

LEAVE FOR ANTARCTIC TO GET CAPT. SCOTT

Christchurch, New Zealand, Dec. 12.—The ship Terra Nova will sail tomorrow for the Antarctic region with the object of bringing back Captain Scott and his associates of the British expedition to the South Pole. Captain Scott was last heard from on January 4 last, at which time the polar party were only 145 miles from the goal of their hopes, and were traveling at the rate of 15 miles a day. All being well, the pole should therefore have been reached about January 15 last.

Letters From the People

(Communications sent to The Journal for publication in this department should be written on only one side of the paper, should not exceed 200 words in length and must be accompanied by the name and address of the sender. If the writer does not desire to have the name published, he should so state.)

Single Tax Defined Anew.

Portland, Dec. 11.—To the Editor of The Journal—"M. V." in your issue of today writes from Hillsboro regarding the single tax in a way to indicate some means of misinformation he has had access to recently. He says, "As the single taxer wants the government to confiscate all the land." I would rather reply that no single taxer wants anything of the sort. No single tax measure ever enacted approached anything of the sort. What the single taxer wants is for the government, general and local, to stop confiscating the products of labor and to derive all public revenues from the sale of the annual values of land, which would not and could not, and, to the extent applied anywhere on earth, does not, confiscate land.

Alberta and British Columbia, with Saskatchewan, repudiate, bringing up the rear, except to a very large degree, and in many communities almost entirely, all improvements and personal property from local taxation. As far as this goes it is single tax—is called single tax there, although only partial, and is an application of the principle of the single tax. It attracts population, investments and manufacturing industries, and is extending from one session of their parliaments to another to do away with more and more confiscatory forms of taxation.

What we want in Oregon is the exemption of labor products as much as possible—as far as the people will permit—and to do so would confiscate no man's land nor home, any more than it has in Canada. The single taxer did not, and will not propose to abolish all other taxes in Oregon but a tax on land values, but to take some step forward in the direction so successfully demonstrated in Canada and Australia. It has been tested out for 15 years in New Zealand. It is the full single tax, but the application of the principle so far as local taxes are concerned. It has been tested out in Brisbane, Australia, for 12 years. It has been tested out in New South Wales for four years in hundreds of cities and towns. Everywhere and always it works as surely as the laws of gravitation.

The small homeowner in Oregon has nothing to be concerned about his land values, and these are now confiscated by our tax laws. Why not tax land more and the small home not at all? Why not have confiscation of homes, by fines on them in the shape of taxes, ended? Would it not attract capital and population as it has in Canada? ALFRED D. CRIDGE.

Assessments at Actual Valuation.

Portland, Dec. 10.—To the Editor of The Journal—"The action of Mayor Craig of Piedmont, a suburb of Oakland, Cal., in enforcing its assessment laws by placing the value of the land on the assessment rolls at something close to 100 per cent of what the owners ask for their holdings, has created a sensation. It is a real sensation to see an attempt made in California to enforce the tax and assessment laws. It would be no greater sensation in California than in Oregon, however. The Journal has repeatedly pointed out that the law is not enforced in Portland. Imagine a mayor, or any other official with the power, in Portland assessing Ross island at \$100,000, now valued for taxation purposes at less than \$25,000, and then imagine all the rest of the valuable holdings in the city assessed in like-wise assessed according to law!

Of course, under the Oregon law, no mayor has anything to do with assessments, but in California Mayor Craig of Piedmont has found a way to place the land holdings at their true value, or some very close approach to it, more than doubling the assessed value of the city at one leap. This reduces taxes on the users of land and increases the taxes on the speculative tracts. Therefore do the speculators "howl, and howl, and howl!" in Piedmont.

Now, this is not single tax, double tax or Feltism—just law and justice. How many of our "best citizens" will start a league, with all home subscribers money, to enforce the law in regard to taxation in Multnomah county? Will they put up as much money to see the laws we now have enforced as they did to defeat the awful bogie of the single tax? ALFRED D. CRIDGE.

Advertising Raises Wages.

Portland, Dec. 12.—To the Editor of The Journal—Your telling articles on advertising, which are occasioning such favorable comment, seem the direct outgrowth of heaven at work the past few years in business as in politics. Business men have awakened to the fact that they are not mere appendages to privilege, not "straw men," as formerly, of industrialism, not keepers of company stores, but are vital factors of our economy. As your Mr. Fallon well says, they perform a public service—serve all the people; and just as best mechanics receive highest wages, so those who serve best should profit most.

Business is more than accommodation. It is educational, and advertising is the directing force. It implants desires, it develops the mind, it opens doors to enlarged lives. The merchant, by advertising, asserts confidence that he, better than others, can serve the public. Inferiority in no way advertises.

The public as a means of material advancement, is fast learning to read ads. To get a bargain is the same as a wage increase. Our necessities are obtained, not by directly producing them, but by exchanging results of special application, and it is as important to profit by a merchant's superior service as to ob-

tain maximum pay for direct effort. So when we read ads we are being to see a sales.

