(BY MAIL) Sunday Incinded, one year Sunday Incinded, as months. Sunday Incinded, as months. Sunday included, as months. Sunday included, one months without Sunday, one year, without Sunday, six months, without Sunday, three months without Sunday, one month

(BY CARRIER.)
Bunday included, one year,
Eunday included, one month Hew to Remit—Send Postniffice money order, express order or personal check on your local bank. Stamps, coin or currency ser at the sender's risk. Give postoffice address in full, including county and viate. Postage Raice—it to 14 pages, 1 cents; 16 to 25 pages, 2 cents; 30 to 40 pages, 2 cents; 60 to 50 pages, 2 cents; couple rate. double rate.

Eastern Business Offices Verre & Conklim-New York, Brunswick building. Chiengo, Stager building.

PORTLAND, THUBSDAY, AUGUST 10, 1911.

THE SCAPEGOAT.

The Oregonian has seen fit to say a word new and then for the oppressed and despised woolgrower, and it is on that account accused of being new opposed to tariff revision. Well hardly. It abhors and has exposed the cant and humbur of a Democratic policy that would place the entire burden of tariff reform on a single industry-wool-and that would delude the farmer into the beller that he is being benefited by the bunco farmers' free list. It is not a free list It purposes to admit free of duty certain farmers' utilities, manufactured in and exported from such nations as give similar concessions to similar American manufactured products. That is the entire extent of the buncombe free list bill. We shall get reapers and mowers and threshers and barbed wire from England alone, where our manufacturers now undersell the English makers on their own Who wants an English-made farm implement on any terms?

The Oregonian has expressed the the preposterous free list, which gives the farmer nothing worth having, and the La Follette wool measure, when these measures reach him-if they ever do-because they were not proposed in good faith, because they are the mischievous products of political log-rolling, and because they settle

If the La Follette wool bill shall be accepted by the Democrats and shall pass Congress, it will cut down the present "indefensible" wool tariff in appreciably. It is a protective tariff, it is anything; it is fathered by a Senator who boldly announces adherence to the historic policy of high protection. Why should the Democrats accept it on any basis or for any reason but to embarrass the President and to widen the irrecon cliable schism in the Republican par-Later, when the Tariff Board reports, the question of a wool tariff will be reopened, and all this harmful agitation be revived. Why make a blind and bungling political adjust-ment of a question that later it is proposed to settle on a scientific and emic basis? Then every grower, every manufacturer, will know where he stands. Under the La Follette bill e one knows where he stands except that he stands nowhere.

The Oregonian has pleaded for a fair deal for the woolgrower of Ore-He has not had it. He has been bludgeoned and badgered and bullies by all hands and by all interests until the industry is at a low ebb, and he faces irretrievable ruin. He has had to stand the whole brunt o agitation. He has been held up to the country as a sheep baron and a plutocrat and a member of the millionaires' club. Sheep baron, indeed! Does shyone know a sheep man in Oregon who would not be glad to get out from under the vast pile of obbeen heaped on him, if he could realize par on his investment? The Oregon sheep man has few friendseven at home. They betray and deride him here as they despise and malign him abroad. The Eastern notion of the sheep baron clothes him with the giamor of riches, splendor and haughtiness. The true picture of the Oregon sheepgrower-and of all others, no doubt-is of a discouraged and dejected citizen, wearing his fouryear-old suit-cotton-running around on his lone cayuse from bank to bank in an effort to borrow enough money to keep him affoat, marketing his wool at prices for below its value and selling off his surplus herds at prices on an average about \$1 below the sum each sheep cost him. That is your Oregon sheep baron in his present regal condition of near-poverty and over-excitement. Naturally wants the tariff settled. His out-ofelbows condition is due to the cease less effort of the politicians to fry the fat out of him, and the general opin-ion of the country that he is too rich He wants relief. He needs and deserves consideration, and not contumely and contempt.

