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PORTLAND, TUESDAY, AUGUST 11, 1914.

# WOBLD'S MAP MAY BE REMADE.

Decisive victory for either of the two contending groups of powers in Europe will make all present maps of the world useless. Whichever wins, boundaries will be changed by transfer in every part of the world will change hands and commercial and naval supremacy will be with one party or the other.

Germany would seize Algeria, Tunis, Morocco, all the French col- veterate foe of the civil service. might seize. Martinique and French party is to remain in power. Guiana and become our rival for control of the Caribbean Sea. Germany would also acquire Tahiti and the other French islands in the South Pacific Ocean and become our commercial rival there.

Austria would have a free hand in the Balkans and would annex Servia and Albania and probably take from Greece the latter's recently-acquired territory on the Aegean Sea, including the much-coveted Salonica, From Russia the two powers would probably take a large slice of Poland.

Were Great Britain decisively beaten at sea, while her allies were crushed on land, Germany would extort cession of many of the strategic points by which England guards the world's trade routes-Gibraltar, Malta, Cyprus and Egypt, on the Mediterranean, for British colonies in East, example. West and South Africa might be lost and the Cape-to-Cairo railroad constructed by Germany through German territory. Portugal would forfeit her remaining African colonies as the penalty of aiding her historic ally, and Africa would become an almost purely German continent. The United States might be confronted with German rule in Canada, and the conquering empire might brush aside the Monroe Doctrine and found colonies in South America. Seizing the British West Indies and British Guiana and combining them with the French colonies in that region, Germany might try to. make the Caribbean a German sea. India, Australia and New Zealand might fall into her grasp. Possession of Borneo would make her a menace to our possession of the Philippines.

Victory for the Anglo-Russo-French allies would have consequences more momentous in Europe and Asia than in other continents. France would not only reclaim Alsace and Lorraine, but take other Rhine provinces in Servia might be expanded into a great kingdom by acquisition of Slavonia, Croatia, Bosnia, Istria and Dalmatia from Austria, by annexation of Albania and by control of the northern part of the Adriatic's east shore. Turkey, having apparently decided to throw in her lot with Austria and Germany, would probably be driven out of Europe finally and Russia would take Constantinople, as well as a large slice of Asiatic Turkey. The great Slav empire would probably absorb Posen and East Prussia, which have a majority of Slav population. From Austria it would take Galicia, extending its boundaries to the Car-

pathian Mountains. As her share of the spoils, England might be expected to take, first, Heligoland, which commands the river entrances to the principal North Sea ports. She would endeavor to force neutralization of the Kiel canal, that ships of all nations might have free entrance to the Baltic, and she might empel demolition of the fortifications. The German colonies in East Africa would divide with England the Ger-Pacificato her enemies, most important of these being German New Guinea.

or to one of the victors. easily be dismemberment of Austria. Shorn of great territories on the south, east and northeast, she would probably face revolt in Bohemia, the discredited Hapsburgs." In many the mortified people might turn cruisers, six gunboats, 87 destroyers, attack both empires Socialism has gained England has a squadron in the Medisuch a hold that its adherents might terranean, but her main strength is seize the opportunity to overturn both concentrated in the North Sea, France north of Namur. The relative strength monarchies and attempt to establish being left to guard their joint inter- of the French and German forces now social democratic republics. The two ests in the South. Even half the closing in is not stated definitely. not only their territory but their

crowns on the issue of the war. An outcome of the war favorable to it. the Teutons would check but would ace. Russia's millions would continue human task. She would simply retire gle. Were she and her allies to win, the great increase in Slav power which ever-grasping ambition

grouping of powers according to the new situation. Whatever be the outcome of the present struggle, we may

the further expansion of Slavonia. nations may win victory on land, the other on sea. In that case the victors on land would be in such straits for lack of supplies from abroad and the victors on sea would be in such danger of extermination of the land forces that both would be glad to make Then President Wilson's offer of mediation might prove welcome and the battle would probably end in a

### BOLD ATTACK ON MERIT SYSTEM.

States have been under civil service for a great many years. They are an intelligent and patriotic body of men. They serve Federal service.

