

The Oregonian

Entered at Portland, Oregon, Postoffice as Second-Class Matter. Subscription Rates—In Advance. Daily, Sunday included, six months, \$3.00. Daily, Sunday included, one year, \$5.50.

How to Read—Send Postoffice money order, express order or personal check for local bank, drafts, notes or currency are at the sender's risk. Give postoffice address in full, including county or state. Send 2¢ for postage, 1¢ for postage, 1¢ for postage, 1¢ for postage.

Portland, Monday, May 1, 1911.

PORTLAND'S OPPORTUNITY.

Portland has spent more than \$2,000,000 in improving the channel to the sea in order that the products of the Columbia basin may reach the world's markets at a minimum cost for transportation.

But while we are spending our money for the purposes mentioned we are overlooking a big trade field which ought to be entered by Portland even if it costs a fraction of what is produced by a few wealthy shipowners.

Alaska is the only big trade field accessible from this city that our people have ignored. Now that there is a prospect that its coal mines will be opened, there will be a field to better advantage than ever before.

The demand for coal in Portland after the development of the Alaska mines would give this city an advantage that neither of the Puget Sound ports possesses.

It will become the officials of the Mexican government to offer any relief from the attitude of the United States regarding the trouble in their country.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

rebellion is in full swing in half a dozen parts of his country. The United States is not playing any favorites in this game and Mr. Corral will not make any friends for Mexico in this country by his ridiculous charges.

green and fragrant in the memory in later years and create pleasurable anticipation of the return of the day. Such feelings are not engendered in the young by a long programme of spread-eagle "pieces," laboriously committed to memory.

Men, according to our learned writers, have not been furnished with this fortification of fat by nature, which here again displays its partiality for the fair sex.

Little Jack, a famous Umatilla chieftain, passed on to the happy hunting grounds Saturday night after numerous and dangerous curlew into a practical vehicle for commercial work.

Surprising progress is being made in perfecting the airship from an unladen balloon. It carries the farmer about his farm, it takes his family to town, it plows his land, harvests his crops and hauls them to the barn or the warehouse.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

rebellion is in full swing in half a dozen parts of his country. The United States is not playing any favorites in this game and Mr. Corral will not make any friends for Mexico in this country by his ridiculous charges.

green and fragrant in the memory in later years and create pleasurable anticipation of the return of the day. Such feelings are not engendered in the young by a long programme of spread-eagle "pieces," laboriously committed to memory.

Men, according to our learned writers, have not been furnished with this fortification of fat by nature, which here again displays its partiality for the fair sex.

Little Jack, a famous Umatilla chieftain, passed on to the happy hunting grounds Saturday night after numerous and dangerous curlew into a practical vehicle for commercial work.

Surprising progress is being made in perfecting the airship from an unladen balloon. It carries the farmer about his farm, it takes his family to town, it plows his land, harvests his crops and hauls them to the barn or the warehouse.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

rebellion is in full swing in half a dozen parts of his country. The United States is not playing any favorites in this game and Mr. Corral will not make any friends for Mexico in this country by his ridiculous charges.

green and fragrant in the memory in later years and create pleasurable anticipation of the return of the day. Such feelings are not engendered in the young by a long programme of spread-eagle "pieces," laboriously committed to memory.

Men, according to our learned writers, have not been furnished with this fortification of fat by nature, which here again displays its partiality for the fair sex.

Little Jack, a famous Umatilla chieftain, passed on to the happy hunting grounds Saturday night after numerous and dangerous curlew into a practical vehicle for commercial work.

Surprising progress is being made in perfecting the airship from an unladen balloon. It carries the farmer about his farm, it takes his family to town, it plows his land, harvests his crops and hauls them to the barn or the warehouse.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

rebellion is in full swing in half a dozen parts of his country. The United States is not playing any favorites in this game and Mr. Corral will not make any friends for Mexico in this country by his ridiculous charges.

green and fragrant in the memory in later years and create pleasurable anticipation of the return of the day. Such feelings are not engendered in the young by a long programme of spread-eagle "pieces," laboriously committed to memory.

Men, according to our learned writers, have not been furnished with this fortification of fat by nature, which here again displays its partiality for the fair sex.

Little Jack, a famous Umatilla chieftain, passed on to the happy hunting grounds Saturday night after numerous and dangerous curlew into a practical vehicle for commercial work.