Wool and sheep is a great Oregon industry. The sheepmen are enter prising and worthy citizens. Why cannot they have a fair deal? It will be a fair deal if the wool tariff shall revised and lowered in common with the other important products of the country, and not selected for a solitary display of the clamor for

STATEHOOD AND THE RECALL Mexico presents one of the most perproblems to come before Proxident Taft. Having himself been a judge and having a firm conviction the imperative necessity that judges be independent of popular passion or prejudice or folly, he is unalterably opposed to making the recall apply to judges, as the Arizona provides. Yet he is pledged by his own declarations and admission of the two territories to The dispatches intimate that he will allow the bill to become law without his signature, but in that case he may be expected to state his

position unequivocally. In requiring the submission separ ately to a vote of the people of each is of little use unless he uses it in territory of a clause of each constitution Congress is simply taking steps to insure that the constitution shall really express the will of the people Arizona has gone on those subjects. to the extreme of radicalism in adopting the recall of judges. New Mexico the extreme of conservatism in making the amendment of its constiwell nigh impossible. 1t 1s

l ness for long-deferred statehood any man or woman may be called many voters supported the constitutions as a whole who were opposed to and would have voted against thee provisions, had they been submitted to separate votes. The position of Congress is that the voters should be given an opportunity to accept or reject these debatable provisions without placing statehood in the bal-Like ex-President Rooses Congress holds that, if Arizona really desires the recall for her judges, she has a right to adopt it, and that, if New Mexico really desires to block the way to constitutional amendment that is her privilege. This position was emphasized by the Sensie's retection of the Nelson amendment striking the judiciary recali provision

from the Arizona constitution. Should the recall question come vote in Arisona, the struggle will watched with peculiar interest for the eye of the Nation has been fixed on Arizona by the enotroversy. The ecall has been made a living issue by its practical operation in Oregon and Washington, by the attempt to recall an Oregon judge, by the speeches of Theodore Roosevelt and Woodrow Wilson and by the debates in Congress on the subject.

AFTER FIFTY YEARS.

"When shall we three meet again? In thunder, lightning, or in rain?" The three Gilliam cousins enjoyed a reunion at Roseburg less tempestuous than Shakespeare's witches looked for. The air was balmy when they looked into one another's faces again after fifty years of separation, and no doubt the sun smiled to see such a pleasant event happening on the sad earth where he has had to witness so many sorrows. It was only twenty years that had elapsed when Tom's old schoolmate wandered to the village and sat senenth the tree upon the schoolh playing ground which sheltered them when they were boys; but how changed was everything. There was nobody to greet him and scarcely anybody knew him. The master was dead long ago and sleeping under the hill where they used to coast. The world makes itself over in twenty years; and yet once, when the late Millard Lownsdale was singing this lovely old song with his divine voice, a grayhaired matron who was listening shook her head and whispered, "After all, twenty years isn't so very long.

But fifty years is another matter That is half a century. The Gilliam cousins must have been mere boys when they parted for their long separation. In the interval they grown up, married and reared families. Perhaps some of their children are gray-headed. Fifty years ago Oregon was little more than a primeva-wild, with here and there a colony along the Willamette and the Columbis and an army of goldhunters skurrying over the Inland Empire. The Civil War was just beginning. The France-German War was ten years in the future. The "Origin of Species" had been published exactly two years It is a long and exciting road that the world has traveled since then. have seen the era of free competition pass away in the United States and the rise of the great commercial monopolies. The telephone has come in. The electric light has supplanted kerosene and the electric car has taken the place of the horse and the cable can remember riding on a cable road? It sounds antediluvian to men-Last of all, the flying maching has been invented

If the Gilliam boys could go to sleep low and wake again in another fifty years, we have no doubt they would travel to their reunion through the

DEATH OF SENATOR PRIE.

In the death of Senator Frye the last of the great coterie of New Englanders that has for many years shaped legislation in the Senate has passed away. Platt of Connecticut. Hoar of Massachusetts, Proctor of Vermont died, Aldrich of Rhode Island and Hale of Maine resigned in ill health, and now Frye is dead. Lodge, Crane, Dillingham and Gallinger have now become the chief figures in the New England dele-

Frye was a typical standpatter and aristocrat in his opinions and in stincts. The tariff could not be high to suit him and he would have added the ship subsidy. He was a Republican of the old school, which ts passing away, and yielded to the demand for progressive measures only in the interest of party unity. The New England policy of continu ously re-electing the same men to the Senate, with the result that the first election practically made a man Senator for life, enabled him to become thoroughly conversant with public affairs and to attain such a commanding position that his word wa taken without question on many maters of fact. His election as President pro tem. of the Senate was natural climax to his career. passed out at a time when the younger and more progressive element from the West is pushing the conservative New Englanders to side and assuming control of the Sen-Had he lived, he would have found himself called upon to fight fierce battle in his old age with the spirit of the times against him.

