

The Oregonian

Portland, Oregon, Postoffice as Second-Class Matter, March 10, 1879. Subscription Rates—In Advance. Daily, Sunday included, one year, \$5.00. Daily, Sunday included, six months, \$3.00. Daily, Sunday included, three months, \$1.75. Daily, without Sunday, one year, \$4.00. Daily, without Sunday, six months, \$2.50. Daily, without Sunday, three months, \$1.50. Weekly, one year, \$1.00. Weekly, six months, \$0.60. Weekly, three months, \$0.35. Single Copies, 5 Cents. Foreign Postage, 50 Cents per Annum. Advertising Rates—12 to 14 lines, 1 cent; 15 to 20 lines, 2 cents; 21 to 25 lines, 3 cents; 26 to 30 lines, 4 cents; 31 to 35 lines, 5 cents; 36 to 40 lines, 6 cents; 41 to 45 lines, 7 cents; 46 to 50 lines, 8 cents; 51 to 55 lines, 9 cents; 56 to 60 lines, 10 cents; 61 to 65 lines, 11 cents; 66 to 70 lines, 12 cents; 71 to 75 lines, 13 cents; 76 to 80 lines, 14 cents; 81 to 85 lines, 15 cents; 86 to 90 lines, 16 cents; 91 to 95 lines, 17 cents; 96 to 100 lines, 18 cents. Long Copy Rates—10 to 12 lines, 1 cent; 13 to 15 lines, 1.50 cents; 16 to 18 lines, 2 cents; 19 to 21 lines, 2.50 cents; 22 to 24 lines, 3 cents; 25 to 27 lines, 3.50 cents; 28 to 30 lines, 4 cents; 31 to 33 lines, 4.50 cents; 34 to 36 lines, 5 cents; 37 to 39 lines, 5.50 cents; 40 to 42 lines, 6 cents; 43 to 45 lines, 6.50 cents; 46 to 48 lines, 7 cents; 49 to 51 lines, 7.50 cents; 52 to 54 lines, 8 cents; 55 to 57 lines, 8.50 cents; 58 to 60 lines, 9 cents; 61 to 63 lines, 9.50 cents; 64 to 66 lines, 10 cents; 67 to 69 lines, 10.50 cents; 70 to 72 lines, 11 cents; 73 to 75 lines, 11.50 cents; 76 to 78 lines, 12 cents; 79 to 81 lines, 12.50 cents; 82 to 84 lines, 13 cents; 85 to 87 lines, 13.50 cents; 88 to 90 lines, 14 cents; 91 to 93 lines, 14.50 cents; 94 to 96 lines, 15 cents; 97 to 99 lines, 15.50 cents; 100 lines, 16 cents. Eastern Business Offices—Vernon & Conklin, New York; W. W. Bennett, Chicago; Geo. Steger, St. Louis; J. B. Bidwell, San Francisco Office—J. B. Bidwell Co., 543 Market Street. PORTLAND, THURSDAY, AUGUST 6, 1914.

AMERICA, THE WORLD, AND PEACE.

With the world ablaze from the war fever, and six powers of Europe at each other's throats, the calm voice of President Wilson suggests mediation. The offer may be premature, and in the rage of conflict it is not likely now to be accepted. But it was the high duty of the President of the United States to make it; and, sooner or later, it may be heard and heeded.

The position of the United States fits the President admirably to be the peacemaker of Europe. The timely, but energetic, interposition of President Roosevelt led to a termination of hostilities between Russia and Japan. It is fitting that President Wilson, titular head of the one great nation not involved, but nevertheless deeply concerned, in the European tragedy, serve the world and mankind in the present awful crisis.

The President's temper is for peace; his spirit is unflinching; his attitude is wholly neutral; and he is supported by a Nation that earnestly desires that justice be done to each of the warring countries, but that the far greater service to humanity be done of restoring the peaceful equilibrium of the civilization through active measures to avert the dreadful calamity of general war.

President Wilson can have no nobler design than to realize the dream of the prophet: "They shall beat their swords into plowshares, and their spears into pruning hooks; nation shall not lift up a sword against any nation, neither shall they learn war any more."

WHAT ENGLAND CAN DO.

