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Portland, Thursday, June 1, 1911.

MR. BRYAN'S GRAND ISOLATION.

The Democratic platform of 1908 seemingly "reluctant" to the belated promise of tariff reform now affected by the Republican party in tardy recognition of the righteousness of the Democratic position on this question.

In explanation of this righteous position Mr. Bryan's platform went on to state that "articles entering into competition with trust controlled products" should be placed on the free list, while "pulp, print paper, lumber, timber and logs" were also to be free if the Democrats could have their righteous way.

Just how sincere many members of Mr. Bryan's party were in "affecting" these demands, if one may borrow their own significant word for a moment, was disclosed by their conduct when it came to voting on the Aldrich bill. Free lumber, logs and pulp became an impracticable ideal to those noble patriots under pressure from their various constituencies and they voted with Aldrich and his band for prohibitory duties as persistently as if they had been standpat Republicans instead of Democrats filled with the spirit of righteousness.

But the last election gave the Democrats full control of the House of Representatives and they are now able to demonstrate without let or hindrance the full measure of their zeal for an extended free list. The wool tariff, which Mr. Taft has pronounced "indefensible," has come up for consideration in the course of their campaign through the many wildernesses of the protective schedules, and they are showing the smiling country precisely how staunch their devotion to "righteousness" is when self-interest conflicts with it. The vociferous cries for free wool which resounded through the halls of the National Capitol when the special committee reported in favor of an insubstantial whisper. Hushed is that mighty volume of reformatory uproar.

Instead of it, we hear an insidious plea for mere revenue. We must retain the tariff on wool, says Speaker Clark, because we must have money to keep the Government running. Underwood says the same. The haughty form of the free trade Congressman is fallen and his flashing eye is dim. Righteousness bows its proud head before expediency. Compromise defiles the sacred precincts of the democratic temple. Now the Democrats through their trader to do with such base matters as revenue? He stands for righteousness as set forth in the Denver platform. He stands for devotion to duty as indicated by the multiple-sacrificed Mr. Bryan. To mere revenue he cries.

It seems as if Mr. Clark and his confederator in evil, Mr. Underwood, had led astray somewhat more than the traditional third of heaven's sons, if it is permissible to speak of a Democratic Congressman as a son of heaven. The likelihood is that a routing majority of those luminous bodies followed these Satanic leaders perditionward. Free wool is no longer the battle cry of the Democratic House. If they venture to reduce the duties 50 per cent, it is all that can be looked for. If their present backsliding tendencies continue, the chances are that they will not lower the wool taxes at all. This is a slump indeed from the unapproachable grandeur of the Denver position, but in the thick darkness there is a ray of hope. Mr. Bryan boldly continues to wave the banner of free wool. He holds the torch aloft. The Democratic party forsake it. He will stand firm. Unshaken, unswayed, unterrified, he holds the fort and defies the blasting foe.

Time was, at the beginning of the special session, when it looked as if enduringly his hold should be broken by Mr. Bryan and the rest of the Democratic party. The lion and the lamb had lain down together with the lamb inside, or at least proceeding inward. Mr. Clark proclaimed his adoring fealty to the great Nebraska. Mr. Underwood flattered the Democratic party. Almost every Democratic newspaper west of the Atlantic States began to take its opinions from the Commoner. But now these happy days are past and gone. The lute is rift. The cord is frayed. Discard, resign, where blessed peace be to the world.

The Democratic party is rent in twain and nobody but the rashest of prophets cherishes much hope that the bleeding fragments can ever be patched together again.

On one side stands the benighted mass of the party, some of whom are their infernally glib Congressmen. On the other, we behold the figure of Mr. Bryan standing on the peaks of Denver in lone sublimity. History affords few spectacles so uplifting. The frivolous may talk of Bryan defying the assembled legislative powers at the Diet of Worms. How insignificant was his heroism compared with the sacrificial beauty of Mr. Bryan defying Champ Clark and the hosts whom he has seduced into the desert of unrighteousness.

But it is far from our purpose to pry Mr. Bryan's soul. Though lonely, we have not the slightest fear that he is lonesome. He has the consolation of the best company in the world, that of his own unblemished individuality and his uncompromising devotion to the Denver platform. Lush in ecstatic contemplation of that inspired utterance, how is it possible that he should repine though all the world forsake him?