Surprising progress is being made in perfecting the airship from an unladen balloon. It carries the farmer about his farm, it takes his family to town, it plows his land, harvests his crops and hauls them to the barn or the warehouse.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

rebellion is in full swing in half a dozen parts of his country. The United States is not playing any favorites in this game and Mr. Corral will not make any friends for Mexico in this country by his ridiculous charges.

green and fragrant in the memory in later years and create pleasurable anticipation of the return of the day. Such feelings are not engendered in the young by a long programme of spread-eagle "pieces," laboriously committed to memory.

Men, according to our learned writers, have not been furnished with this fortification of fat by nature, which here again displays its partiality for the fair sex.

Little Jack, a famous Umatilla chieftain, passed on to the happy hunting grounds Saturday night after numerous and dangerous curlew into a practical vehicle for commercial work.

Surprising progress is being made in perfecting the airship from an unladen balloon. It carries the farmer about his farm, it takes his family to town, it plows his land, harvests his crops and hauls them to the barn or the warehouse.

There are two occasions—possibly there are others—wherein a long literary programme is not enjoyed, where in fact it is a decided bore.

A man not so far removed from the years of his boyhood protested recently against the impressment of children into the Fourth of July parade.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

There is many a trip between indictment and conviction. An exhibition in aviation to convicts is in rather bad taste.

Advertising Talks

By William C. Freeman.

An important point in advertising, which cannot be too strongly emphasized, is this: To be effective the copy must be written in a manner that will appeal to the particular community in which the advertising is done.

Everybody in the advertising world is familiar with the unique advertising adopted by Selfridge & Co. in London. The average American firm has a hard time of it making an impression on the British public by applying American methods to their advertising.

Each article has real news interest and treats of a topic of the day. No reference is made in it to the business of the store.

Its advertising value is indirect, of course, but I am told that this policy of writing about subjects in which Britishers are interested, paying advertising rates for the space occupied, is winning a lot of customers for Selfridge & Co. that their previous advertising did not bring them.

The nearest approach to a similar style of advertising in America is that done by Chamberlain-Johnson-Dubois Co. of Atlanta, which has a volume of comment and which is doing business to the store in great volume.

Young people wonder how old folks can get up as early in the morning as they do. The explanation is simple: They go to bed early.

When a nice woman starts to be shiftless this is the first sign of it: She begins using bakers' bread.

When a woman bumps a man, and finds it isn't dangerous, she never lets up.

DR. BUTLER'S SYSTEM UPHOLD. Columbia Has Great Freedom of Teaching, Declares Writer.

EUGENE, Or., April 28.—(To the Editor.)—A few days ago I saw an article in The Oregonian about the University of Columbia. I have known the writer of that article, Dr. Butler, since he was a young man at Columbia University, New York. I feel sure you will not object to a bit of counter evidence to that on which your article was based.

There is no regular steamship line between Portland and South American ports, but connections may be made at San Francisco with Pacific Mail Steamship Company boats. For sailing dates see the latter company at San Francisco.

PHYSICIAN'S COMMENT ON VICE

Evil Can Best Be Combated in Rigidly Ruled District.

PORTLAND, April 26.—(To the Editor.)—The vice problem is not comparable to the drink problem. Vice is the outgrowth of a natural function. The men and women who supply the individuals composing the underworld of vice have not learned the values of self-control.

In order to eradicate vice the underworld must be regenerated, and this can only be done by a moral and sanitary policy which permits the activities of vice to scatter all over the city and spread moral and physical infection.

The closing of houses, driving immorality out of the city, has served no useful purpose, and has not stopped the traffic. Why the same advocate such a course and then wonder why it will not accomplish by this warfare is beyond my ken.

From a common sense, physical and ethical standpoint, a restricted district is the only method. It will lessen disease. We quarantine against smallpox, but do not quarantine against venereal disease. An impelling impulse to handle a disagreeable subject at arm's length, and lacking first-hand information, was shared by the idea that if we cannot see vice, ergo, it does not exist. Thereby, we actually encourage the spread of the most contagious, dangerous and destructive disease known to medical science.

Finally this is a seaport. When the Panama Canal is completed the ships of all nations will come to Portland. All sorts and conditions of men of all the races of the earth will visit our city. It is a hard, rugged, and unyielding city. Let us have no illusions about it. Let us regulate it with an iron hand. We cannot enforce self control of the individual, but we can enforce self control of protection about our women.

