual are much better informed in sanitary matters than was the case a decade ago, and decidedly more careful in the matter of health protection.

Another interesting item in this quarterly presentation of vital statistics of the great city is what the New York Commercial calls the "superb birth rate" for the time covered, 32,655 babies having been born in Greater New York during the period noted, while the average for the past ten years has been about 23,000 quarterly.

What shall we say of the slump in the New York market, which closed the quarter as against 11,750 a year ago? Does the big boom in births discourage people from entering the profession of the practical lines of school instruction above referred to, to keep the boys' brains from rusting?

The sad truth probably is that the increased birth rate has not been supplied from the homes in which improved sanitary conditions are found, and that among the 32,655 babies that are walling into the great city during the past three months, there are a large number to whom life will prove anything but a boon to be desired or a matter upon which humanity or the state is to be congratulated.

FOR MUTUAL ADVANTAGE. In an exceedingly pleasant and harmonious meeting at Lewiston Saturday, in honor of the opening of the new railroad between Riparia and Lewiston, the business men of the two cities pledged mutual assistance in the development of the great empire in which both cities have such a vital interest.

With idle tonnage accumulating in every port on the Pacific Coast and new steam schooners, ordered when the boom in shipping was at its height, still being launched, the situation is far from bright for the shipowner. A steel steamer brought from the Great Lakes, and easily worth a year ago \$75,000, was sold at Aberdeen at receivers' sale Saturday for \$20,000, and a large number of available stockholders have lost heavily.

Mr. Armour is endeavoring to corner May wheat because the supply of wheat available for delivery at that time is short. Young Mr. Leiter at that time is said to have been engaged in buying the price of wheat at that time, and the Armour was engaged in buying the price of wheat at that time, and the Armour was engaged in buying the price of wheat at that time.

A great writer on the science of government warns us not to look too closely into origins. We shall be apt to see things not to our liking. That is why so many didn't like the methods of Simon and Matthews, in their respective heydays of political grandeur. But that kind of thing has been cleaned out by reform; and now we are in the manner in which the forty-seven delegates for Multnomah to the Republican State Convention were appointed, or who appointed them.

The Republican State Committee asks the State Convention to send to the National Convention delegates favorable to Mr. Taft, and some of the members are said to advise sending Senator Bourne as a delegate, for harmony's sake. If the State Convention should instruct Mr. Bourne for Mr. Taft, would that make harmony?

Equality Before the Law. A writer in the Saturday Evening Post tells the story of a millionaire's son who embezzled \$50,000 of the funds of a trust company in which he was interested, and who was "let off" at the instance of his father. Three months afterward a collector in the employ of the same concern stole \$150 from the money entrusted to him, and he served four years in prison for the crime.

OREGON TANGLES ITSELF UP. Remarks on the Pledge Issue Which Our State Has Got Lost.

Oregon's attempt to overrule the Constitution of the United States in the matter of electing Senators has run against a formidable political obstacle. Primaries were held in that state the other day, at which the people voted for Republican and Democratic candidates for Senator. H. M. Calk, a Republican, and Governor Chamberlain, a Democrat, received the highest number of votes.

The attitude of the prosecuting officer toward a criminal is very likely to be a reflection of the attitude of the people who elect him and keep him where he is. The Legislature, however, while insisting upon the punishment of most violators of the law, it may be expected that the officer will impute the spirit of his surroundings.

A slight decrease in the surplus reserves was shown by the New York bank statement Saturday, due largely to shipments of gold to Europe and the payment of over \$3,000,000 into the Subtreasury. That the financial institutions of the metropolis are still girdled with money is shown by the high percentage of the surplus reserve.

SETTLERS ON S. F. RAILROAD LAND. If Letter is Forfeited, Says Writer, Only Congress Can Act. CATTAN, Wash., May 3.—(To the Editor)—In recent issues of three newspapers of Portland a warning has been sounded to settlers on Southern Pacific Railroad lands that it is the intention of the Department of Justice that settlers on the lands should acquire their rights to purchase by reason of having settled thereon prior to final adjudication, and that the Attorney-General was expected soon to warn settlers to that effect.

These settlers are hardy pioneers, and although they may not be competent to grace a corporation attorney's office, still they do their own thinking. A few of the settlers may be induced to abandon their improvements and quit their claims in disgust, but they will be others to take their place.

"Pretty Woman Is the Best Sauce." New York Dispatch. Georges August Escoffier is here. He is the world's champion catch-as-catch-can cook, and he was shocked to hear him attack a great American institution—pie. He said that pie may be all right for America, but that it wouldn't do for belle France.

Ice Water Fights Off Pneumonia. Terre Haute Dispatch to Indianapolis News. Dr. M. R. Combs, one of Terre Haute's best-known doctors, is recovering from pneumonia, and the medical profession say that his life was saved by heroic treatment, of which there is no record of a like case. A freezing water bath was given him at the moment he was brought to be dying to restore the respiratory centers and thus restore respiration.

Britain Gets Our "Chesapeake" Flag. London (Eng.) Dispatch. William Waldorf Astor has presented to the Royal United Services Museum the flag of the American frigate Chesapeake, captured by the British frigate Shannon June 13, 1813, on which, according to accepted tradition, the order for the charge of the Light Brigade was sounded at the battle of Balaklava, October 25, 1854, in the room of which the trumpet the Joy, who sounded the charge. This is tantamount to a gift to the nation, as the museum is supported by the state.