By the death of Prye the Republican majority in the senate will be still further reduced, for a Democratic Legislature in Maine will elect a Democrat to succeed him. Contro by the Democratic-Insurgent coalition will be strengthened, for the Demoinsurgent Republicans to outvote the regular Republicans. Congress cannot be said to have a dependable Re publican majority in the Senate any more than it has in the House.

ONE OF THE NEGLECTED ARTS. One of the neglected arts is that of speaking correctly and clearly The public schools bring the youth of the Nation up to a certain standthe party platform to support the ard in the use of the English language, both spoken and written; then A boy's head is stuffed with stop. grammar, but he is not taught to talk gramatically. He may learn spelling and meaning of a word, he is not taught to pronounce it distinotly. His learning of the language ordinary conversation correctly and

speaks it clearly. This is a requisite for every boy and girl, that they may carry on conversation with ease and ready command of language and without those blunders which expose them to ridicule and mortification. But it is at Champong was the direct outcome desirable that they should learn at of the influence of Jason Lee's colorleast the first principles of public highly probable that in their eager- speaking, for in these days almost factors in the movement, and they

upon to speak after dinner or at a public meeting. When the time comes they should have overcome stage fright, have self-command, a ready clear enunciation and to make themselves easily power heard by the remotest person in the audience. It is painful to hear a man shouting as joud to 100 persons as though he were addressing 10,000; it is equally painful to strain one's ears to hear a whisper or a mumble. speaker should make himself heard with ease

To have the whole Nation going about making speeches would reduce it to a bediam, but all should be trained so far that they can make speeches when occasion requires. Few men are required to row a boat for a living, but all should know how to row. Were the average, sensible man "broken" to face an audience the loud-mouthed bores and fools would have things all their own way at public gatherings and gain control of affairs by default. The man with good ideas in his head should be taught how to convey them to other by the medium of his tongue.

There is room for much improve-ment in the elecution of the stage and teaching of the first principles in the public schools would aid in bringing about Actors and actresses often mumble and murmur their words and sometimes even make no sound, as if trying to hide the fact that they have forgotten their lines The audience at a theater has a right not only to see the company "go through the motions," but to hear every word distinctly and without ef-Otherwise the playgoer may feel that he has been defrauded and go away "roasting the show." If he ears it all, he enjoys it, goes away contented and will speak a good word for it.

ASTORIA'S CENTENNIAL.

For a month to come the world will sear a great deal of the Centennial celebration which opens at Astoria to day. The exercises will abound in features of great interest and one of the circumstances is unique. Astoria has not asked Congress for a cent of money to help finance her celebration The only favor begged from the Nation has been the loan of some Army tents. Thus to a commendable degree the city at the entrance of the Columbia has undertaken to "paddle lis own cance," a trait of character which has been marked in the people of Oregon from the days of the pioneers. No doubt much will be said as the beautiful exercises proceed day after day oncerning the motives by which the early settlers in the Oregon country were led to formake their homes farther east and cross the mountainous desert to the Coast. Of course these motives were as various as the individuals who followed the trail, but two or three are more prominent than the rest. It is interesting to notice at the outset that religious persecution played no part in the colonization of this part of the world. The first settlers of New England

fled from persecution. They forsook their homes in the Old World to find "freedom to worship God," as Mrs. Hemans puts it in her poem. They found it for themselves, but they exhibited a deplorable reluctance to concede it to others. The desire to esreligious persecution played a capa considerable part also in the nent of several of the Southern States. South Carolina obtained some of its most worthy pioneers from France They were Huguenots fleeing from the dragonnades which followed the revocation of Henry IV's edict of Nantes. Some of these most desirable colonists de their way to Florida, but Spaniards. Virginia had its Huguenots, too, but the religious motive was not so pronounced in the settlement of this colony as in many others. Qf course in Ponnslyvania it was everything. The Quakers, like the Pilgrim fathers, came to the New World to ob tain religious liberty, and they outdid their Northern neighbors in rightcousness by allowing to others the same privilege which they sought for The Quakers and the Maryland Catholics were about the only early colonists in the Eastern United States who were willing to put the principle of religious freedom in practice. Some critics have been of the opinion that the Quakers carried their ove of toleration too far. It has led them, we are told, to endure some things which can hardly be classed among social excellencies. Political corruption is one of the conditions which have been traced back to the too indulgent spirit of the Friends who first came to Pennsylvania. In some respects the colonists of Maryland were more interesting than any of the other Eastern settlers. They were English Catholics who had learned in bitter circumstances the evils of persecution and had come to the conclusion that a person's religion was a subject which concerned only himself and his Creator. The example of toleration which they set for the world rare indeed in that age. It could be paralleled in Rhode Island, Pennsylvania and Holland, but perhaps no where else.