The big stick and the big gun still appeal powerfully to our ignominious President. In his Memorial day speech

he expressed the opinion that "a powerful Navy is no provocative for war, but is a provocative for peace." That depends on who owns the powerful navy. Our British and Teutonic friends are running a mad race towards national bankruptcy by spending enormous sums for battleships, and yet there is nothing in the performance of that provoking peace to us alarming extent. There could, of course, be no assurance of peace so long as one country had a greater fighting strength than another, and the world cannot much longer maintain the naval pace at which its greatest powers are now moving. Disarmament is not a thing to be accomplished, but some of the debt-ridden countries of the world are nearing the point where they will be forced to accept arbitration or bankruptcy. There will be no other course open.

BIG BEND AND NORTH BANK.

The lack of knowledge of the science of railroading displayed by James J. Hill, the late E. H. Harriman, and the people into believing that they knew something about the business was discussed at length in the Seattle Times a few days ago by one D. H. Gilman. The particular grievance shown by Mr. Gilman was that there would never be any traffic for that road to handle that called forth the views of Mr. Gilman. The Oregonian at the time suggested that the road was not built exclusively for the traffic that was then in sight, but that new fields were being opened up to provide traffic for the big water-level line. In the list of these fields mentioned the Oregonian did not include one which is of fully as great importance as any that were mentioned.

The Seattle Town Crier, in its issue of last Saturday, contains an interesting article on this field, which lies in the Big Bend of the Columbia River and is known as North Central Washington. As the Seattle paper explains: "By North Central Washington is meant all the land comprised within Grant, Douglas, Chelan and Okanogan counties, a total of 11,900 square miles, of which 5,000,000 acres are suited to agricultural purposes. Although scarcely a fifth of the land is under cultivation, it is already producing an enormous tonnage—such a prize as any transportation company would be glad to annex." Continuing, the Crier explains that a road through this empire would enable Canadian wheat to reach tidewater at Portland by down-grade haul, "which means cheap freight." Portland commercial bodies are credited with promoting the plans for this north-and-south route through Washington, and the reason that "to annex the vast volume of business originating in Grant, Douglas, Chelan and Okanogan counties would be an important victory for Portland jobbers. The water grade along the entire Columbia is so easy that it makes a very inviting field for any company ambitious to branch out to the north."

The prediction made by the Seattle paper is that the Harriman forces will invade this rich field, which at present is served only by the Great Northern Railroad, which hauls its products over the Cascade Mountains to Puget Sound. It is of course quite obvious that if the Harriman lines should tap the country with a north-and-south line and downhill haul, the Hill interests would lose no time in hooking up with their North Bank line. Thus the Big Bend, like all other important grain regions in the three states would be linked up to Puget by two water-rail grade railroad systems. Mr. Gilman, of Seattle, will not be obliged to wait very long to understand why the North Bank road was built.

A UNIVERSITY AT MEDFORD.

It was a happy thought of the Medford people to obtain the location of the projected Harriman university here, a climate which few places in the world can rival, just enough winter to make Spring welcome and enough summer to produce the richest fruits of the earth in unending abundance. The roads are naturally excellent and can be kept in repair at a cost which is not excessive. This would make the surrounding country accessible from the academic halls and materially add to the attractiveness of the site. Professors often have a great deal of leisure which they like to spend out of doors in agreeable diversions, where they can find more variety than in the country around Medford?

The request to Mrs. Harriman is like an invitation to build the new institution of learning in the Garden of Eden. She will be ill-advised indeed if she does not accept it. The object of the deed does not lie in the heart of a densely populated territory has no great weight.

The Rogue River Valley will be populated sometime as densely as any part of the world. Nowhere can resources be found for supporting more inhabitants than in the Rogue River valley. The university of the first rank many years to attain its full working power, and by that time students would not be lacking from Oregon and California. Moreover, it must be remembered that the climate and scenic beauty of the Rogue River valley are such that students from all parts of the world. It would repeat the history of Stanford on a larger scale, for the varying seasons at Medford, with their perennial charm, would surpass the delights of Palo Alto, where for many months there is monotonous climate. With Crater Lake not far away and the wide expanse of the lake region easily accessible, we should expect Medford to develop rapidly into a social and educational metropolis, a resort for sportsmen and travelers as well as a Mecca for the learned.