Germany's attempt to buy faith neutrality by offering to abstain from a naval attack on the French coast betrays the respect which the British have for her anxiety to save her own navy from coming to blows with the British while the German remains inferior in strength. Germany was not willing to buy British neutrality at the price of Belgian neutrality, for that would have been to sacrifice one essential point of her first aim—to crush France before Russia can get into effective action. But the Kaiser would gladly have forfeited the advantage of his naval superiority to France if he had been practically intact and could have gained time to continue its upbuilding to an equality with that of England. The Kaiser has declared that "our future lies upon the seas," and he would avoid having the course of war dictated by the probable destruction of the navy he has built at great labor and cost and by the necessity of beginning that work anew.

Unless the Germans can defeat not only the first, but the second line of the British and French navies combined, they cannot gain command of the sea. They are outnumbered 50 per cent in first-class ships and two ships to one in second-class. They may by skill and daring reduce the odds by successful torpedo attacks on some of the big foreign markets, but here again they are overmatched in numbers. Germany has 141 destroyers to her enemies' 214; forty-seven torpedo-boats to their 231, and thirty submarines to their 175. Any hopes she may have of crippling the hostile fleet by torpedo attacks must rest on the possibility of her men and craft, and not on tactics, which play an important part in war. Assuming the men of the two navies to be about equal in this respect, and assuming luck to average about equal, Germany is no match for her enemies in the sea. Her only hope for her short cut through Belgium to attack France is, therefore, the probable blockade of her coast, the paralysis of her foreign commerce and of many industries which depend on imported raw materials or on foreign markets, and the exposure of her colonies to seizure.

From a naval standpoint, Great Britain has one vast advantage in control of the principal cable and coaling stations throughout the world. From Gibraltar by way of Malta, Cyprus, Egypt, Aden, Bombay, Singapore, and Hongkong she has a perfect chain to the Orient, while the islands off the East African coast and her African colonies extend the chain to Capetown and thence to Australia. She controls the cable from Canada by way of Fiji to Australia. Her ships can find a place of refuge and supply in any sea and can keep informed of hostile movement, while they keep the enemy in the dark as to their position and as to the position of other German ships. The wireless has reduced, but has not annihilated this advantage.

The German Ambassador to England, in his efforts to persuade that country to remain neutral, made little account of the British army. Alone, it is no match for that of Germany, nor need it be, for the British defense rests on her navy. But so long as the British empire retains control of the sea, it is free and able to send aid to its allies on land. The regular army is available for foreign service, its place being taken by the territorial army for home defense. Exclusive of the Indian army, England could send 175,000 men to the continent and have 200,000 reserves to fill gaps caused by war, while about 250,000 territorials could step into their places for home defense.

While an army of 175,000 men could not make head alone against the great forces which Germany is sending through Belgium, it could do much, combined with the 100,000 Belgian regulars and the French troops mustered along the Belgian frontier, to check the German movement to outflank the French forces which defend the line of the Vosges Mountains. All depends on the celerity with which it could be put in the field whether it could be made effective for this purpose.

Even if it could not be landed on the continent until the French and Belgians had been driven back from the frontier, it would form a splendid rallying point for them and would put heart into them for a fight to roll back the German invader. A British army by itself might be useless against Germany, but as an auxiliary to France it would have some value. The sneering allusion of the German Ambassador to its effectiveness may have pricked the British pride so severely as to inspire a determination to prove that the British army will count for something, even in the war of Frederick the Great and Napoleon.

DOWN WITH THE DAIRYMAN.

Likely enough, the Oregon farmer and dairyman, who has been face to face with the disturbance and demoralization of his own market through free trade in foreign butter, will appreciate the following vigorous extract from a recent speech in Congress by Representative Hamilton, of Michigan:

In a speech recently made at Bingham, Me., ex-Governor Fernald, of Maine, speaking for the Maine farmers, declared that Maine dairy farmers are losing \$7000 a day. Governor Fernald owns a creamery, and in March, 1913, he was paying farmers 33 cents a pound for butterfat, but the price of butterfat was forced down by Canadian competition to 25 cents a pound, and the loss was \$8000 a day.