No settlers came to the Oregon country to escape persecution, but a great many came from religious mo tives. The colony at Astoria purely commercial. John Jacob Asor formed his company and sent out his men to trade, and for no other purpose. Wyeth's enterprise was also commercial. But the followers of Jason Lee and Whitman had far different purposes in view. It is curious to remember that the two early projects of trade suffered from many misfor-tunes and finally failed. Wyeth's cer-tainly failed. Some may perhaps say of Astor's that it was merely trans ferred to other hands and really suc ceeded. Be this as it may, the veritable beginning of American control in Oregon is to be found in Jason Lee's missionary settlement near Salem. If he had not come to the country there does not seem to be much question that British influence would predominated and Oregon would have remained a principality of the Hudson's Bay monopoly. Jason Lee's col-His men could not and Americanism. rest until they had founded a college, the old Oregon Institute. Their camp meetings raised a fervor of enthusiasm which would put Billy Sunday shame, and in season and out of season they preached the necessity of eatablishing a territorial government un-der the United States. The provisional government which was finally set up

nists. They were the predomi-

formed the active nucleus of the fiftytwo men who stood for the United States at the moment when the de-

cisive vote was taken. We see, therefore, that while Oreby any tales of persecution, still the religious motive eptered powerfully into our history. But it would be an error to belittle the consequences o Astor's settlement. When the time came at last to decide upon the relative arength of he American and Britsh claims to the Oregon country, the fact of his establishment at Ast was one of the principal points which turned the decision in favor of the United States.

After winning many a battle in "Bet-you-a-million" Wall street, Gates has been beaten by death. He was one of the strong, picturesqu figures in an age of financial giants when men were no longer content to think in terms of millions, but talked glibly of tens and hundreds of millions. He was an insurgent in business as others are insurgents in politics and did not hesitate to measure his strength with the greatest financial glants, Morgan. His story of the organization of the steel trust and the Tennessee Coal & Iron deal was marked by his characteristic blunt frankness.

The disappearance of Mr. Justice Hughes' beard may prove to be a substantial misfortune to William Randolph Hearst. When Hughes wa running for Governor of New York the only thing Hearst could against him was his beard, and this he made the most of in satires and caricatures. Now that the beard is gone, what would Hearst do if Hughes should run for President? Since there is nothing to blame he must either praise or keep silent. Both alternatives are so frightful that we canno imagine the distinguished editor choosing either of them.

The language which the British Conservatives permit themselves tuse in the House of Commons nowa days illustrates the old saying that blue blood is no cure for blackguard-The British aristocracy is supism. posed to stand for propriety, go manners and feudal calm, and it really does so when there is nothing to roll it, but a mad aristocrat acts very much like a mad peasant. A lord is habitually more serene than a hodcarrier because life does not pester him so badly.

The civilization of Kansas present ome curious anomalies. The state has prohibition, insurgency and glorious band of country editors. has the only woman Mayor in the country and the only weman who has been sentenced to street work on the chaingang. The expression "chainsmacks of medievalism. Can Kansas think of no better way to deal with prisoners, especially woman pris-

Gurge W. Perkins is a magician By a stroke of the pen he devised a lan to create \$50,000,000 more capi tal for the steel trust and thereby save \$1,200,000 in expenses. Had he issued \$50,000,000 in counterfeit Gov ernment notes instead of \$50,000,000 in steel bonds, he would have created as much real value, but he would have changed his residence to the penitentiary.

The exposure of a beauty doctor's work in causing the death of Mary Gertrude lig was followed by the announcement of a crusade in San Fran-The crusade cisco against the craft. could not have lasted long or Mrs. Jardine's life would not have been doctor.

A Canadian Orangeman in the tow of Woodstock burned the Stars and Stripes the other night and in punishment for his rank offense he some day meet a Fenian and wish he had died in childhood.

