

The Oregonian

Entered at Portland, Oregon, Postoffice as Second-class matter.
 Subscription Rates—Invariably in Advance.
 (By Mail)
 Daily, Sunday included, one month.....\$3.00
 Daily, Sunday included, three months.....\$8.00
 Daily, Sunday included, six months.....\$15.00
 Daily, Sunday included, one year.....\$28.00
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Portland, Wednesday, Sept. 2, 1914.

EXTENDING FOREIGN TRADE.

Decided progress is being made in arranging for American invasion of South American markets. Not only the United States, but South American nations themselves, are moving. Argentina, Brazil and Chile find their European markets reduced cut off, and look to this country both for market and for a supply of their needs. We have the opportunity to sell more to those countries, but we shall be called upon to buy more from them.

The trade which we have the opportunity to buy more from is that which German has hitherto held. Belgian industry is for the time being paralyzed and French industry has suffered to some extent. England not only keeps her merchant marine afloat and in control of the sea, but is making every effort to keep her industries in operation. Her home demand will doubtless fall off and an effort will be made to compensate by getting increased foreign trade. Thus the United States will find English rivals in the pursuit of the trade which Belgium and France have lost. The business will not fall into the laps of American manufacturers; they must go after it and they must study to sell what their customers wish to buy, not what they themselves wish to sell. Otherwise they may have the market for the goods of Germany, Italy and Austria had in Chile. The Balkan seas have closed the market for large quantities of coarse gray cotton, they shipped the goods to Chile, but Chile would not buy, and these goods are now a drug on the market, while Valparaiso is calling for the goods.

Germany's exports to Argentina in 1913 were valued at \$68,000,000 and to Brazil at about \$53,000,000. These countries, however, have had large exports to Germany, the volume of which will be diminished by the war. Their purchases from Germany will therefore be correspondingly diminished unless this country can furnish a new market for their surplus. Many Argentine products are also staple American exports, hence a large increase in our sales to that republic would create a material trade balance in our favor.

A movement has begun all along the line in this country to promote South American trade. The new shipping bill is a valuable and most essential step, for it provides American carriers which will give American companies the right to compete with all other nations. The next most important step is to provide means for financing foreign commerce through American instead of British banks. The new regional banking law has cleared the way and the country is now ready to take the first step to avail itself of the opportunity to establish branch banks abroad. It has filed application for authority to open branches in Argentina and Brazil and has sent representatives thither to prepare the way for organization. It proposes to open branches in a clearing-house of trade information for manufacturers, and will have commercial representatives in those countries, who will report on business opportunities and gather credit information.

The Department of Commerce and the United States Consuls have rendered valuable service in informing American manufacturers of the needs of South American markets, and the commercial attaches soon to be appointed will extend their work. Congress has steadily advanced toward removing the legal obstacles to cooperation among exporters. It is impossible for each manufacturer of a certain line of goods to send salesmen through the whole field and to maintain an agency at each important point. Only the largest concerns can do this and they thus have an advantage over their smaller competitors. Yet if they were to cooperate by forming an association or syndicate, they would be liable to prosecution under the antitrust law. In Germany some 30,000 firms are combined in an association to promote foreign trade with the assistance of the Government. They are permitted to establish syndicates and to distribute orders to the plants which are in the best position to fill them. Manufacturers of similar lines of goods might do this, permitting each to combine in seeking orders and in distributing them among the factories. The cost of promotion work would be reduced by sending a joint agent to open an office and the field could be more thoroughly exploited.

Government aid could also be given with perfect propriety in obtaining American participation in foreign loans for public improvement, for this would be a valuable adjunct in procuring a market for American products. Financiers of other nations generally take care in making loans, that their money shall be expended as far as possible in buying their own country's products. That has been the practice in financing Chinese railroads. Argentine railroads buy English locomotives because of being controlled by English capital.

American manufacturers need to adapt their credit system to South American custom. Some are already beginning to do so, while foreign branches of National banks will facilitate the change. On the other hand, the Argentine government is endeavoring to establish business relations with this country on a cash basis instead of the long credit system hitherto customary.