Other postoffice employes, too, have long been in the classified list. They have got their places by good work The entire postal service is a triumph of the merit system.

But it is not safe from the vandal hand of the spoilsman. The House of great areas of territory from the at Washington has tentatively adopted vanquished to the victors. Colonies an amendment to the railway pay bill removing all postoffice employes from the civil service. The reign of the resumed.

The Democratic party is in the sad-France may lose more provinces and die at Washington. The old-time the problem fame will be our eternal be reduced to the level of Spain among spoilsmen of the South are running the Democratic party. It is the in-The onies on the west coast of Africa and letter carriers, the railway mail clerks, Tonguin in Asia. Most important of and all postoffice employes are not all to the United States, Germany for a moment secure if the Democratic

### "CONSPIRACY" AT SPRINGFIELD.

Possibly the little Albany paper, which has been demanding of Mr. Booth that he tell "where he got it" -his timber and his fortune-and tainty that he is going to answer, can spring a little diversion from its obneighbors. know or ever heard about it all, with-

out a doubt. The Albany editor might begin The Booth-Kelly saw-Springfield. mill resumed operations there yester-To be sure, it is well underday. stood that Mr. Booth has retired from the active management of that great concern, and retains only a minor, interest in it; yet it stands as the particular creation of Mr. Booth and its reit operates yet rest on the

foundation he made. chief industry of that thriving town. saw lumber from logs of the Booth-Kelly holdings and doubtless from other timber lands. Several hundred men have been put to work. The lumber market is depressed but nevertheless the saws in the Springfield mill are buzzing. On August 29 there is to be a formal celebration of the event under the auspices of the Springfield Development League.

The Albany paper ought to uncover Are they of that development league. themselves timber barons who have on its feet at Springfield. But the to teach. Albany paper knows better, of course. The wicked devices by which they have been deceived into the opinion that a full dinner pail for every Springfield home is to be preferred times ought to be exposed by the Al-

# DREADNAUGHTS TO BE TESTED.

In the opinion of Admiral Mahan, one of the great naval experts of the world, the most decisive strokes of nothing that comes under the head of the war will be fought at sea. The a decisive battle. As the opening camwould fall to England, which would first naval battle may be in either paign of a great war, no doubt the then have a railroad route from Alex- the North or Adriatic sea. Dispatches actions about Liege will be recorded andria to Capetown, entirely in her suggest that the latter will be the in history in considerable detail. own dominions. France would reclaim scene of hostilities. Two German it is likely that Liege will be lost sight the part of the French Congo which cruisers have gone up the Adriatic of before a great while, when battles she recently ceded to Germany and from Messina and an Austrian fleet is reported to have gone out to meet man colonies in West Africa, probably them. One of them was reported to that the German forces have the sittaking the Kamerun and yielding have been damaged, which implies that nation well in hand at Liege. It is not Southwest Africa to England. Ger- it has been in action. The Angiomany would lose her islands in the French fleet may have been chasing Germans have occupied the town and Archipelago and in the South the Germans and may engage the combined Austro-German forces.

The entire Austrian navy is probably Germany would also lose Kino-Chao in in the Adriatic, ready to cope with China by cession either back to China the main body of the French navy or to one of the victors. The consequences of defeat might ron. Austria has four modern battleships, nine older battleships, three the direction of Namur, where first-class, two second-class and seven Belgians are strongly fortified, third-class cruisers, three gunboats, 18 little Belgian center may become the which destroyers, 53 torpedo-boats and 15 scene of the next struggle in the northwould try to revive the ancient king- submarines. France has 17 modern ern campaign. If the French redom. Hungary might cut loose from and 15 older battleships, 18 first-class, inforcements are heavy and the Ger-Ger- four second-class and nine third-class mans are intent on forcing a main on the autocracy of the Kaiser. In 173 torpedo-boats and 90 submarines, something in the nature of a great emperors may prove to have staked French navy would seem sufficient to Strategists keep such important facts and such German ships as have joined