No harm will be done provided the loss of Justice Hughes' whiskers has not the same effect on his mental powers as the loss of Samson's flowing locks had on his muscular power

Medford might gain her ends bet ter by putting idle men to work on the roads instead of driving them out of town. They would prefer the alternative of work in the orchards

By some oversight of the conserva-tionists \$300,000 worth of Alaska copper has escaped and been shipped to Hamburg to be turned into money Is Pinchot asleep?

A free lecture is announced for tonight on "Skulls." According to official scandal, there is quite a lot of skullduggery extant and the theme should be edifying.

Astoria is a city near the mouth of the Columbia, and a hundred thou-sand people of this city who have never seen it must arrange for a visit.

Togo, the man of few words and quick action, must have felt out of his element in Congress, the place of many words and slow action.

Now the school crayon is becoming an object of suspicion. Really, it is a wonder the rising generation ever survived its unknown perils. With all the big concerns burning

oll and all the housewives cooking with gas, what will become of the dear woodman? Many persons would be glad worry would put them to sleep, like Miss Hazel Schmidt, instead of keep-

ing them awake. With the lamp held out by Burns, the vilest grafter will get what is due or words to that effect.

Bend has added a gold rush to the irrigation rush and railroad rush it already enjoys.

Mr. Davidson should remember

that a milk bath vastly improves the There seems to be a vacancy in the Oregon delegation-a vacuum, so to

Kansas is worse than Alabama in putting a woman on the chaingang.

The Presidential veto means much

Gleanings of the Day

Writing of the Turkish provinces in Asia bordering on the Black Sea, United States Consul Jewett, of Trebizond, writes: "It appears that these people spend only about 25 cents a year per capita for lighting. The majority of the inhabitants use no lights; they rise and retire with the sun. the best of the cities are only dimly lighted with small kerosene lamps, There is no gas or electric lighting in any part of the district. Petroleum comes wholly from Russia. It is surprising how little appears under heading of machinery. The modest sum of \$6561 is credited to sewing machines and only \$4510 to agricultural implements. More machinery and implements must be embraced in the total of unclassified imports. It is a fact, however, that this country spends practically nothing for machinery. The time will soon come when these people will begin to exchange their antiquated and inefficient implements for modern ones, and they will substitute machines for hand labor. The sewing machines and agricultural implements are mostly American."

A picture of the primitive manner of living of the Armenians is given by United States Consul Masterson, of Harput, who writes: "One of the greatest hindrances to new business is the conservative spirit, not only of the merchants, but also of the people. What their forefathers never had they, their descendants, will not use or will take to slowly. It is a safe guess that there are not, outside of the mission stations and this consulate, over two dozen beds and dining tables in this district, and to increase the number in use will be a slow process, for the mattress on the floor and the little table scarcely six inches high, around which the people sit on cushions or on the floor, are deemed good enough. It is hardly necessary to say that individual knive and forks are also considered unneces sary articles. A peculiar feature is that the people of the district who have lived abroad for a term of years, ever those who have resided in America, will in a short time after their return resume the native dress and general manner of living." Many families are enabled to live in comparative comfort by money sent them by relatives who have emigrated to America. Native bankers estimate the total at \$12,000 a week. The cost of living has increased there during the last few years as in other countries. The people are taking to wearing European and American ready-made clothes and overshoes and parasols of gay colors have become a fad among high-class Turkish and Armenian women.

Suva, the capital of the Fiji Island, like many greater senports, is preparing for an increase of commerce to result from the Panama Canal and Ceylon expects to lose by it. Explaining its ambition, an Australian business man is quoted by the Times, of Ceylon, as saying: "If you glance at a map you will see that Suva is on the direct line from Sydney to the canal. In fact, it is exactly a quarter of the distance between Australia's commer cial capital and the Pacific entrance to the canal. Supposing vessels maintaining a speed at sea of 15 knots pe hour are employed, the trans-Pacific run will occupy 18% days. Give a day for navigating the Isthmus, and 10 days on to London, this will show a saving of about a week over the present all-sea mail route to London vis ent all-sea mail route to London via ship Colombo. The mails by that time will this All Red route via Vancouver. The result will be that the Australian passen ger traffic now passing through Colembe will practically cease to exist. Yes, it will be a serious thing for Colombe, but I do not see how it is to be helped. You will have to work in the meantime as you never worked before to secure a tourist clientele in Australia for Ceylon, and, if successful, this will in a measure mitigate the loss. Suva will be the last port of call from Sydney and the first port of call from Panama. Already land is rapidly advancing in price there, and any amount of capital is ready in Sydney to erect at Suva elaborate hotels, such as Colembo possesses. I was given to understand that the Royal Mail Steam Packet Company is already at work of plans for a first-class fast passenger service from Southampton to Sydney. via the Panama Canal. This corporation is simply biding its time to enter the Australian trade again."