It is to be hoped that Mrs. Harriman will not decline this invitation aside without adequate consideration.

IS THE COUNCIL TRUSTWORTHY?

What is commonly known as the competitive paving amendment to the city charter, which will be voted on next Monday, is antagonistic in its provisions to the central idea of the commission form of government. The amendment would be preserved by a commission charter, is the fixing and concentrating of responsibility in the letting of street-improvement contracts. Contracts for street improvements are now awarded by the City Executive Board. This board is appointed by the Mayor and the Mayor is responsible for its deeds or misdeeds.

The Executive Board, in fact, awards city contracts of all kinds. The competitive paving amendment seeks to take this power from the Executive Board in street-paving matters alone and place it in the hands of the City Council. The Council now merely has a part in instituting improvement proceedings. The improvement petitions submitted by the property-owners to be benefited specify the kind of paving material desired; bids are called on that kind of pavement by the Council, and the Executive Board awards the contracts.

The power of the Mayor and Executive Board to regulate paving prices has been illustrated by Mayor Simon. In the early part of the present administration city street paving was costing Portland \$2.40 per square yard. Mayor Simon announced that the city would not pay more than \$1.85 and that, if the paving cost did not come down to that figure, no work would be done. And he sat tight on the lid until the price did come down to \$1.85.

The competitive paving amendment does not require the Council to let street-improvement contracts to the lowest bidder, but to the "lowest responsible" bidder. The word "responsible" would give the City Council discretionary powers that could readily be turned to graft. The City Executive Board has the same discretion as to awarding contracts to responsible bidders. So the question involved in this amendment is the right of the property-owners to select the character of pavement to be laid and the right of the Executive Board to award the contracts to be taken away and both be vested wholly in an openly distrustful body?

A DUTY AND A RESPONSIBILITY.

The duties and responsibilities to devolve on the incoming city administration call for ability of the first order and character of approved worth. It is important that Portland have a City Council of intelligence, earnestness and integrity; it is vital that there be a Mayor of courage, independence and real capacity for great undertakings. No one would think of placing at the head of a large corporation or a great business an executive officer without experience, ideas, and attested capacity. It would be stupid; it would be disastrous; it would be incredibly foolish. No citizen should think of calling to the head of a large city a Mayor who is known to be unfit for great enterprises or unequal to large tasks. It is a duty for every citizen to use his best wisdom and his impartial judgment in choosing efficient and trustworthy public officers, just as it is the certain duty of stockholders in a corporation to select capable and honest men to direct its affairs.

How can any citizen excuse himself to his conscience for seeking to elect a Mayor or a Councilman because of personal prejudice or of private interest? How can any citizen in these days defend himself from the just reproach of offensive partisanship if he shall insist on supporting a candidate for any merely local office for any reason of mere party or of mere politics? If there is no obvious choice between candidates, it is natural for any elector to prefer the nominees of his own party; but if there is a distinct and acknowledged superiority of one candidate over another, the voter ought not to hesitate between pure politics and plain duty.

The Mayor of Portland will have important work in the next two years. It is a critical and interesting period in the city's history. Shall we go forward? Or shall we go backward? It is not too much to say that a weak or vacillating or partial administration of the municipal government will do great harm to the city and every dweller therein. Nor is it too much to say that firm, wise, judicious and capable direction of public affairs will be beneficial alike to capital and labor, employer and employe, rich and poor, high and low. It is the common concern that we make no mistakes; it will be the common misfortune if they are made.

The Mayor of Portland faces heavy burdens in his coming term of office. He will shape many grave policies. He will oversee large material enterprises. He will adjust many serious controversies between various interests wherein the city will be involved. He will be a large factor in sustaining the city's credit. He will direct the expenditure of great sums of money. He will be a large employer of labor. He will adjust many delicate problems. He will install and promote many new projects. He will do much to make or to mar the plans for a greater and a better Portland. The Mayor ought to be the wisest and best man to be had.