Increased trade with Latin America should come to Oregon not only on the West Coast but also on the East Coast. The Argentine losses, but around the Caribbean Sea, because the Panama Canal brings that region as close to

Oregon as the West Coast. Our merchants and manufacturers should be so alert that they not only pick up trade temporarily during the war, but to establish permanent and profitable trade relations.

LONG-RANGE DEFENSE.
 The little coyote East Oregonian (at Pendleton) yelps itself into a fury of feigned indignation because, it says, The Oregonian has criticized Dr. C. J. Smith, Democratic nominee for Governor, for his "loyalty to Eastern Oregon." This admirable trait of the doctor's, it appears, was displayed by him as State Senator when he voted for various measures of interest to his part of the state, such as the appropriations for the State Normal School at Weston, for the purchase of the right of way at Celilo and for the state portage road, and also for the State University and Agricultural College (which are not in Umatilla County).

The relevancy of the Pendleton paper's defense of Dr. Smith's legislative record is not obvious, since no question has been raised by The Oregonian, nor by anyone, as to the merit of the appropriations. But it is interesting, nevertheless, to know what his position is.

Briefly, Dr. Smith's defense (via Pendleton) is that the bills beneficial to Eastern Oregon were all right and therefore Senator Smith voted for them. But Senator Smith voted for a total of 181 appropriation bills during his legislative career. If five or six of them were satisfactory to Eastern Oregon, what about the remaining 175?

We trust the candidate's sapient organ will take up the whole list. To aid it in that pleasant pursuit, The Oregonian will again print the record: State Senator Smith in four legislative sessions voted for 181 bills, 137 appropriations and against thirteen bills carrying appropriations. State Senator Smith vetoed Governor Chamberlain's veto record; yet as State Senator he voted for sixteen of the twenty-four bills vetoed by Chamberlain, and he voted against the veto record. He was absent on the remaining four.

Now Candidate Smith sternly demands economy in public expenditures, and tells how as Governor he would curb an extravagant Legislature.

NOW PUT IT THROUGH.
 The Oregonian modestly disclaims the immense influence with Congress and President Wilson the newspaper may have in the fight for the pork barrel, hired and hopeful of being hired, would have the public think. The reason Congress has not passed the river and harbor bill, it seems, is that The Oregonian will not permit it.

Well, The Oregonian gives its sovereign consent. Now let Congress and the President do the rest.

Yet it appears also that something will have to be done with Senator Burton, Senator Borah, Senator Kenyon, and their colleagues who are determined that the proposed measure shall not pass. It does not help the cause for the Senator Borah "demagogue," nor to sneer at Senator Burton and impugn his motives. That is something no Senator has done, in the discussion of the pending bill; and we doubt if it has ever been done. Senator Borah is not a demagogue, and calling him one is a demagogue in our favor.

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to appeal to the intelligence of our constituents. (Laughter on the Republican side.) We have to show them that the Democratic side is not so stupid as they think. We have to show them that we cannot get the support of those independent voters who are essential to Democratic success in the West and the North.

In other words, a Congressman is sure of re-election in the South, simply because he is a Democrat, no matter how corrupt and harmful may be the measures he supports, but in the North and West he must give heed to public opinion. When such is the situation, what hope can there be that a Democratic Administration will give to the country honest, efficient government? Democrats from the North and West may be ever so honest and public-spirited; they will be outvoted by the Southern spoilsmen, who will always control the party and, sure of their own seats in Congress, care nothing for their constituents' interests in their Northern and Western constituencies. The latter event may deprive them of some spoils in 1916, but the Bourbons will make hay while the sun shines. They will make sure of what is within their reach and let the future take care of itself, perhaps feeling that the state which will try to endure more than four consecutive years of Democratic rule.

BOMB-DROPPING.
 The purpose of the war is to impose by force one nation's will on another; its method is to kill, maim and destroy. Great armies are enlisted and great navies are organized to fulfill war's terrible designs. But, while war is horrible and all warfare is mercenary and brutal, there is a certain rough code which nations recognize and attempt to follow, in their efforts to exterminate each other. More and more modern warfare is confined to combatants; the non-combatants, even of a belligerent, are not the objects of direct attack.

On this theory of warfare it is impossible to justify bomb-dropping from ships or airplanes on the inhabitants of a city, fortified or unfortified. It is said that Germany is not a signatory of the Second Hague conference, which prohibited the "discharge of projectiles and explosives from balloons or any new method of a similar kind." It is said also that Germany is fortified, and a fortified city invites attack.