J. F. MASTOON, M. D.

CONSUMER AND TARIFF ON WOOL

Writer Thinks Many Will Profit and Few Suffer by Revision.

PORTLAND, April 29.—(To the Editor.)—In The Oregonian of April 28, a certain writer, under the name of Wool Growers' Association, mauls down a column of lamentation over the fact that degenerate Republicans who have departed from the most sacred tenets of the Democratic faith will read assiduously the pillars of the temple of high tariff on wool.

That 100 flockmasters in Idaho and Oregon are gathered together who own sheep to be seriously affected, even if the tariff on wool is wholly obliterated. I do not know as if they are sheep or as if they may be somewhat injured, what must be said of the one million other residents that are materially benefited?

CHAS. P. CHURCH.

Qualifications of Voters.

GRESHAM, Or., April 25.—(To the Editor.)—(1) What are the qualifications of a State Representative? (2) What is the present ratio of representation? (3) Why are extra representatives in Congress apportioned among the states? (4) Can the Governor be appointed to the United States Senate in case the office becomes vacant? (5) A Representative? (6) How could each be done, if it be possible? (7) If the ratio of representation is admitted to the Union, how will the length of the term of the new members of the United States Senate be determined? (8) What is the ratio of representation? (9) How must be a citizen, at least 21 years of age, residing in some district or county from which he is elected at least one year. (10) The last apportionment of State Representatives in Oregon was in 1900, on a ratio of one to 10,000 of the white population; Senators one to each 12,000. (11) By act of Congress, fixing the number of members and the ratio to population, the ratio of representation is fixed with the recall. We know of no other way. The Governor is not authorized to fill a vacancy in the Senate. The recall is caused by the failure of the Legislature to act, but may fill vacancies caused by death. (12) The Legislature will probably elect one Senator for four years and one for six years.

Phases of Fishing Laws.

WOODBURN, Or., April 28.—(To the Editor.)—Does a man have to have a license to fish in small lakes, brooks and streams where he is acquainted with a part owner of the lake and hires owner's boat to fish from? There are trout and other protected fish in the lake, only carp, catfish or bullheads, as they are sometimes called, and a few big-mouth black bass. It is against the law to fish for bullheads after dark. Of others will not bite his consent when he hires his boat. Does a man have to have a license to fish for crawfish? A SUBSCRIBER.

No License is Required to Fish for Carp, Catfish or Bullheads.

Every male over 15 years must have license to fish for bass, trout or any other fish except against night fishing. No license is required to fish for crawfish.

Indians Fished for Roasted Hams.

PRINEVILLE, Or., April 25.—(To the Editor.)—In The Oregonian's column, "Half a Century Ago," an item referring to the burning of the Lin City warehouse April, 1861, and the scorching of the steamer Relief, lying by the warehouse, before being towed up out of danger, reminds me that this boat had just discharged at the warehouse nearly 3000 worth of bacon, belonging to my father, L. A. Ecklin, then merchant at Lebanon. He suffered an entire loss. It was the only freight boat out that night, as we were told. The Indians fished on our route, but by fishing it out of the river, it's an ill wind, etc." Yours, JAMES ELKINS.

Income Tax Amendment.

GERVAIS, Or., April 28.—(To the Editor.)—As I have come up in my class at school, I wish to know if there was a sixteenth amendment added to the first part of Taft's administration, and if so, what it was. NELLIE PATTERSON.

No Duty on Personal Effects.

LINCOLN, April 29.—(To the Editor.)—Are citizens of this country returning from a visit to Vancouver and other foreign ports allowed to bring in free of duty goods for their personal use only? If so, to what amount is this exemption of tariff. A. J. C.

Residents if the United States are allowed \$100 worth of articles in the nature of personal effects at their present foreign value, free of duty, provided they are not intended for other persons, or for sale, or to be used in business, and are properly declared.

Ships for South America.

FALLON, Or., April 28.—(To the Editor.)—Please print in The Oregonian the addresses of the Government projects in Oregon. J. L. DEAN.

Oregon Irrigation Projects.

PALMONT, Alaska, April 10.—(To the Editor.)—Please print in The Oregonian the addresses of the Government projects in Oregon. J. L. DEAN.

Umatilla and Klamath Falls.