Here are just a few of the things to be done under the direction of the new Mayor, if the public shall act favorably on the several projects now before the electorate for action:

- Construction of \$1,400,000 South Portland bridge.
- Building a \$600,000 auditorium.
- Installing and operating \$1,000,000 paving plant.
- Making operative pension funds of firemen, police and streetcleaners.
- Building \$200,000 City Jail.
- Extending park and boulevard system.
- Preparing for a commission form of government.

Besides these great matters, there must be carried forward the following:

- Broadway bridge.
- Completion of Bull Run water system.
- New garbage collection system.
- Sewers, pavements, new streets, etc., etc.

Besides these, there is the complicated machinery of general government to keep in order, and many questions to decide, and definite public plans and policies to formulate and carry out.

If the plain citizen, having the welfare of the city at heart and his own interest to consider and promote, will sit down calmly and discuss with himself what decision he shall make as between Mr. Simon and Mr. Rushlight, it seems to the Oregonian to be inevitable that he cannot hesitate, but will call on Mr. Simon again to be

Mayor. It is no time for experiments; it is no time for politics; it is no time for passion or trifling. It is a time for a serious and candid determination of the judicious thing to do. The judicious thing is certainly the right thing.

LEARNING TO SWIM.

From the beginning to the end of the vacation season the news columns of the daily press will contain a flood of reports of drownings in lakes and rivers to which dumb-ambulatory boys take literally "like ducks to water." Already several such items have appeared, a most distressing instance being that of a young man at the Portland waterfront last Tuesday. The cause of the fatality in this instance, as in a majority of cases where drowning is the result of a sudden fall into water, was that the young man did not know how to swim.

Boys not infrequently reach manhood wholly deficient in the business art of taking care of themselves in water. This is due in most cases to the fear of parents—usually of mothers—which keeps the boy from learning to swim with his fellows. It is true that the old "swimming hole" has had its victims, but the water mania of boys who were learning to swim have been few as compared with the deaths by drowning of men to whom the delights of the old swimming hole were forbidden in boyhood.

Much concern is shown in many quarters as to the water mania, in fact, that the swimming tank, presided over by an expert swimmer, is likely to become a feature of the new public playground. This means that not only boys, but girls, will be given opportunity to learn to swim and will be encouraged in every way to improve it. Much more readily indeed than do adults. It is even contended that young children, if thrown in the water without fear would instinctively swim just as do young puppies and other animals. He this as it may, children overcome the fear of the water mania, and learn to swim, and become as good as grown people, with the result that the main source of danger is thereby eliminated. It does not require much training to overcome the fear which paralyzes the senses and renders aid to a panic-stricken person in the water both difficult and even dangerous. Since the ability to take care of one's self is of paramount importance, and the means of doing this in the water can readily be acquired, it is little short of criminal carelessness, in these days of ample opportunity to acquire the pleasant and profitable art of swimming, to allow any boy or girl to grow up in ignorance of it.

Perhaps if some of the ardent advocates of the "no-seat-no-ride" measure would obtain a little information on the practical workings of the proposed law, they would hesitate before urging its adoption. There are a number of Portland citizens who have visited London, where travel on the penny bus lines is regulated by ordinance similar to that with which Portland is threatened. Even the excellent "bus service of London is inadequate to handle the crowds of morning and evening commuters. Intending passengers are obliged either to wait, walk or employ a cab. Unfortunately for Portland, there are no cabs available at London prices, and the unfortunate in the 5 o'clock rush will be obliged either to wait an hour or to reach home from half an hour to two hours late. The "no-seat-no-ride" measure, if it becomes effective, will cause more trouble for its promoters than they have ever thought possible.

Mr. Rushlight is reported to have told the Republican City Central Committee that he favors a commission form of government. There are no doubt many who are greatly comforted by the discouraged souls of the central committee. It is well known that they are for the commission government, or any government, which will tend to put the politician out of business. Oh, yes, but why did Rushlight leave it to them to make promises for him? Can he make none for himself? He can, of course, and does; but not publicly. Private deals and secret compacts are more in his line. If he makes a public pledge, the public may some day call him to account. But if he makes a secret agreement, nobody else knows about it—perhaps.

A week ago it was gravely predicted that Portland roses would not be in bloom in time for the Rose Festival. Now, on every hand it is said that the flush and beauty of the first bloom will be faded before that time. All of which was and is uninspired prophecy. There will be roses in Portland the second week in June, millions of them—home grown, and the finest outside of the storied gardens of Persia.