Governor Fernald told his audience that he had under the new tariff law, the price of butterfat was forced down by Canadian competition to 25 cents a pound, and the loss was \$8000 a day.

Michigan farmers are up in arms over the injury done the dairy industry by the new tariff law. The bottom has dropped out of the market for dairy products and prices have fallen about one-third in three months.

"Cream or butterfat, has dropped from 32 cents to 25 cents, a loss of \$7 per hundred to \$1.25 delivered at the factories at only and Bad Axe, Wis., for milk checks for March were \$50 less for the same quantity than for February."

Significant and unanswerable. The pay check tells no lies. Here is one instance where the Democratic Administration has fulfilled its promise of reducing the cost of living. But it has at the same time woefully injured the peaceful equilibrium of the civilization through active measures to avert the dreadful calamity of general war.

YOUNG MEN IN BATTLE.

Mere boys, as the world rates age, make up the great armies that are now on the march in Europe. Thousands of the combatants have not reached their majority. The entire of the German first line is short of 30. As Von der Goitz, the eminent military authority, once remarked, "The strength of the anti-military element in the anti-military party, is not what they catch 'em young."

From a military point of view, the young man makes by far the better soldier. He has strong durability, a desire for adventure and a strong reserve of enthusiasm. Hardship does not work against him, and he is not worn out by the strain of the war. He is not a coward, and he is not a deserter. He is not a deserter, and he is not a deserter.

ELECTING A SUPREME BENCH.

The Oregonian said a year or more ago, and has said at other times, that the spectacle of a Supreme bench, wholly chosen from one political party, is not what the people want. It is observed now that its comment is being used as an argument for the election of one or more of the Democratic judges.

The Oregonian trusts that it will not be accused of a purpose of prejudice, in its interference with the course of a Democratic primary, or any other primary, in its approval of the plan to make the bench non-partisan or bi-partisan. It is not at all disposed to retract or qualify its former statements, though it sees at least one difficulty in the way of electing a Democratic Supreme Judge. That difficulty lies in the apparent hopelessness of the effort to elect the Democratic ticket as against the Republican ticket.

The Democratic plan, just now, as the Oregonian sees it, is to elect four Supreme Judges and to defeat the four Republican candidates. The Oregonian cannot support that movement. It cannot and will not aid in turning over several incumbent members of the Supreme bench, and one or more of the Democratic candidates, to the hands of the Republicans, and put in four others merely because they are Democrats. It is not an adequate reason. It has heard from no quarter any criticism of the four Republican candidates; it has no fault to find with the Democratic candidates.

The Oregonian thinks the election law ought to be amended so as to give the bench a proper political balance. It may be done in two ways: One is to make the bench wholly non-partisan, and require all candidates to be without party designations; or to permit the several parties to nominate fewer candidates than are to be elected. For example, at the present time, when there are four vacancies to be filled, each party might name two, or at the most three, candidates.

The Oregonian will say candidly that it desires to be relieved of the responsibility of indicating any candidate among the Republicans who ought not to be elected. The Colonel could be denied a hearing, but he was thus denied an opportunity to speak until after election.

Since that announcement was made Mr. Stone has been kept in a constant state of irritation by those who have asked him what he means the Colonel must be "choked off." Therefore, it is announced, with the President's acquiescence, that the Senate Democratic leaders had abandoned all hope of ratification now and would postpone consideration of the treaties until next session. The Colonel could not be denied a hearing, but he was thus denied an opportunity to speak until after election.

would damage Democratic prospects of controlling the next Congress will have passed. The Colonel has been provided for by the committee as a vehicle of campaign publicity, but he has not been silenced. The newspapers and the platform are open to him, and he knows how to use them.

SCHUMANN-HEINK'S TROUBLE.

It seems absurd for Madame Schumann-Heink to be stranded in a foreign land for want of funds. All she has to do is to lift up her voice in song, pass the hat and pocket the results. When Martin Luther in his student days fell short of money he went about the streets singing, and though we cannot believe in his notes ever being as melodious, he collected what cash he needed easily enough. What the strident Luther did the dulcet Schumann-Heink surely ought to do without much difficulty.