Admiral Mahan says the first naval not permanently destroy the Slav men- clash may teach us the real worth of tion in Belgium cannot be very heavy the dreadnaught in battle, but he increase. Her vast area would thinks the really interesting and in- of the twenty-one French corps. With render her conquest an almost super- structive combat will be between, say, an inferior military force to draw dozen dreadnaughts and a dozen and upon, the French strategists into her own territory and silently a half ordinary battleships. Then we not to be suspected of taking organize her forces for another strug- may see whether the 12 and 14-inch the German northern advance too gun is of such importance as has been seriously until it develops more assumed. He intimates that the very fully. If the Germans concenassumed. He intimates that the very fully. would result might soon impress on big gun may prove to be much over- trate heavily in Belgium, of course the France and England the necessity of rated, the bulk of the damage in the French will have to throw in such a new combination to hold Russia in Russo-Japanese war having been done additional forces as are needed to meet Having forced Germany to by eight and ten-inch guns, and the the situation, for little can be expected abandon dreams of domination, they number of hits having proved much from the English allies, inasmuch as might welcome her and Austria into more important than single shots from the English expeditionary force will started yet.

an alliance designed to restrain the great guns. He thinks two shots from not exceed the 100,000 mark very far of Russia. eight-inch guns would be much more at this time. The three or four Eng-Every alliance aims only to meet the effective than one 14-inch shot and lish corps naturally cannot be counted Huerta?

dissolves and is followed by a new and airships in naval warfare will the German regulars, which military also be tested.

Should Austria overcome the great the latter powers would still have plan of campaign. believes Italy will soon be found fightirritation at the Austrian bomilment of his prediction. Were Austria to win a fight with the Anglo-The letter carriers of the United ethoff, with modern ships, defeated

Government loyally and the public navy be exterminated by the vastly really faithfully. They have come to be an integral and permanent part of the would be free to send their main force to the North Sea. Germany would then be so enormously overmatched at sea that only prodigies of valor and skill on her part, or prodigies of blunand they have held them by merit. dering on the part of her enemies could save her fleet from destruction unless it retreated to the Baltic, where entrances are successfully defended by mines.

### FARMING THE BACKYARD.

A satirical citizen of Sherwood writes to ask how to raise enough food in a backyard to feed a family. He remarks derisively that if we solve portion, fame more glorious than Edison's or the Kaiser's. His letter is printed today in another column. Naturally the method we should adopt would depend somewhat upon the size of the family to be fed, but there are a few general rules that apply equally to all cases.

We should begin our agricultural adventure by collecting the empty tomate and embalmed beef cans lying scattered from the kitchen steps to the rear fence and throw them into which is face to face with the cer- the next lot if the owner was not a fighting man. If he was, then we should bury them. Combustible rub yous predicament by shifting the in- bish we should burn if the police did quiry from Mr. Booth to Mr. Booth's not forbid. The next step is to buy They know where he got a cartload of stable refuse or other it and what he has been doing with good fertilizer. Perhaps two cartloads it. They will willingly tell all they would be better or even three. And in addition to that it would be well to buy a good big basket-full of potash, nitrate of soda and probably a little lime for the stomach's sake. The earth's stomach turns sour upon liberal diet if it is not duly limed.

Finally there must be a good sup ply of water, not to sprinkle idiotically on the top of the ground but to seep and soak down to the roots of things. Having all these preliminaries artlations to the several communities fully arranged we should wait for a bright and beauteous spring day, and seizing the golden moment, plant our The Booth-Kelly mill at Springfield seeds, with appropriate incantations burned a year or so ago. It was the to insure prompt germination. In have the same diet for him now. Many men were thus thrown out of magic rules as, for example, to select employment. For some weeks it was seed that is fairly liable to be fertile, uncertain whether the mill could or not to leave wide spaces between would be rebuilt. Now a great new rows for weeds to grow in and not modern sawmill has taken the place to think that one planting will do for of the old and it has begun again to the season. As soon as the peas are up corn should be planted in rows, or carrots or anything else that the family relishes and when the corn is well under way one may put beans in between the stalks, and so on. The point is to utilize all the ground for crops all the time and allow none of it to grow up to weeds.