It is a pity that the hundreds of young children who must work during the summer vacation cannot be taken to the country for employment. Light farm work would benefit them, while too often they are injured by the occupations of the city. We have here another case, perhaps, where the attainable falls far short of the desirable.

Rushlight's newspaper organ—the penny paper, which has set out to wreck the Republican party—is chiefly owned by a non-resident millionaire living at San Diego, Cal. It is certainly an ingenious way to wreck the party—electing its so-called candidate.

Mr. Hill has done great things in the railway line, but the issue of \$600,000,000 in bonds will give him his second wind for things greater.

Anybody who does not believe the State Penitentiary is conducted according to Hoyle is privileged to break in and learn.

Have you read up on the many propositions? Do not postpone the job until too late to vote intelligently.

Multnomah County cooks its undesirable immigration. Potato bugs from Texas will take notice.

With everybody in favor of government by commission we are bound to have it.

With bananas selling by the pound, eggs will be next.

The newer Mexico is in line for the direct primary.

Every day is the warmest ever, now.

WHY COMMISSION GOVERNMENT SUCCEEDS

Short Ballot Makes People's Work at Polls Easy—Interest Is Aroused in Conduct of Department—Responsibility Is Concentrated Where Abuses May Be Detected and Corrected.

The following is the third of a series of articles on the subject of the movement for better government of American cities, published by the Citizens' League, 1000 Broadway, New York, N. Y., and the Ballot Organization, Woodrow Wilson, President.

ARTICLE III.

NO mere sort of government will automatically produce good government. But forms can be devised that will automatically give popular government. The people's will can be baffled or facilitated by the form of government. The people's work at the polls can be made obscure, complex and difficult, or it can be made clear, simple and easy. Under the commission plan, with its short ballot, the people's work is very clear, very simple, very easy. And that is all the secret there is to the success of the plan.

Intelligent citizenship in the business of every citizen. But in our old-style city governments effective citizenship is one of the learned professions. To the typical citizen must "go into politics." That means work, and the average man can't afford to do much unpaid work. So politics is the province of a few men, and the people at large helplessly leave the bulk of the ticket to the party politicians to do as they please with. In the old-fashioned city governments we have committed two serious errors.

First—We have scattered the powers of government among so many party organizations that it is impossible for the people to watch and control them all.

Second—We have subdivided the powers in such a way that no single party is really worth watching. A member of the City Council, for instance, under the old form of government, has so little power that it is really not worth while for the people of the town to become agitated over the question of who shall get the job. In the typical city government of this country consists of a Mayor, with fairly large power, a string of minor administrative officials also chosen by popular vote, and a Council of legislative bodies. The feature of this plan is the distribution of power, based on the ancient fear of a superstitious dread of giving to any elected official power enough to do anything for us without getting the consent of several others. We have tried to do this by making the former official obey our wishes and find also to exert simultaneous compulsion on the latter. The result has been that the Council has become a creature of the Mayor, and the Mayor a creature of the Council. The politicians can all ways get their own way if they make good use of their power. A Council member might occasionally feel personally the pressure of public opinion, but triple the size of the Council, and the individual member becomes so subdivided that each member is safely "lost in the shuffle."

Those who promoted the idea of having a host of elective officials in the government have always taken it for granted that there was something to be gained about the procedure. Democracy, however, does not consist in electing everybody, but in controlling everybody. The Mayor's office boy, for instance, is not elected by the people, but is a public servant, but there is nothing democratic in electing him when he can just as well be appointed. The Council member, on the other hand, is elected by the people, and if he will be under better control through appointment through the Council, it is more democratic to appoint him.

The commission plan of government is based on no such idea. The people want to elect everybody. It gives the power to five men, who thereby become conspicuously responsible before all the people of the city. Each of them is important enough to make it worth while for the citizens to inquire concerning his record and character. Each candidate for the office attracts a crowd to hear him speak, whereas an old-time Councilman would have been utterly unable to get a hearing before the people. There are no "party" men in this plan. Every citizen can find out about all of them and vote intelligently on election day. There is no need to depend upon tickets to have a claim to depend upon tickets to put together for him by political specialists. Each citizen can and does make up his own mind as to the fitness of the professional ticket-making machines is thereby entirely disposed of.