We remember one of Guido's heroes who had some trouble to pay his hotel bill in certain circumstances. He was able to do so by playing a remittance note on the hotel porch and played his flute. The mob gladly supplied the cash he needed and a good deal more. If Madame Schumann-Heink had her flute she might be able to encourage her admirers to remember Oliver Goldsmith, who paid his way all through the low countries and up the Rhine playing on his flute. We are surprised that the prima donna with all her genius should be in such a predicament. It is a difficulty, less in a comparatively petty difficulty.

DR. JORDAN SUBMERGED.

If Heine, the great Jewish poet, were alive he would find an inviting theme in the fortunes of David Starr Jordan. This tireless advocate of peace went to Europe to propagate his doctrine. Caught in the maelstrom of war, he has been lost to human vision and what has become of him is not known. Like the terrible Lorelei, war has swallowed up "both the fisher and his boat," that is to say, both the benevolent philosopher and his beautiful doctrine. As Heine's fisherman saw not the waves until they were upon his head, so the amiable Dr. Jordan gazed persistently heavenward while the waves broke at his feet and finally engulfed him.

If he has been killed we fervently hope it was on some soap box or in the pulpit, preaching of universal peace. His voice would have been still and small, like the one the prophet heard in his cavern, but we must remember that the still small voice and not the tumult of the earthquake or the whirlwind conveyed the will of God to the human race.

But let us believe to the last that Dr. Jordan has not been killed. Indeed, it is far more likely that he is marooned in some little village discomfited of money and its worries and living on such a crust of bread as the peasants dole out to him. There he can compose those great works on evolution which have been haunting his brain for years and years. He can philosophize unperturbed on the excellencies of peace and perhaps occasionally do a little poetry. What an opportunity for him and his sisterly colleagues of the Peace Society to pour forth odes to the white-winged dove! There is nothing so stimulative to the poetic imagination as a spare diet and scanty sleep. Without poetry, the world would be a dull place. Grub street and without Grub street no British poetry.

Happy Dr. Jordan! Our only fear for him is that he will become so enamored of seclusion and silence that he never can be persuaded to emerge from after this cruel war is over and a new reign of universal peace affords him an opportunity to begin preaching again. It is so easy to preach peace when there is no war.

SCARED OF THE COLONEL.

Amid all the clamor of war in Europe the policy of peace and non-interference is being heard in the United States. It is a grievance against the Colombian and Nicaraguan treaties at this session of Congress, and has thus sidetracked the trouble.

The trouble was to have come from Colonel Roosevelt. That gentleman asked to be heard by the Senate committee on foreign relations against the Colombian treaty. He made a long speech, in which he pointed out those questions of the acts were done of which Colombia complained, asserting that "no man now living has as complete first-hand knowledge of what was done." Knowing that the Colonel would furnish some valuable information to the committee, the Democratic Chairman, Stone, tried to deprive him of the opportunity. At a meeting of the committee, which could not act for lack of a quorum, the Senator presented the Colonel's letter and intimated that the Colonel has nothing to say that he has not said already.

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Then the Senator's troubles began. He could not well refuse a hearing to an ex-President, particularly one who had been the object of attack, who had been the object of attack, who had been the object of attack.

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FAD GOVERNORSHIP AND UREN

Honest Criticism Held Necessary to Show Both Sides of a Question. ASHLAND, Or., Aug. 3.—(To the Editor.)—Will you kindly allow one who commends you for not complying with the request of George C. Craig, of Enterprise, who suggested that you suppress the writings of our interdependent candidate for Governor, W. S. Uren? Your correspondent is in error. First because The Oregonian has often announced itself as an independent newspaper and altogether in error to think that a state-wide journal could reflect the political situation without printing all sides of the now badly mixed effort to capture the gubernatorial chair.

Oregon has a bad habit of lawyers and law-givers, which necessitates a new-fangled and independent newspaper for the support of more and more until we reach a complication of constitutions and laws that will require a State Executive to appoint himself prosecutor, judge and jury, so as to execute his own will instead of the law, as our present Governor is doing, and as "B" of the Oregonian would do if either should attain his wishes.

It is possible that Oregon should have four or five independent newspapers to teach the majority of our voters that good government does not consist of fads and fancies, but is born of progress and conservative action based on precedent.