For fruit and nuts the garden ought

to be set with dwarf trees, apples and pears at any rate, with a few filberts. Peaches and cherries will grow in independent citizens of a hustling and couraged. The dwarfs and filberts session of Germans or Belgians. ambitious Oregon town, or are they thrive among the vegetables and supply many a basket of delicious edibles. Kelly company to despoil the land by that begins to produce the food it cutting down great trees and convertesily might. Perhaps our friend being them into lumber? The develop- gins now to perceive how the family ment league, no doubt, will say that could be fed from the soil that lies they are honest men, honestly re-neglected. He is not the only person joicing that honest industry is again who needs the lesson we are trying

# PRELIMINARY SKIRMISHES,

While the world is watching developments at Liege with bated breath to the empty dinner pail caused by and every advance and repulse of a an idle sawmill during Democratic detachment is eagerly heralded, yet in the light of the great miliary problems at hand the actions that have occurred so far constitute little more than an advance guard skirmish. Nothing has yet happened that might be termed a great battle; certainly on a large scale develop.

It would appear from dispatches disputed from any source that the extended their lines across the River Meuse, although some of the Belgian forts are yet reported intact. Yet, once isolated and cut off, the forts cannot push the butten. hope to remain intact very long.

With Liege reduced and the German advance directed down the valley in on France through Belgium, battle may develop shortly in the valley of the Meuse, probably east and north of Namur. The relative strength closing in is not stated definitely. cope with the entire Austrian navy, to themselves. It is only by reconnoissance and contact that this secret

will be divulged. Necessarily, the French concentra--possibly not more than two or three emergencies of the present and im-mediate future. Its end attained, it correct. The usefulness of submarines admitting that they fight as well as

authorities do not expect of them. There are indications that the world odds which France and England bring will not have to wait very long for a find Western Europe leagued against against her in the first engagement, further developmest of the German It is quite possible, however, that enough ships in reserve for another censorship, word has come through one of the two contending groups of trial of strength. Greece, with a navy lately reinforced by the addition of on the French frontier west and south two American battleships, is likely to of Luxemburg. It is in this region help against Austria. Admiral Mahan that the German general staff has established headquarters, and it is for ing against her former allies, and Ital- this point that the German Emperor is said to have departed from Berlin bardment of Antivari may hasten ful- Official dispatches from Berlin disclose these facts.

While the Liege affair has served to Tilton, also for \$100. French forces, her navy would surely set the deadly machinery of war in be so damaged as to be no match for motion, the present time necessarily is

> This Summer is the fortieth since the Chautauqua was founded by John H. Vincent. His idea was to unite the lyceum, the camp meeting and the college in a single grand institution The Chautauqua has not worked out quite as he planned. It contains more vaudeville and less college than Dr Vincent would have desired 40 years ago, but it probably comes as near to his dream as most realizations do.

ordeal facing candidates for the United States Senate. Unless one is very poor he can hire, or force, someelse to do his fighting, but a man who would be Senator must not face the music. There are no substitutes allowed in his campaign. In the good old times he could maneuver behind the bulwarks of the Legisla- \$36,903. ture. Now it must be on the oper Times are sadly altered.

An article in the State Horticultural Society's 5th annual report, now just out, advises strongly against using "complete fertilizers" in orchards. The fact is that almost any soil supplies all the elements of plant food with one or two exceptions. What the lacking elements are should be ascertained by experiment and not by dumping "complete fertilizers" into the ground,

The Portland Art Association's 22d annual report mentions numberless Interesting activities. tion's exhibitions have been particularly notable. They have included school work, Venetian etching, photographs, prints and a dozen other beautiful and instructive collections. The study classes are doing a work that should be encouraged.

Austria is at her old game of in vading Switzerland and she is likely to get her old winnings. The tongue of the Hapsburg has always liquored for Switzerland but the Swiss fed the tyrant of old on cold lead and they

If there were any more poles to discover, and if any man discovered one of them, the fact would hardly receive The importance of news is attention only relative.

It is easier for an American in Europe to get a passport than a rail-road ticket until the blockade caused by the movement of troops is broken.

There is plenty of sporting blood in the American financier when he offers "buy your old ship" in order to continue his voyage into the war zone It might be advisable to send an

nefariously conspired with the Booth- There is not a backyard in Portland like to see European armies shoot their

him to tackle.