If the commission were composed of five instead of five the list of names would be longer than the average citizen would be likely to remember for himself, and we should see the discouraged souls of the central committee. It is well known that they are for the commission government, or any government, which will tend to put the politician out of business. Oh, yes, but why did Rushlight leave it to them to make promises for him? Can he make none for himself? He can, of course, and does; but not publicly. Private deals and secret compacts are more in his line. If he makes a public pledge, the public may some day call him to account. But if he makes a secret agreement, nobody else knows about it—perhaps.

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BRIDGES AND FIRE PROTECTION

Taxpayer Contrasts Needs of Southeast Side and Suburbs in General.

PORTLAND, May 28.—(To the Editor.)—The writer of this article is a moderately heavy taxpayer in the City of Portland, and is willing to do his share toward the upbuilding of the city, but in common with many others he dislikes to see his money expended for the maintenance of needless enterprises.

In the writer's opinion the most conspicuously needless enterprise that is to be saddled on the shoulders of the taxpayers of this city is the proposed "South Portland bridge." There should be something in this western atmosphere that causes people to be extravagant in anticipation of the future, and this new bridge, which carries an expenditure of nearly a million and a half dollars, seems the very epitome of reckless folly. The City of Boston has 50,000 people, and over across the Charles River is the City of Cambridge, which with its suburbs has a population of 100,000 more. To carry the traffic between Boston and Cambridge (which is far heavier than anything in Portland) there are just three bridges, and they are longer than the Portland bridges, with only slightly greater capacity, and with no steam ferries to help them out. The same bridges serve the suburbs of Boston and Cambridge are very wealthy it is to be presumed that if more bridges were needed they would be promptly provided.

And the City of Portland with 225,000 people has at present four steel bridges, is building a fifth, and is proposing to construct a sixth. The writer has never yet seen the Hawthorne bridge crowded to anything like its capacity and he has just traveled over it nearly every day since its completion and yet it is proposed to construct a new bridge that will not bring the number of bridges closer to the West Side business section. The situation would be laughable if it didn't have its serious side. Where is the money to come from to pay for this bridge? For how long can Portland continue to borrow money for useless en-

terprise, and still have enough to carry out the projects that are absolutely necessary for the city's welfare?

At the present time large areas of Portland's suburbs are absolutely without fire protection, and it is not doubtful whether there are any country towns that would be so entirely helpless in the face of a big conflagration as many of Portland's suburbs. Fire protection must come sooner or later, or Portland will pay for it with a holocaust that will be worth many times the cost of a new bridge, and it is some protection means the expenditure of money that must come out of the pockets of the home owners of Portland. But if Portland continues the insane policy of spending her money for enterprises that are not needed the cost of legitimate projects rendered absolutely necessary by the actual growth of the city will cause the taxes in this town to mount to a height that will be fearful to contemplate, and will cause Portland to sag into the "backwash" class along with Seattle and other boom towns.

TAXPAYER.

STATUS OF MERE PEDESTRIAN.

Clavelius Plagdealer.

Here was a case where it seemed as if everything was settled. The insurance company's doctor had reported that the man seemed to be in the right, but the man himself had certified that he was not engaged in any dangerous occupation.

"I lead a sedentary life," he told them. "I work in an office and we have no danger or excitement."

"How about sports?" the examiner asked. "Do you football? Baseball? Do you box? Do you belong to an athletic club?"

"No—none of that stuff. I guess I'm a safe fiek."

"Do you smoke?"

"What do you mean?"

"Do you drive your car faster than the speed limit?"

"I have no car."

"What? How do you get about?"

"I walk."

"Risk refused. A scroacher is a dangerous risk, but a pedestrian is no chance at all. Buy a car, old chap. Sorry—good night!"

Advertising Talks

By William C. Freeman.

Daily newspapers are paying more attention to advertising now than they ever did. The fact that it is necessary to do so does not in the least detract from the motive.

Time was when advertising revenue bought the luxuries for newspapers—such as buildings, new presses, new typesetting machines, etc. Before the advent of the penny paper the profit on circulation represented the chief earnings of newspapers. Now the revenue from circulation barely covers the cost of white paper.