But Antwerp was not being attacked or besieged at the time of the recent Zeppelin exploit. Nor is Paris under attack now. Throwing bombs among defenseless civilians, women and children, guilty of no offensive act, is therefore nothing short of wanton murder.

Germany has been accused of many brutalities in the present war. We are frank to say we do not believe the stories except so far as they concern the German people themselves. But Germans are a civilized people, and the average German is not different from the average Englishman, or Frenchman, or American.

We shall believe that the Antwerp and Paris bomb-throwing incidents were due to the overzeal of individual German adventurers rather than the definite strategy of a warring nation, until we know otherwise.

A TITANIC FIRING LINE.
 In the magnitude of numbers engaged the European clash fairly staggers the imagination. Picture a coordinating line of soldiers extending from Portland to Medford. Imagine that line of men of equal size. This gives some faint idea of the scope of the Franco-German theater of operations. Imagine the entire population of Oregon massed along a single side of this line and you still fall to approximate the full strength of either army.

In the matter of numbers it is probable that there is no present great difference in favor of either contending army. The prevalent idea that Germany has a vastly superior force directed against the allies possibly is an error. The German army, which had some twenty-five corps, aggregating 800,000 men. This force automatically advanced to a war footing of 1,600,000 after the more active reserves had been called to the colors and assigned to their places in organizations already existing. Of this number the best information obtainable indicates that some 400,000 were dispatched eastward to hold intact the floodgates of Prussia against the Russian flood. At the same time two Austrian corps were added to the western army, giving a total available force of 1,900,000 men. Even this force is nearly double that which required by the Prussians in 1870 to bring France to her knees.

This gigantic force spread out with amazing rapidity, taking advantage of the geographical and topographical opportunities for a most effective operation against France. Taking the line from the English Channel to Switzerland as a front, it is disclosed through the medium of French reconnaissance that no fewer than 350,000 men were assigned by the German General Staff to the sector extending from the German stronghold and strategic point of Metz to the most southernmost frontier point in Germany. The more restricted central sector ranging from Metz to Givet was occupied by 200,000 men. Metz was given an overwhelming force of something like 700,000 men, this being the main point for directing the German offensive movement. Additional small forces were dispatched to the extreme right wing to take care of Antwerp and protect the flank at the north as well as to prevent Belgian forays and harassing movements on the German rear.

The matter of French numbers has been carefully guarded. Yet the strength of the French in initial war French strength is estimated at 800,000. With younger reserves it is probable enough that the French could furnish numbers to give her a first line of 1,300,000. Add to this the 100,000 troops of the British first expeditionary army and the similar force of Belgians and it might be said that had, and still have, numerical superiority. There can be little question but that the German losses have been far heavier than those of their antagonists. The crushing German tactics of advancing in lines closely akin to close order assure tremendous losses, especially where the advance is made on fortified and entrenched positions, as has been the case in nearly every action thus far. But these destructive tactics were used in order to give the Germans that first superiority which is a heavy factor in deciding issues on the battlefield. They were willing to pay the cost.

The conclusion cannot be escaped that, since force of numbers has not been overwhelmingly on their side, especially in the second phase of the great battle along the French front, when the French had ample time for mobilization, the Germans have won thus far because of superior coordination, leadership, strategy and tactics. They made use of their superior mobility, of their superior work, and this may continue to give them the advantage in their advance on Paris. But in the matter of numbers they may hereafter find themselves outmatched. Pressure from Russia may make it necessary to equalize the eastern positions by withdrawing a certain number of seasoned troops to give a leaving of the least tried troops from older reserves now being dispatched eastward. The allies, on the other hand, will be able to send in reinforcements. The British expeditionary forces are to be augmented heavily. The French will receive reinforcements of reserves from the south of France and ships in foreign waters. If, indeed, they are not on the firing line already. Whether superior co-ordination, leadership and tactics will be able to make rapid headway against slightly superior numbers in France, we feel that the questions of the war which will shortly find an answer.

Life's Sunny Side
 The Rev. Mr. Lawrence had boarded for so long a time with the Granby family that when he was obliged to remove to a new field of labor the family keenly felt his loss.