If it were not for the fact that the majority is a benevolent mob, we would indeed be glad to see the State live these fads. Kansas and her trials should be a lesson to Oregon, but she has passed most of her cranksy ironies, and is trying to make wheat to feed war-ridden Europe, that is on the road to devastation.

Your correspondent should also remember that honest criticism is necessary to help us realize that there are always two sides to every question, and as it is out of the question to argue with the interdependent candidate, criticism becomes the only efficient weapon. He also should know that Oregon formation is largely volcanic and produces volcanic action. It is like Mount Lassen and erupt an immense amount of vapor, gas and smoke from a very small aperture, and is in full blast towards Oldtown, Kelly pursuing.

Hence Uren should have all the rope he can use in order to burn out all the sooner, which he will do as an interdependent. OLD SUBSCRIBER.

PUT WARFARE UPON THE BALLOT

People Should Have Chance to Vote Before Fighting, Says Writer. PORTLAND, Aug. 4.—(To the Editor.)—As a Swedish-American, my sympathy in the war is with Germany. I am not a pacifist, but I am a patriot. I have been together on the battlefields in Germany and we have much in common. I also agree with The Oregonian that it is peculiar that two of the finest nations of Europe, England and France, should side with Russia, our common enemy of civilization, and produce volcanic action. It is painful to see that our boasted civilization still stands so low that war is possible. No government should have the right to declare war without the consent of a majority in each country concerned. We should not vote on such important matters. Let us have a referendum on the matter of war. Then there would be no more wars. Let us have a referendum on the matter of war. Then there would be no more wars.

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Half a Century Ago

From The Oregonian of Aug. 6, 1864. In the Pacific Christian Advocate of this week appears the valedictory of Rev. Thomas H. Pearce as editor. Rev. Professor H. C. Benson succeeds Mr. Pearce.

The Jacksonville Intelligencer proposed to issue daily, provided an additional compositor can be found who will take steady employment. It would take a pretty tough journeyman to work steadily on such a conduit of treason.

Bishop Kavanaugh, of the M. E. Church South, recently arrested by order of General McDowell for treasonable utterances, has been discharged from custody, after taking the oath of allegiance.

Cincinnati, Aug. 4.—Stoneman's force, consisting of General Ed McCook's division of cavalry, tore up the Macon railroad and burned the ties for 18 miles. On returning, McCook fell in with a rebel wagon, of which there were much private property and all of Hood's papers, near Newman. A quantity of whisky was captured, and here in western Kentucky, the rebel General Rains came up, a fight ensued and McCook was routed. About 5000 men engaged in the battle, and the report the surrender of the main body, 3200 strong. General McCook was killed.

Washington, Aug. 4.—Early has determined to hold the Shenandoah Valley at all hazards and has from 25,000 men engaged in threshing wheat. He takes every tenth bushel, besides levying a tax for the labor performed.

Chicago, Aug. 3.—Particulars of the disastrous repulse of the assault on the rebel defenses of Petersburg have been received.

Frederick, Md., Aug. 2.—General Kearney, attacked at Cumberland yesterday by a large force under Bradley, Johnson and McCausland. After a severe fight of several hours, he completely routed the rebel army. He captured several caissons, a great many wagons and a vast amount of plunder stolen in Pennsylvania. The enemy is in full retreat towards Oldtown, Kelly pursuing.

St. Louis, Aug. 2.—Advices have been received from the plains to the effect that the Apaches, Comanches and Arapahoes, numbering nearly 1000, were committing serious depredations on the Santa Fe road.

The Boise News of July 20 says: A Union convention was held at Packer John's ranch July 23 to take steps for the calling of a union territorial convention. The delegates were represented, Nez Perce, Idaho and Boise.

The Dalles Mountaineer of yesterday says: A salute of 100 anvils was fired last night in honor of the passage of the bill for establishment of a branch mint at the Dalles.

The Triweekly Statesman—Through the courtesy of Mr. Calano, of Boise City, we have received the first number of a spicy little sheet with the above title, which made its debut on July 21. We wish the editor and publisher, James S. Reynolds & Co., success in their enterprise.