Advertising revenue of newspapers nowadays must supply the funds for all of the necessities as well as all of the luxuries. Therefore the development of this revenue is most important.

Some newspapers that are not sold at a penny make a profit on both circulation and advertising, of course—but no newspaper in the country is making any more profit than it is entitled to.

As a rule, newspapers give more than they receive—that is, they give the advertiser the cheapest publicity on earth. Before the advent of advertising companies, the value of advertising was not recognized. It was operated on.

I wonder if advertisers ever stop to think of that!

The wider publicity that newspapers are giving today to all advertisers—the fact that every nook and corner of the country is reached by the daily newspaper—the fact that every intelligent man, woman and child reads a newspaper—makes them the most valuable advertising media.

They are on the job all of the time—supplying news—keeping the people informed, and the advertisements stand out as prominently as the news.

And there's where the improvement lies and the value of advertising comes in. Advertising is news and newspapers recognize it. And they are constantly making strenuous effort to make it valuable news to readers and advertisers.

This subject will be continued tomorrow.

(To be continued.)

Country Town Sayings by Ed Howe

The young men are lately showing a fondness for helresses; the old idea of marrying a poor girl for love, and getting a lot of kin thrown in, is playing out.

After a successful entertainment, watch the "committee" fish for compliments.

A hard-working man looks disdainfully at the man who has to take exercise.

At this season, in every country town, there is street fighting between agents of rival threshing machines.

If you grant a man a favor, do it cheerfully; you might as well refuse as to do it.

A doctor never "gives up" a patient until he is pretty sure.

In some churches, when the members are tired of a pastor, they don't tell him so, but "talk" about him.

The sure way to discourage rowdiness: Jump on it hard.

When a man really needs a whipping, nothing does him more good than to get it.

Sixteen-year-old girls are all alike in two particulars: they are all good looking, and never have a cent.

Half a Century Ago

From The Oregonian, June 1, 1861.

The ball again has done some damage to the fruit belt, but we are glad to learn that the storm was not extensive.

We already hear from the country that the whole neighborhood will be present at the great celebration in Portland. It will be a grand union meeting.

At the Council meeting last night Mr. King offered a resolution authorizing the Oregonian to charter a ferry to change their landing to the foot of Salmon street. It was adopted.

The Oregon Democrat says that we are in favor of raising an overwhelming force and crushing out the secession. Exactly so. We tried the policy of peace and find the brigades marching to capture Washington and break up the Government. We are now for conquering a peace by the strong arm of power, and find the brigades marching upon the country into the dens of the secessionists; and true Americans will say Amen.

Arguments from Nebraska.

PORTLAND, May 31.—(To the Editor.)—From your editorial of May 31, I quote: "The Oregonian has no knowledge of the commission in the cities of Nebraska and, we opine, neither has Mr. Riesland." As this directly questions my veracity, I cannot help but again refer you to give space to the evidence upon which the statement of my communication is based.

Herewith I hand you a copy of The World-Herald's article of Omaha, in which you will find on page 5, column 2, the editorial whose truth you must question, if my statement is doubted. I ask you to kindly print the same. I feel that the World-Herald is violating the same old that I have in view, and that only in the means our opinions differ materially.

BEN RIESLAND.

The editorial from the Omaha newspaper of March 1 does not add to the information of The Oregonian or Mr. Riesland as to the effectiveness of local commissions in Nebraska. It is merely an argument against state regulation of public utilities. A large part of The World-Herald's article was copied verbatim and used as his own by Mr. Riesland in the official pamphlet sent by the City Auditor to Portland voters. As voters who are asked to read it may find the most of the Nebraska paper's editorial on page 95 of the pamphlet The Oregonian sees no occasion further to illuminate the World-Herald situation with the luster of the World-Herald's opinion.

The Oregonian has not intended to question Mr. Riesland's "veracity." It merely admits that he is a voracious plagiarist.

Plan Works Both Ways.

Life.

"See," said the man in the tram, "my wife used to get awfully nervous every time she heard a noise downstairs at night, but I assured her that it couldn't be burglars because they are careful not to make any noise."

"And that which noise, did it?" remarked the interested man in the next seat.

"I should say not," replied the first rider. "Now she gets nervous every time she doesn't hear any noise."