"The best pastor we've ever had in this town," declared Father Granby, heartily. "I don't expect to see his equal again."
 "Such good company," said Mother Granby, "and so sympathetic if the least thing went wrong."
 "He was the easiest man to cook for I ever knew," contributed Aunt Ann. "He was always satisfied with what he had to eat, and he never grumbled."
 "He had such a serene disposition," sighed Sister Laura. "He brought an atmosphere of peace whenever he came into the house."
 "Granny" Granby, in her corner by the fireplace, shook her head dolefully as she added her tribute of affection.
 "I'll miss him dreadfully," she mourned. "He was the best hand at ketching moth millers ever I did see."—The Youth's Companion.

Wilson Barrett used to tell an amusing story against himself. At a time when he had a lot of workmen redecorating his private residence, thinking to give them a treat, he asked if, after work one evening, they would like to have seats to go and see him play in the "Lights of London," at the Princess Theatre.
 "They said they didn't mind if they did, and being complimentary tickets, all went on a Saturday night to see their employer's performance."
 At the end of the week Barrett's eye caught sight of this item against each workman's name on the pay-sheet for Saturday night. Four hours overtime at Princess Theatre, eight shillings.—London Daily News.

Sometimes one can hurt another's feelings worse by a slight action than by any number of words. There is an example of this in the young married woman who went home to her mother and sobbingly declared she just couldn't be happy with her husband again.
 "I wouldn't have minded it so much, mother," she sobbed, "if Charlie had answered me back when I asked him, 'Whether he did something wrong.'"
 "Her mother was duly shocked at this. "Mercy, my dear child!" she exclaimed. "He struck you, then?"
 "No, worse than that, mother!" and the young wife sobbed afresh.
 "Tell me at once!" indignantly demanded her mother.
 "He just yawned."—Lippincott's Magazine.

Corporal Jenkins married "on the strength," and in due course his wife presented him with a son and heir. His pals all flocked around to tender their congratulations and, incidentally, taste Bill's bitter beer.
 Private Jones was on his way when he met Sergeant Brown returning. "Where are you off to?" asked the latter.
 "Oh, I'm going round to see Bill and wish him luck with that youngster of his." "Was he asleep?" asked the sergeant. "You're too late," said the sergeant, solemnly.
 "Wot?" exclaimed Private Jones. "Surely it hasn't gone and died?"
 "No, the youngster's all right, but the barrel is out!" was the grim response.—London Tit-Bits.

One gloomy day a young countryman went to a dentist to have a tooth extracted. Seeing the patient's obvious nervousness, the dentist inquired:
 "Would you like gas?"
 "Would I like gas? Of course, I'd like gas," exclaimed the frate patient. "Do you think I'm going to have you yanking out my teeth in the dark?"—Pittsburg Chronicle-Telegraph.

Men who sit still in streetcars while women stand and give a sharp excuse to the conductor, when they do offer their seats will like this story:
 The man arose and gave his seat to a girl.
 "Oh, thank you most kindly, sir," she replied.
 "Don't mind her being polite," said a man-faced woman. "I'm talking her to a sanatorium."—London Chronicle.

At a luncheon on the Peer Richard Club the other day, E. P. Langley, a prominent insurance man of this city, told of the case of Rastus in illustrating the folly of putting off until tomorrow what should have been done last week.
 Rastus, according to Mr. Langley, was tried on a murder charge under the jury solemnly fled into the courtroom with a verdict that carried with it the death penalty, the judge directed the prisoner to stand up.
 "Prisoner," said His Honor, following the usual procedure, "have you anything to say why the sentence of this court should not be pronounced upon you?"
 "No, sah, Judge, no, sah!" falteringly replied Rastus, grasping the rail of the dock, "cept dat me yiah fling will be a big lesson ter de Phillaphia Telegraph."