Fort Collins (Colo.) Review. The Little Fellow, kept pecking away at the editor of this paper because he changes his political affiliations when he pleases. We haven't time to notice all of these things, but some of these days we will take a pot shot at the bunch that will hit every pollwog in the puddle.

Initiative and Referendum Measures

For the information of voters there will be published on this page from day to day brief summaries of the initiative and referendum measures to be submitted to the electors at the next general election, together with a short statement of the arguments for and against each.

The measure commonly known as the "Army" bill, pending in the Senate, provides for the adoption or rejection at the June election, was passed by the last Legislature, and the referendum was decided in its favor by a vote of 5-4 by the State Grange. The bill provides an appropriation of \$30,000 in four annual installments of \$7,500 each for the purchase of military armaments, together with the construction of armories in the several cities of the state.

The reasons urged in behalf of this measure were that National Guard companies are unable in many instances to secure suitable quarters; that they must pay rent out of proportion to the value of the rooms they occupy; that it is difficult to find military armaments in a state of efficiency for active service without suitable drill-rooms, and that it would be cheaper in the end for the state to save the \$5000 rentals now paid and use its money in the purchase of the board would locate armories only in cities furnishing sites therefor.

CONDITION OF ALASKAN INDIANS. Dr. Holt Tells of Mission Work There by Presbyterian Church. PORTLAND, May 3.—(To the Editor)—I read with much interest the editorial in yesterday's Oregonian concerning the Alaskan Indians. There is connected with the statement concerning missionary societies that "from some cause these wretched heathen at our very doors; these simpering, tractable, inoffensive, but shockingly degraded creatures, the Alaskan Indians, have been neglected in the zealous search for souls to save and bodies to rescue." There is more of the same sort.

It is hardly possible that any one in Oregon can be ignorant of the facts in this matter. Alaska had no sooner become an American possession than the Presbyterian Church began work for the Alaskans. Any one of all familiar with the late Dr. A. L. Lindsley, so long the pastor of the First Presbyterian Church of this city, knows that his church, led by him, began to aid the Alaskans as early as 1878, sending one of the members, Mrs. McFarland, there as a missionary. Today that same church has a large number of members, including St. Michaels Island. There are schools for the children, in which they are cared for, and in which they are taught, and regular church work for the families, hospital and in one place also a trained nurse, especially to care for the bodies of these unfortunate people.

One Thousand Words Per Minute? Washington, D. C., Herald. Representatives William Ansberry, of Ohio, can talk at the rate of just about 1000 words a minute. If you don't believe it, look at the Congressional Record. By talking those 1000 words, more or less, in one minute, Mr. Ansberry obtains the championship of the House.

It was all caused by the Democratic filibuster, because in order to get the 1000 words, intended to kill the bill, the words must be spoken. Any one who gets "leave to print" these days gets it with an ax.

The Blossoming. Emily Wood. Oh, such a darling little breeze, Oh, such a dancing little breeze, Oh, such a dainty little breeze, He looked about among the trees, And kissed their branches brown.

Now, in the stuffy office, All the dirty street, Ansberry, of Ohio, can talk at the rate of just about 1000 words a minute. If you don't believe it, look at the Congressional Record. By talking those 1000 words, more or less, in one minute, Mr. Ansberry obtains the championship of the House.

Advertising Talks No. 17

THE CANNON THAT MODERNIZED JAPAN

Business is no longer a man-to-man contact, in which the merchant and the patron establish a personal bond, any more than battle is a hand-to-hand grapple where bone and muscle and sinew decide the outcome. Trade as well as war has changed in its aspect—both are now fought on long range.

Just as a present-day army of heroes would have no opportunity to display the individual valor of its members, just so a merchant who counts upon his personal acquaintanceship for success is a relic of the past—a business dodo.

Japan changed her policy of exclusion to foreigners after a fleet of warships battered down the Satsuma fortifications. The Samurai, who had hitherto considered their blades and bows good enough, discovered that one cannon was mightier than all the swords in creation if they could not get near enough to use them. Japan profited by the lesson. She did not wait until further ramparts were battered to pieces but was satisfied with her own experience and proceeded to modernize her methods.

The merchant who doesn't advertise is pretty much in the same position as that in which Japan stood when her eyes were opened to the fact that times had changed. The long-range publicity of a competitor will as surely destroy your business as the cannon of the foreigners crumbled the walls of Satsuma. Unless you take the lesson to heart, unless you realize the importance of advertising, not only as a means of extending your business but for defending it as well, you must be prepared to face the consequences of a folly as great as that of a duelist who expects to survive in a contest in which his adversary bears a sword twice the length of his own.

But it will never again support neighborhood stores. Newspaper advertising has eliminated the strength of being locally prominent, and 5-cent streetcar fares have cut out the advantage of being "around the corner." A store five miles away can reach out through the columns of the daily newspaper and draw your next-door neighbor to its aisles, while you sit by and see the people on your own block enticed away without your being able to retaliate or supply new customers to take their place.

Advertising is an investment, the cost of which is in the same proportion to its returns as seeds are to the harvest. And it is just as preposterous for you to consider publicity as an expense as it would be for a farmer to hesitate over purchasing a fertilizer if he discovered that he could profitably increase his crops by employing it.

When the gavel fell Mr. Ansberry had completed the reading of his communication, although the official stenographer was not able to catch a single word and readily accepted the clipping and inserted it in the Record.

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