Keir Hardie, the well-known Socialist member of the British House of Commons, paid a striking tribute to Queen Mary at the time of the coronation which deserves reproduction in part at least. In an article on the coronation and the veto bill crisis which was printed in a labor paper, Hardle

wrote:

At least there is one person at court is whom I have implicit faith. I mean the Queen. I confess to a weakness for the good lady. She is the only royal person I have ever seen who looks like a health human being. She is not of the wadded or professional beauty type. But all is a handsome woman, or what in Scotian would be called a bonny woman. I here every hand that she is a "hard-featured woman. The statement is a libel. Quee Mary's features are those of a woman capacity, who in her time has had frequenceasions to assert hereaft, and has dot so, firmly and to some purpose.

all the counsalors fall king George, it Queen will not fall him, and it will be we for him if he gives warning ear to he counsels. Taxes paid directly by railroads in

the United States, as appears from the summarised returns of Poor's Manual for 1911, increased from around \$54,-000,000 in 1905 to \$108,000,000 in 1910an increase near to 100 per cent. the same time the gross traffic earnings of the railroads increased from 2,112,000,000 of dollars to \$2,804,000, 000, or about 32 per cent. Whether compared with gross or net earnings or property value the taxation of railroads has increased out of all proportion in recent years, says the Springfield Republican. This may seem to some people a very happy development in the way of lightening the tax burden upon the poer and making it weigh more heavily and justly upon the rich. But of course this is a wrong idea, however much it may possess politicians and legislators or those whos votes are wanted. It is merely a case of substituting another set of tax gatherers to collect the same old taxes or new ones under a system which divides the tax burden among the people according to their needs or con-sumption, as of railroad traffic, and not according to their wealth or means of bearing the burden.

A BOOST: PORTLAND'S STOCK-FAIR Forest Grove Enthusiast Wants Premi-

um List for Battle of Breeds. FOREST GROVE, Or., Aug. 8 .- (To the Editor.)-In looking up dates of fairs on the Northwest circuit, I find Portland's on September 4, and so far do not find any premium list afloat for the battle of the breeds.

The position Portland holds in the Pacific Northwest as a metropolis and seaboard town, with a commanding position as well in general agricultural affairs, shows that it takes the bulk of the grain from the Northwest with a down-hill pull from nearly every point of the compass. In the forward move-ment of mammoth packing concerns or the Peninsula, Portland and support the greatest stock show on the Pacific Coast, to be in line with other enterprises. The rich agricultur-

al country in the vicinity to a great extent has made the town. When I say it, I believe that stockmen generally expect Portland to boost the fair, and if possible to make it what it ought to be. If funds are low, make a cut on premiums. But we need all encouragement in cheap transportation and the different railroad lines would cut tarriff rates, as it is to their in-terest to make the fair a success. The exhibitors of livestock, especially the large stock, are at a great deal of expense and trouble in getting stock ready for shipping. Portland should keep in line with its

York has had its great Madison Square Gardens, where the kings of horseflesh as well as fat stock were shown in all their manifold attractions, and I should like to see Portland raise its flag. I remember well the first intro-duction I had to the Country Club show, and the first parade of livestock. The day was ideal; the band played and swelled the anthem from the grand-stand down the enclosure. The grounds and track could not be more attractive and a number of people said on return from the parade: "This is the best parade we have ever had. This is the coming fair of the Northwest." The day following, when Portland was ex-pected to swell the grandstand, the attendance was conspicuous by its ab-sence. A number had bad an airing the week before at the State fair, and salesmen and clerks were at business The school children were the only ones out on leave, and this was certainly right. I doubt the wisdom of holding children and teachers to their books all through State fair week. Hundreds of them, as a rule, have never seen anything of the kind, although they might learn as much in one day as they would in a whole week at school.