Our citizens very generally observed the proclamation of President Lincoln in a suspension of business and attendance at their places of worship on Thursday in the evening a meeting was held at the M. E. church, preparatory to the formation of a branch of the National Territorial Commission. Addresses were made by Rev. Thomas H. Pearce and Rev. George H. Atkinson.

Captain J. C. Ainsworth yesterday showed the first brick from the crushing of quartz by the Ainsworth mill in the Cwythe district.

A miniature ship was recently presented to Captain John H. Covich, of this city, by John Miller, chief officer of the bark Almuta.

A new invention for the crushing of quartz was forwarded to the upper country yesterday. It is known as the Howell crusher. It is a good invention, and is being used in the mining regions by Messrs. Simms and Hannay.

The Mechanics Brass Band was out on the Plaza in its best humor Thursday and discoursed music for several hours. The program was a good one, and the music was well received by the people. The band was led by Mr. J. W. Blanchet, Frank Snow and Alex Johnson.

The East Portland City Council last evening adopted water rates, reported by the commission composed of Thomas K. Turnbull, H. Myers, Cyrus Buckman and John H. Hall.

A fire on the line of the O. R. & N. Sanitary, destroyed an immense quantity of cordwood a few miles this side of Troutdale, burned the ties for about 200 feet, and protruded the top rails, which were burned on the Northern Pacific and cut off connections by that route. The only way in which Spokane could be reached was via San Francisco, Ogden and Helena.

Little Editorials

on Business

An Advertising Failure. This is the story of a concern whose advertising failed because it was written to please those on the inside rather than the great public without.

It was a large retail establishment. At first it was a one-man organization and the business grew rapidly. After a year or so the proprietor sold a half interest and took in a partner who was skilled in advertising.

The business continued to grow. One partner was in charge of the buying end, and the other was responsible for the sales end of the business.

Finally, they reached the point where a larger store was necessary and more capital was required. The two partners decided to again divide the business and sell half of it to two other men who had merchandising ability in addition to capital.

Thus it became a four-man organization, each partner with an equal share in the business.

It then became necessary for the partner who wrote the advertising to submit it to the other three for their approval before it was printed, and every conference on advertising would end up with a fight.

Within a few months the advertising of that store lost its "punch" simply because the advertising partner was compelled to plan his work to sell goods to his partners and clerks.

This store advertised overalls with beautiful rhetorical phrases that might have enticed the members of the Bankers' Culture Club, but it was not convincing to the horny-handed sons of toil who wear overalls.

The severest critics of advertising are those on the inside who know nothing at all about the science of printed salesmanship. Too much advertising is written to please the boss.

Advertising to be profitable must be written in the language of the people who buy and use your merchandise. To be absolutely sure you are right take your advertisement before you publish it and submit it to a dozen or so people of the class that buy the goods.

Twenty-Five Years Ago

From The Oregonian of Aug. 6, 1889. Spokane Falls, W. T., Aug. 6.—The entire business portion of the city was destroyed by last night's fire. Twenty-five blocks were reduced to ashes. The estimated loss is \$1,400,000. A meeting of the relief committee was held last evening. Hon. A. M. Cannon was in the chair, and there were present Councilman J. E. May, Mayor Taylor and H. L. Wilson.

Eugene, Aug. 5.—Miss Minnie Luckey, Eugene, Wilson were drowned by the capsizing of a sailboat at Acme, on Sluisk Bay, yesterday.

Pendleton, Aug. 5.—Fire destroyed Tenney & Wheeler's photograph gallery in Thompson & Barnhart's brick block yesterday.

Mrs. W. A. Wilcox twisted her ankle on Sunday evening at Ilwaco while boarding the train.

The Police Commission last evening removed Patrolman John J. Byrnes and Special Officer Dan Mosher and William Myers, and appointed H. R. Adair, George Robert, N. H. Bird, J. W. Blanchet, Frank Snow and Alex Johnson.

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Ballade of Villa

By Deza Collins. Mars drags the world down on his head in crashing chaos, vast and grim; Portland's messages are few and far; And dreams of peace was faint and dim; And loud and snarling trumpets blow. Where is the row yesterday? Where is that scrap in Mexico? Where is that scrap in Mexico?

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