Turkey began mobilizing yesterday (This is Turkey in Europe. Turkey in Douglas County will mobilize a few months later.)

If the war lasts long and prices keep going up, we may have to reduce our diet to two meals a day, with meat once a week.

The Prince of Wales has been as signed to an English battalion. Bet that battalion doesn't get to the front

Now is the time for American dress makers and milliners to establish our their vaults independence of Paris fashions. When the war is over there will be

a rush of American tourists to see The latest Shamrock is safe at Ber-

muda. It would be too bad to have her caught by the enemy. Make yourself at home, Mr. Buyer,

and if you do not see what you want, It certainly is to be a war high up

in the air so far as food prices are concerned.

The combatants will please leave a few warships for the big Canal parade next year. German light field guns are drawn

by hounds. Those are the real dogs Uncle Sam will keep the peace in

Asia, but Japan may keep the pieces

into the news items yesterday. War is sending up the price of coal And Winter coming on, too.

After prolonged silence, Bryan go

Canada's gift of a million sacks o flour is but the beginning.

will make war on her. The best subsistence department will win yet.

Webster gives it "le-azh," the "a as in "far."

# Half a Century Ago

From the Oregonian of Aug. 11, 1864. The arrangements for the completion of the Oregon railroad survey are still n progress. The main route from the boundary line of the state has already been finished. The proposed route through the Willamette valley direct to Portland has never received the attention and encouragement its importance demands. Coloral Press. ince demands. Colonel Barry is in the city and will receive the names of all those willing to help. We are glad to see that H. W. Corbett heads the followed by Ladd

The third annual session of the Orethe superior force of Italy. The latter country has an old score to settle on the sea, for the Austrian Admiral Tegether force of the Austrian Admiral Tegether ironclad fleet at Lissa in 1868.

Should Admiral Mahan's prediction as to Italy's participation in the war be verified and should the Austrian navy be exterminated by the vastly superior force of its foes, the victors would be free to send their main force.

Indicion, the present time necessarily is largely one of maneuvering and concentration. Even with the wonderful Teachers' Institute was held at Albany. Teachers' Institute was held at Albany. Commencing August 2. The following officers were elected: President, Professor E. P. Henderson; vice-presidents, S. H. Marsh, Professor J. L. Powell, and Rev. S. G. Irvine: corresponding secretary, C. B. Roland; recording section of the Oregon State Educational Association and Teachers' Institute was held at Albany. Commencing August 2. The following officers were elected: President, Professor E. P. Henderson; Vice-presidents, S. H. Marsh, Professor J. L. Powell, and Rev. S. G. Irvine: corresponding secretary, C. B. Roland; recording secretary, A. C. Daniels; treasurer, F. Stilling and destructive association and control of the German regular control of the German regular commencing August 2. The following officers were elected: President, Professor E. P. Henderson; S. H. Marsh, Professor E. P. Henderson; S. H. Marsh, Professor F. P. B. Roland; recording secretary, C. B. Roland; recording secretary, C. B. Roland; recording secretary. A. C. Daniels; treasurer, F. Stilling and destructive association and control of the German regular commencing August 2. The following officers were elected: President, Professor E. P. Henderson; S. H. Marsh, Professor F. P. B. Roland; recording secretary and the professor of the German regular control of

The residence of Soloman Smith in Silverton was consumed by fire on August 8. Nothing was saved, but one

The excitement incident to the disthe excitement incident to the covery of rich gold deposits near Victoria's Jetty equals that of 1858, when the Frasier River excitement first broke out in San Francisco. Owing to the rush of everybody from town it cost a dollar an hour to the hand to discharge the freight of the steamer

A. M. Osborn and family, with several others, passed through Salem yesterday on their way to Linn County.

Thomas Fraser, United States sessor for the State of Oregon, re-ports the assessment for the year 1884 from licenses, duties on carriages, bil-liard tables, etc., \$30,642; from incomes,

The Oregon-California Navigation Company on Monday last commenced building their new wharf in this city.

Rev. Dr. Patterson, of the Chrsitian Commission, left San Francisco on the steamer August 9 and will be here next Sabbath to fill the desk of the Rev. R S. Coffrey at the Presbyterian

Three families with their wagon and stock arrived by the steamer Wilson G. Hunt, direct from the States.