Portland, in holding bar response no doubt has had its influence in dead ening fair spirit. Portland, fair city of the West, I ask you to arise and reign We need more of the attendance of such personages as Virginia C. Mere-

dith, the "queen of the Eastern stock-men"—it would be like a guiding star in a Western sky.

I send you greetings from the coun-try, hall Portlanders as our guests and hope to see the Portland fair some day great enough to attract the European ontinent after 1915.

If I should stop on top of Hood,
I'd know just where on each I stood.
And this unto myself would say:
I see it all as plain as day.
This land and ocean breeze my ples,
And this my future home shall be.
And if a city life's a choice.
Portland makes my heart rejoice.
Of all the earth a coming town. of all the earth a coming town.
You do not find so much renown.
Give us a field the grain to yield,
and stock in rest retiring.
Every year it's new, and fresh and true,
To nature all inspiring.—A CHALMERS.

MR. DALY, C. E., WRITES A LETTER

Thus Throwing Light of His Great In-

tellect on a Few Matters, PORTLAND, Ore., Aug. 5th, 1911. Editor Morning Oregonian.—Dear Sir What is all this hot air you ate trying to hand the public, about a German steam ship co. purchasing a tract of Land on which to errect an immense

Now You know just as well as any time a go purchased a portion of the tract of land known as Mocks Botton and since that time have aquired the other portion, this land will all be filled in to correspond with the mouth of the Peninsulla tunnell, and all be utilized

or rail-road yards.
It is just an other storey to but the out side world into believing that Portland is a sea-port city, You have woke up at last and havediscovered

that your trade is graduly slipping away but sure. And you will resort to any thing to try and make the citizens of this cit and every body on the outside world believe that more trade is coming, for be it known thas! Portland is not the only place on the globe. It is true that there is at this time a representive and a purchasing agent for one of the largest steam-ship co. that plies be-tween New York and Europe, on this coast at the present time, and it will be verry interesting to you to know that Portland was not considered at all, in regards to the purchasing of land on which to build any docks what so ever. In fact only two cities were onsidred San Francisco and Seattle Los Angeles was spoken of in the be-ggining, but was dis-carded afterwards. ggining, but was dis-carded afterwards. It is the same old storis barking up the rong tree, that is where your paper barks about 95 per cent of the time, I could encumorate hot air promotions that you have published, from time to time untill I would get blue in the face, investigate a few things before you rush them to print, some one played you for easy and you certainly have bit and that hard. C, S. DALY C. E.

Yours Truely. ANOTHER POLICEMAN WRITES Gives Views of Motives Behind Moral Wave.

PORTLAND, Aug. 8.—(To the Editor.)—It was with considerable interest that I read a brother officer's opinion of the policy of the present administration in The Oregonian.

Right here it may not be amiss to state that the police force to a man is of the same opinion, except, of course, our highly exalted and sanctified "Acting Chief," whose chief knewledge seems to be quoting texts from the Scriptures and Holy Rollerism, as we get little sermons almost daily. Our power to enforce the laws is taken from us when we are forbidden to en-ter saloons or questionable resorts to secure evidence, as our motive would at

once be mistaken and our names placed on that already large list of "undesir-ables" which it is the Chief's ambition to fire, to make way for some of his congregation. He says we hide behind Civil Service and shirk our duty; he seems to forget that it was this same Civil Service which has given him a position in the

past and his present one Yes, we all yelled ourselves hoarse for Rushlight, but we all hope to be very much alive next election time. Very truly yours . ANOTHER POLICE OFFICER.

Boston Transcript.

"Decided where you are going on your vacation yet?"

"No; can't seem to find the right spot."

"What sort of a place are you look-

ing for?"
"A place where my pockethook can enjoy a vacation as well as its owner."

Advertising Talks

By William C. Preeman

A recent newspaper advertising campaign of The U. S. Motor Co. involved an expenditure of \$14,000. This bought one full page in 66 newspapers in the larger cities and in 126 newspapers published at the county seats in seven states of the Middle West, which

brought some remarkable results. The page advertisement was put out around July 4, considered by many advertisers not a good time at which to advertise, and it brought 7487 separate inquiries, 3265 of which were from people who wanted the agency of the Brush car which was advertised in this page!