For an hour and a half the cross-examination had continued. Counsel and witness both were growing weary and impatient—the witness, because to him counsel's questions all seemed irrelevant; counsel, because he could not get the witness to give a straight answer to a plain question.
 "Now," he demanded, "were you or were you not in the plaintiff's office at 4 P. M. on this particular afternoon?"
 "If I had been," replied the exasperated witness, "how—"
 But before he could get further, counsel interrupted him.
 "I want no explanations," he rapped out. "I suggest that you were in the plaintiff's office, is that so?"
 The witness pursed his lips, then obstinately shook his head.
 "Well," continued the barrister.
 "I've answered you," retorted the witness. "I shook my head."
 "Yes, yes, I know you did. I heard it rattle, but wasn't sure whether it was up or down or from side to side. Now a plain answer, please! Yes or no."—Christian Endeavor World.

She—A proverb says that fruit is gold in the morning and lead at night, meaning that it's bad for one in the evening. I suppose?
 He—That's right. Look at the trouble Adam got into by eating an apple after Eve.—Boston Transcript.

To add to other troubles, the new dog license is due.
 The Car is beginning early to change geography.

Twenty-Five Years Ago

From The Oregonian of September 2, 1889.
 Walls Walla.—Delegates to the Democratic convention are assembling in Walls Walla. The Hoyt-Kinners crowd is represented in the person of Colonel Paul D'Henry, of Seattle. The Democrats believe they will elect Dr. Blacklock and Ed McDonald for State Senator.

Tacoma.—Sidney Dillon and a party arrived from New York. He said he believed Tacoma and other Northwest cities were going ahead too fast.
 San Francisco.—The San Francisco baseball team whitewashed the Stockton team 15 to 3 yesterday. Oakland whopped Sacramento 15 to 4.

Victoria, B. C.—At a mass meeting here Saturday night resolutions were adopted protesting against the jurisdiction by the United States of the uncharted waters of the Strait of Juan de Fuca. Several warlike speeches were made attacking alleged "outrages" committed by the United States in the territory affected.
 Governor Penney, D. B. Riggen, J. M. Bower and Van B. DeLashmutt have received in the state the Federated Trades Assembly.

The Hop Circulator, published by E. Meeker & Company at Puyallup, cautions hoppickers against premature picking.
 The Portland police department made 431 arrests during August.
 W. Cogswell, portrait painter, is registered at the St. Charles Hotel. Mr. Cogswell painted the portrait of President Lincoln which hangs in the White House.

Hiram Blodgett, brother of George Blodgett who keeps a store at Fifth and Morrison, was killed in Maryland, according to a dispatch received here.
 The carpenters at Albina met last night and formed a union.
 The question of a river fireboat for the protection of Portland, East Portland and Albina does not seem to meet the favor of Albina, as whatever risks there are on the Albina riverfront are owned mostly by Portland residents.
 Many immigrants have been seen on the streets of the city recently. Some are selling their teams and mules to locate in Oregon.
 Chief of Police W. C. Curtin, of Albina, has a brand new chief in his family.

After a year's interval Portland is to have a revival of comic opera, and tonight the Wyatt Comic Opera Company will produce "Patience," one of Gilbert and Sullivan's favorites, at the New Park Theatre. "The White Slave" will be produced at the Corday Musee by the East Tittel Dramatic Company.
 Professor P. H. Redmond, aeronaut, made a balloon ascension last night. The balloon, which had been guaranteed by all the great powers, Germany included, France, Russia and Great Britain, being now engaged in joint warfare against Germany and Austria, have become members of a triple alliance.

Half a Century Ago
 From The Oregonian of September 2, 1864.
 Thomas J. White, an old resident of the Coast, has been appointed special agent for the United States at the Pacific vice J. Ross Brown.
 Extensive fires have been raging on both sides of the Straits of Fuca. Suburban residences near Victoria are menaced.
 Lieutenant L. G. Cabanis, regimental quartermaster of the Washington Territory Infantry, late of Fort Walla Walla, has been removed to Fort Dalles.
 Chicago.—Augustus Belmont, chairman of the National Committee, called the Democratic National Convention to order August 29, and nominating Grover Cleveland of California, temporary chairman. On August 30 Delegate Cox, of Ohio, seconded the nomination of George H. McClellan for President. McClellan was attacked by Delegate Harris, of Maryland, as an "assassin of states' rights." Thomas H. Seymour and Franklin Pierce also nominated. McClellan was assailed during the debate as being "as guilty as Lincoln" in making arbitrary arrests in Maryland. The building having no gas, the convention was forced to adjourn at dark.
 The Cello, a sea-bull vessel, appeared in the river yesterday after making a thrilling passage from the Upper Columbia, having passed through the rapids and falls of the Cascades between The Dalles and the Cascades. Her feat outrivalled that of The Maid of the Mist, a steamer at Niagara a few years ago.
 Mr. Ensign, of the firm of Lewis, Ensign & Company, has arrived in advance of a large drove of sheep on the road from California. There are 5000 head in the drove.
 The Government is planning to send two Representatives to the Peace Conference at Ghent, capital to arrange peace preliminaries.
 Washington.—A dispatch from General Grant says Fort Morgan is in our possession. A dispatch from Richmond says the enemy still holds the Fort.