E. G. Richardson, of Sacramento, superintendent of the California stageline, is in our city.

Line down-This was the intelligence we received from the telegraph

QUEER ADVICE INVESTOR GETS When Real Estate Is Active It Is "Too High"; Now It Is "Better Wit."

office last evening

PORTLAND, Aug. 9 .- (To the Editor.)—In a general letter on trade con-ditions, issued by a local bank, I was the ocean merely presents a situation impressed with the good advice con-where the beholder is supplied with a tained in the following paragraphs, re-garding the effect of the present war upon this country:

In the mountains, however, the mag-

upon this country:

It will be a mark of the finest patriotism and an expression of timely commonsense if all people will lend their moral support to the various undertakings for the benefit of our commercial and financial welfare and express openly their confidence in those to whom leadership has been entrusted. The most important service to the country at this time that the individual citisen may offer is to transact his business in the regular way, modifying his plans only as urgent conditions may arise.

I had no sooner finished reading this trade letter than a gentleman came into my office regarding a mortgage loan and told me that he was surprised

loan and told me that he was surprised individual citizen can render at A visiting English statesman would like to see European armies shoot their officers and embrace on the battlefield. That's the Mexican way.

Why don't the powers refer the whole quarrel to George Fred Williams for settlement? No job is too big for him to tackle.

PHOENIX, Ariz., Aug. 4.—(To the Editor.)—I noticed in The Oregonian a few days ago of a wagon being stuck in a hard surface pavement in one of the Willamette Valley towns on a warm day. A pavement that will "mire" a wagon in the climate of the Willamette

thing, here about street paving that would be to her advantage. At all intersections they raise the pavement even with the top of the curb, which makes it easier and pleasanter for pedestrians. Provision is made to carry the water under the pavement at

If Austria is not careful, France started yet.

Amid all this uproar, where is Huerta?

Have your flag ready for Canal day.

And the started yet.

Amid all this uproar, where is Have your flag ready for Canal day.

Amid all this uproar, where is mechanics of digestion. It is said that people who can safely bear the horrors of the English Channel surrender to the Kansas wheat fields.

And the started yet.

If you want to become more famous than Thomas A. Edison or James Grahman Bell, just tell us how it can be done. I am willing to pay for the information, and I think there are others who would be glad to learn.

Kansas wheat fields.

### Wail of the War Weary By Dean Collins

All Europe in the throes of fight Assembles armed bands, And rumors fly by day and night That no one understands I'm tired of having war dope sprung At breakfast, dinner, lunch. By men and women, old and young:

While soldiers cut each other down And noise of conflict rolls, I guess I'll ramble out of town And out some fishing poles. While troops in savage battle go-Or so the press affirms-ll mobilize a spade or hoe

I have a better hunch.

And dig some fishing worms. Or while the scouts seek out the spo Wherein the foe is hid, I guess I'll scout around the lot

And catch a katydid, A grasshopper, a cricket plump, Or beetle, that will look Just right to make the fishes jump When kicking on a hook.

I'm tired of war and war's alarms; I'm tired of martial riot; scorn the ringing call to arms And yearn and yearn for quiet. A pipe, a hook, a murmuring stream Is all that I could wish; I'd just forget the war, and dream And fish, and fish and fish.

## SECLUDED BLISS IN THE FOREST Ideal Vacation Spots Abound in Woods and Hills Near Portland.

PORTLAND, Aug. 5.—(To the Editor.)—Your inquiry "what is a vacation without a babbling brook" precisely hits the nail on the head. To "cut away a little space in the dense woods near a cold brook and build a near a cold brook and build a tog house, leaving all the surroundings wild," is the ideal way in which to get "next to Nature," enjoy a surcease from the worries incident to business life and to really reap that which is the underlying object of a vacation in the first place. The mistake made by most mortals is in hiking for the sea coast on the first day of a vacation, where, while the surroundings are difwhile the surroundings are dif ferent from those to which we are accustomed, they are not essentially different on any day from any other day. The sameness is monotonous in the extreme and unless one wants to get into society each day it soon be-comes tiresome and uninteresting. In other words, a vacation that doesn't

vacate is a delusion and without helpful results. But a camp in the mountains or the foothills, near a "babbling brook," always fresh from the snows, if you are fortunate enough to live in Orewith the evergreen forests about you for the background and foreground of your daily picture, with the varieties of singing birds that abound in such surprising numbers as your curious and interesting companions, your environments are such that each passing hour is a delight and you actually decide that "this is the life