The advertising also produced immediate telegraphic and letter orders for 493 cars, the total cost of which-(the car sells at \$350)-amounted to \$172,-

So the cost of this advertising, based on the immediate results alone, was only eight per cent.

But the greatest result is yet to come from the 3265 people who want agencles for the car. It is estimated that they will sell from fifteen to twenty greater and older sisters of the East.
Chicago has its International stock fair, with many attractions for the eastern continent of Europe. New the Brush factory for the year. the Brush factory for the year.

The sale of 15,000 cars to dealers would represent an actual business of \$5,250,000.

Analyzing the campaign, this publicity was bought at an average cost of \$73 per page for 192 newspapers, the combined circulation of which is easily one-twelfth of the total population of the United States

In the management of the U. S. Motor Company, two men, Alfred Reeves, the sales manager, and Montgomery Hallo well, the advertising manager, work in absolute harmony.

When there is harmony between the sales and advertising departments, advertising will always bring the maximum result.

Both men are great believers in newspaper Publicity-both men say frankly that 90 per cent of their total advertising appropriation will go into news-

papers. Another thing that they have decided upon is to give to dealers who will advertise in newspapers exclusively, the cars controlled by the company, 23 1-3 per cent of the money thus spent, when they submit to the company a receipted bill and a clipping of the advertisement. This 33 1-3 per cent is given in cash-that is, the amount is not credited on purchases made by the dealer, unless the dealer so desires.

Furthermore, the company will back up the dealer by its own advertising in the community where the dealer operates.

All of which goes to prove what has been said so often in this columnthat where there is co-operation between the manufacturer and the dealer, through mutual advertising in the daily newspapers, the greatest severtising results can be obtained. (To be continued.)

Brad's Bit o' Verse

(Copyright, 1911, by W. D. Meng.) I know the way is lonely, and the road is rough and long, and the rugged hill is steep and hard to olimb; but you'll find it better going if you'll hum a little song, and keep tolling up and onward all the time. Life is not a fairy playhouse, built for childiah dreams and toys, but a hard and serious other sensebal person that no steam ship co. has purchased any land in learn to face the sorrows that are minthis city, or they contemplating any such move the O. R. & N. Co. R. some alone, with weary hands and feet. When the sky is dark and cloudy, and the sun no longer shines, keep the singing heart within you just the same; for the whole world hates a quitter who lies down and meekly whines, but it loves the man who bravely plays the game. You are not the only pilgrim who has walked the weary miles, you are not the only one that bears a load; yet there's laughter all around you and the world is full of smiles as the long, dim line goes climbing up the road. Oh. I know the night is gloomy, but the friendly stars above will be peeping flown to cheer you all the way; so keep toiling toward the summit with a song of hope and love, and be up to greet the coming of the day.

Half a Century Ago

From The Oregonian, Aug. 16, 1861. City very quiet. We make no show in the way of local items. Our re-porter was seen chasing one round a corner an hour or so ago, leaving a blue streak after him. returned. We expect him soon.

Some wagons with emigrants have arrived at Walla Walla. They are understood to be from lows.

Cost of getting to the mines—the steamboat expenses are \$52. To be added to these is the cost of land pass-age from The Dalles to Deschutes, 15 miles, and from Lewiston to the mines, 90 miles. The whole cost of the trip will reach very near \$83-something more if the traveler is liberal in the use of brandy and cigara.

Metropolitan Magazine.

J. P. Morgan was almost bred a mathematician. While at Goettingen. Morgan specialised in mathematics. and with the professor of mathematics he would spend long hours at prob-lems. About ten years ago a number of New Yorkers who had been at the Goettingen University together held a dinner and invited their eld professor of mathematics, who happened to be visiting this country, to be present. The German stood his ground-ha gave them his own idea; looking at Mr Morgan he said that he was indeed very glad his old pupil had succeeded so well as a banker. "But I regret." he went on, "that you did not remain at the university. Had you stayed with me you would have been my as-sistant as long as I lived, and, unquestionably, at my death, you would have been appointed professor of mathematics in my place.

A Woman and a Secret.

Judge. "I wonder why a woman repeats everything you tell her?" "My dear boy, a woman has but two views of a secret. Either it's not worth keeping, or it's too good to be kept."

A Woman's Delicate Compliment. Washington (D. C.) Herald. "Dear, you have beautiful hair."

"Thanks."
"But isn't it a good deal of trouble to find that peculiar shade in the