Councilmen Bennett, Cook, Frasar, Grordon, Hoffman, Robertson, St. Angelo, were held the rollcall last night. President McCraiken was in the chair. The Council voted to take up a revision of the charter.
 Plans for holding a sanitary fair at Salem have been taken up. J. Quinn Thornton has called for a meeting to make plans.
 The Call of Fishing.
 Cincinnati Enquirer.
 "Why don't you advertise?" asked the editor of the "paper." "Don't you believe in advertising?"
 "I'm again advertising," replied the proprietor of the Hayville Racket store.
 "But why are you against it?" asked the editor.
 "It keeps a fellow too darn busy," replied the proprietor. "I advertised in a newspaper one time about 10 years ago and I never even got time to go fishing."

Victims of War.
 By Dean Collins.
 There is a worried tourist man who stopped at a roadside.
 "Pray, tell me, sir, just how I can Skidoo away from harm."
 "My trunks were checked: 'twas all correct."
 "My ticket had been bought; but war, rude war, my hope has fled."
 And here at last I'm caught.
 In Berlin, ere I left that place, A horrid earthquake shook the globe. Roughly, before my very face, And made my feelings ache.
 "From far Berlin I hustled in 'With all the eager band, Who copped most any train to win To Britain's lovely land."
 "And here today I waste away In sorrow, pain and dole, No boat sails for the U. S. A., And I am in a hole."
 "Such hardships and such bitter woes Has war imposed on me; Three of my trunks of brand new clothes I left when forced to flee.
 "And day by day, marooned I stay Up there in the Savoy! Oh, war is hard and fierce, I say, And slaughters human joy!"
 "Three meals a day is all I get; One suite of rooms alone; Such hardships never, never yet In all my life I've known."
 "Hush war, you pile the sorrows deep On tourist folks who roam! Noting to do but eat and sleep Till I get cash from home!"

Life's Sunny Side

Time to End Democratic Non-Partisan
 Number name, George C. Moser, Portland, Or.—My Dear Senator Moser: Replying to your suggestion that the seven unsuccessful candidates for the Republican nomination for Governor form an organization for the purpose of actively aiding in the election of Dr. Withycombe, permit me to say that I will be present at the meeting called by you to perfect that organization.
 While your letter dwells more specifically on the necessity of assisting in the success of Dr. Withycombe, I desire to emphasize the advisability of extending our efforts toward the election of every candidate on the Republican ticket, and more especially to push the candidacy of Senator Booth. For 'tis plain that the same old "non-partisan" gag is going to be played to the limit in support of the re-election of Senator Chamberlain. The same old "party doesn't count" and "let us vote for the man," but the appeal is always made to Republican voters, while every Democrat in the state is expected to show his "independence of party" by voting for Chamberlain, whether he does for Smith or not. This specious plea for "non-partisanship" is a disguised coated pill especially designed to catch Republican voters, while every Democrat in the state is expected to—and will—spread his loyal vote for the doctrine of independent voting by supporting the party candidate for Senator.

Unless the Republicans of Oregon are freed of their beliefs and prejudices in regard to the products of cheap labor to compete with our own laborers and other producers, their support will be unavailing. It is for the sake of R. A. Booth for United States Senator and for all his colleagues on the Republican ticket down the line.
 Dr. Withycombe's assumption of the support of every Republican who voted for any of the candidates at the primary election, and the same spirit animating the voters, is a combined effort to assist in shaking off the present business depression that has followed, as night the day, the National Industrial Conference of Democratic politics. Yours very truly,
 T. T. GEER.