To be sure, the beaches have their attractions, but for a vacation that furnishes one with a change, a real change, that in the first place suggests

nificent mountains, every glimpse is different picture from that which pre-ceded it and you find yourself in Nature's gallery where sky and clou and stream and grass, flowers an shrubs and trees and animals combine under the artistic arrangement the Almighty to give you the best there is on the earth and a wision of that which possibly awaits us

f us-in the great beyond.

There are literally thousands of ideal camping places of this character with-in 50 miles of Portland, never visited loan and told me that he was surprised that a certain bank, which he had always held in high esteem, had just advised one of his clients who had gone in order to the war zone. The war zone to send an Liege to discount the purpose of buying a mortgage, not to purchase same but to hold off for awhile. It seems to me that many of our banks do not heed their own adviced to send an Liege to discount the purpose of buying a mortgage, not to purchase same but to hold off for awhile. It seems to me that many of our banks do not heed their own adviced the purpose of buying a mortgage, not to purchase same but to hold off for awhile. It seems to me that many of our banks do not heed their own adviced regarding "the important service the least and other invigorating composite to be completed before next Janor used by our people. Indeed, to trees which give off their fragrance of balsam and other invigorating compotime by transacting his business in the regular way. Did our banker friend think he was performing an important service to his country or to his depositor or to his bank, when he fright-

A vacation that responds to the meaning of the word calls for a degree of solitude that is never found at the beaches, but which abounds in the atfrom the mortgage is withheld tractions of the mountains and woods. I have several times stood on the top needed and the bank alone profits from the money which the foolish depositor that matchless scene where the Wallowsed to remain.

Numerous cases have come to my knowledge where our local banks. allowed to remain.

In Numerous cases, have come to my knowledge where our local bankers have given just such advice to intending investors, particularly regarding valley to the Wallowa. There is no investments in real estate. When real estate is active they say "it is too high" in times like the present they say "better walt a while." My advice to the man who has money to invest and is unwilling to rely on his own fudgment, is to consuit the first man he may meet at random on the street, in preference to going to a banker. The moral is, rely on your own judgment. Bankers are not superior beings and are only trained to hoard the money in their vaults.

Streets as Paved in Arizona.

PHOENIX, Ariz., Aug. 4—(To the Editor).

An individual of the taxable property in Seattle, us shown by the Assessor's related to grand Ronde of the first wellow you on the ward here fore, in the first man he may meet at random on the street, in preference to going to a banker. The moral is, rely on your own judgment. Bankers are not superior beings and are only trained to hoard the money in their vaults.

An individual of the taxable property in Seattle, us shown by the Assessor's relative out on the first man he first wellow. The foreign and in any other part of Oregon, and, therefore, no other country. Immediately before you is the Minam, first sweeping into the first around a perpendicular recky and pure spin first sweeping into the first second with giant firs, and pure spin first leisurely way between lower between lower high from the first sweeping of the first relative over the first will be fore the first sweeping into the first sweeping into the first relative to the found in any other part of Oregon, and, therefore, in there fore, high first reveal as little over \$16,000,000.

The extent of territory burned ever between lower to the first sweeping into the first relative over \$16,000,000.

The extent of territory burned towns, first sweeping into the first reveal as a little over \$16,000,000.

The extent of territory burned As you sit in awe a mile above and listen to the far away murmur of the waters of these streams—no other sound of any kind reaching your ears—

in a hard surface pavement in one of the Willamette Valley towns on a warm day. A pavement that will "mire" a speculation as to how long they have wagon in the climate of the Willamette Valley ought not be called a "hard" surface pavement. They ought to come to Phoenix for a formula for street pavement. I have seen the murcury 114 degrees frequently and the pavement is about as hard and firm as in Winter.

I believe Portland could learn something, here about street paving that would be to her advantage. At all indeed in this continual wooling and perpetual union of forces. When columbus discovered America more than 400 years ago were they thus employed? And, if so, think of the "tenacity of purpose" that has been back of it all, and is still there in undiminished intent! It isn't likely there has been any change here since the beginning of the Christian era and no doubt when Solomon was building his doubt when Solomon was building his temple the Wallowa and Minam were singing their murmuring songs to the towering trees, or, at least, to the over hanging rocks, and to the ancestors o

in akes it easier and pleasanter for pedestrians. Provision is made to carry the water under the pavement at all corners. Some might say this plan would not work in Portland on account of the foot and the provision is made to carry the water under the pavement at all corners. Some might say this plan would not work in Portland on account of the foot and the provision is made to carry the water under the pavement at all corners. Some might say this plan would not work in Portland on account of the foot say that all corners. Some might say this plan would not work in Portland on one count of the Joseph Or who can as y that all corners. Some might say this plan would not work in Portland on account of the Joseph Or who can as y that all corners. Some might say this plan would not work in Portland on count in the Joseph Or who can as y that this moving and inspiring panorama was not hourly presented in the days of Nail's great experience and that the word of Nail's great experience and that the estreams didn't have their experience in that stude whe was not hourly presented in the days of Nail's great experience and that the days and the latting of Nail's great experience and that the days of Nail's great experience and that the days of Nail's great experience and that the days of Nail's great experience and

# Little Editorials on Business

### A Compelling Argument.

After your advertisement attracts the attention of the possible customer and creates a desire for the goods it should force him to go to your nearest dealer or come to your store and buy your merchandise. The ultimate purpose of the advertisement is to make sales.

Here is a case in point: A large department store advertised a special sale of ladies' shirt waists. The copy was prepared for shirtwaists exclusively and was separated from the full page advertisement of the store.

The illustration was a group of pretty young women wearing these new styles. The design and pattern of each Waist was faithfully reproduced.

Underneath this group was the heading in bold type-"Opening Sale of Shirtwaists - specially priced for one day only." Then followed a short description of the four styles illustrated

as examples of the quality and style of the many shirtwaists to be offered in this sale. The price indicated that they were real bargains and together with the description and illustra-

tion, created a desire for these waists. This advertisement was published in The Oregonian the day of the sale and particular attention was drawn to the fact that these special

prices would be good for that day The limited time forced quick action. The shirtwaist department of the store was erowded with women before 10 o'clock the morning

of the sale. Another advertiser forced action when he reduced the standard and widely advertised price of a house hold specialty from \$13.50 to \$9.50. In this case the desire for the article had already been created by

previous advertising. The new advertising explained that the business had grown so fast that a lower cost of production and a greatly reduced selling expense had been obtained. Advertising had made it possible to reduce the price of this well-known device.

It was apparent that the capacity of the factory would be taxed as a result of this new low price; therefore, "first come, first served" would be the policy in filling orders.

The manufacturer or merchant who does not enjoy satisfactory results from his advertising usually has no one but himself to blame

His advertising is either lacking in one or all of the three fundamental elements-attention, desire and action.

# Twenty-Five Years Ago

miles to be completed before next Jan-

unry. Independence, Aug. 19 .- William A. Mix, a farmer living two miles below town, lost his barn by a straw fire last week.

Salem. Aug. 16.—Major S. L. Powell resigned as auditing clerk and book-keeper in the Secretary of State's of-fice in order to give his time to his surveying contracts.

The Pacific Fostal Telegraph Com-pany has adopted the use of the type-writer in copying telegrams for de-livery to the public.

Do not forget that the Willamette River is now at its very lowest stage and the impurity of the water from that stream can be detected very read-

### AUSTRIA ANCIENT FOE OF ITALY Hence the Italian Refusal to Fight, Says Correspondent.

PORTLAND, Aug. 9.—(To the Editor.)

These are the real facts, which explain why Italy keeps out of the present European conflict. From time im-

Baltimore American. American women yearly b than \$10,000,000 worth of millinery supplies from France.