The Anti-Tentative Alliance.
 PORTLAND, Or., Aug. 31.—(To the Editor)—What is the meaning of the triple alliance as applied to France, Russia and England? My understanding was there was only an alliance between France and England, and that the declaration of war was England in actual alliance with them previous to that time or does the triple alliance come in after offensive operations have been started?
 GEORGE PROSSER.

France and Russia were allies for mutual defense, and Great Britain had agreed to support them in certain contingencies. The immediate provocation for British intervention in the war was Germany's violation of the neutrality of Belgium, which had been guaranteed by all the great powers, Germany included, France, Russia and Great Britain, being now engaged in joint warfare against Germany and Austria, have become members of a triple alliance.

HOW IT FEELS TO BE SHOT AT.
 Fear Greatest When Bullets Whiz in the First Battle.
 Boston Daily Globe.
 A scientific study of the sensations of soldiers under fire has recently been made by an Italian Colonel, whose interest in the psychology of war led him to question closely more than 2000 men one by one. The results of his investigations are given in the Italian Military Review.
 Nine-tenths of the men declared their fear was greatest at the first sound of the enemy's bullets in the first battle, though they were much less frightened than they had been during the first day of any succeeding battle their fear diminished.
 They agreed that nothing was so terrifying as harrowing to the nerves, as to stand motionless in the front rank, exposed to a fire which they were not permitted to return. So crucially important was the question that they always welcomed the orders to advance, even into greater perils. That relieved the tension.

Tobacco a Drug.
 Tit Bits.
 An interesting case of splitting hairs has arisen in Ireland in the administration of the national insurance law. The tobacco is a drug, a necessity or a luxury, all three views being taken by different authorities. It appears that the superintending committee under the Dublin district recommended that a consumptive patient coming under the provisions of the act be given tobacco free of charge for the first year, and offering to pay for the weed himself, but the insurance committee decided that the tobacco was necessary to the patient's treatment, and that under the patient's insurance commission. Two weeks later the local authorities received a lengthy communication demanding an explanation of their action in charging the government with a shilling's worth of tobacco. This reply was that tobacco was recognized as a drug in the British Code and that title of medication was given to it, and that it had been prescribed by a registered practitioner. Thereupon the commission consulted learned K. C.'s and they still were unable to give a satisfactory answer. Meanwhile the patient is dead, the tobacco has been smoked and the expense of the disputation has already reached a hundred times the cost of the original tin of snuff.

Who Stopped the Tourist Man
 There is a worried tourist man who stopped at a roadside.
 "Pray, tell me, sir, just how I can Skidoo away from harm."
 "My trunks were checked: 'twas all correct."
 "My ticket had been bought; but war, rude war, my hope has fled."
 And here at last I'm caught.
 In Berlin, ere I left that place, A horrid earthquake shook the globe. Roughly, before my very face, And made my feelings ache.
 "From far Berlin I hustled in 'With all the eager band, Who copped most any train to win To Britain's lovely land."
 "And here today I waste away In sorrow, pain and dole, No boat sails for the U. S. A., And I am in a hole."
 "Such hardships and such bitter woes Has war imposed on me; Three of my trunks of brand new clothes I left when forced to flee.
 "And day by day, marooned I stay Up there in the Savoy! Oh, war is hard and fierce, I say, And slaughters human joy!"
 "Three meals a day is all I get; One suite of rooms alone; Such hardships never, never yet In all my life I've known."
 "Hush war, you pile the sorrows deep On tourist folks who roam! Noting to do but eat and sleep Till I get cash from home!"

The Intimacy of Newspaper Advertising
 Newspaper advertising brings the retailer in a close, intimate communication with the buying public. Frequently, especially in the smaller cities, the merchant is able to utilize this closeness to great advantage through Dollar Day, Orange Day, Fashion Week or a similar event.
 The success that usually attends these affairs is evidence that the public likes specific advertising. People look to the newspapers for information as to what the merchants and manufacturers are doing as much as they do for other news.
 When the advertiser gets the specific news appeal into his advertising, whether it be of some special week or day, or some particular item of merchandise—the response increases.
 Advertising intimacy is only profitable when it pays seller and buyer.