One problem confronting the business world is the extinction of impostments that infest it. Incapable of proper service, for them to advertise would harden paths to others. Their profits, gained by amassing ignorant buyers, takes what is rightly due the proficient, thus handicapping progressive service to the entire public. To pierce this ignorance and either regenerate or eliminate the laggards can be done only by advertising. This is, as the Fra says, an age of driving out the drones.

Business men, however, seem slow to warm up the importance of driving out those who pretend no service—whose huge profits are solely in preventing service. Beset by stagnation of closed factories, strenuous would be their efforts to have them opened, but a strange obtuseness prevents their seeing a similar condition in idle man and specialist. Surely, surely, surely, as creators and conservers of markets, can grasp the fact that the unearned millions annually going into the hands of the idle must be taken from the pockets of earners, and that these earners constitute the public that business endeavors to serve. It is certainly up to admen to put a bug into the ear of business.

H. T. S.

COUNCILMEN RUSH BY DOOR GUARD TO AVOID TAKING UP FRANCHISE

(Continued From Page One.)

berated the policeman for not obeying orders and he called upon the officer to do his duty and bring Councilman Baker back. The policeman refused to follow Maguire's instructions he was given a lingual castigation.

During this colloquy, several of the councilmen had slipped out of the room unnoticed through a door leading to the auditor's office. Another motion was made to adjourn and this resulted in a tie vote. Councilman Baker ruled that the motion was lost.

Then ensued five minutes of confusion in which Councilman City and Councilman Maguire raised loud profane language.

HAPPY, LAUGHING CHILD SHORTLY.

If Cross, Feverish, Bilious and Sick Let "Syrup of Figs" Clean Its Little Waste-Clogged Bowels.

No matter what ails your child, a gentle, thorough laxative physic should always be the first treatment given.

If your child isn't feeling well; resting nicely; eating regularly and acting naturally it is a sure sign that his little stomach, liver and bowels are clogged with food, constipated waste matter and need a gentle, thorough cleansing at once.

When cross, irritable, feverish, stomach sour, breath bad or your little one has stomach-ache, diarrhoea, sore throat, full of cold, tongue coated; give a teaspoonful of Syrup of Figs and in a few hours all the clogged up waste, undigested food and sour bile will gently move on and out of his little bowels without nausea, griping or weakness, and you will surely have a well, happy and smiling child again shortly.

With Syrup of Figs you are not drugging your children, being composed entirely of luscious figs, senna and aromatics it cannot be harmful, besides they dearly love its delicious fig taste. Mothers should always keep Syrup of Figs handy. It is the only stomach, liver and bowel cleanser and regulator needed—a little given today will save a sick child tomorrow.

Full directions for children of all ages and for grown-ups plainly printed on the package.

Ask your druggists for the full name, "Syrup of Figs and Elixir of Senna," prepared by the California Fig Syrup Co. This is the delicious tasting, genuine old reliable. Refuse anything else offered.

ALFRED D. CRIDGE.

BUY NOW FOR THE HOLIDAYS

BRUNN & CO.

We will soon make extensive alterations and enlargements to enable us to better serve our ever increasing wholesale trade—In buying now for your holiday wants you will save money as we will sell our entire stock of finest wines and liquors at great reductions:

PORT, ANGELICA, MUSCAT, SHERRY, CLARET, AT 60c per gallon
Including Sanitary Glass Container.
Usual Price \$1.00 Per Gallon

AN EXTRA OLD WINE
Port, Angelica, Muscat, Sherry, Claret, at
80c per gallon
Including Sanitary Glass Container.
Usual Price \$1.50 Per Gallon

THE FINEST WINE MONEY CAN BUY
Old and of Fine Flavor—Port, Sherry, Angelica, Muscat, Claret
\$1.00 per gallon
INCLUDING SANITARY CONTAINER
You Would Pay \$2.00 Per Gallon for This Wine Elsewhere

GOLD SEAL CHAMPAGNE **CRESTA BLANCA WINES**

A SPECIAL IN CIGARS
A Regular 10c Straight Cigar, box of 50..... \$3.00 Per Box
A Regular 3 for 25c Cigar, box of 25..... \$1.00 Per Box
A Regular 5c Straight Cigar, box of 25..... \$.75 Per Box
DEALERS SHOULD TAKE ADVANTAGE OF THESE PRICES

BRUNN & CO.
WHOLESALE AGENTS FOR RAINIER BEER FOR OREGON **FIRST & ALDER STS.** A-2958 Main 2958

acted, became disgusted, and on the next motion to adjourn, they voted yes. The chair declared the motion had carried and the Holt-Dickinson franchise was left up in the air with a good prospect that it will stay there.

Journal Want Ads bring results.

Why Duffy's Malt Gives Health and Strength

Duffy's Pure Malt Whiskey has been for fifty years one of the greatest restoratives known to medical science

Why? Because it contains in a form most available for the human system, the wonderful strength-giving power of nature's greatest food—grain—combined with unusual tonic properties obtained through the process of malting and distilling which has been exclusively used by us since the beginning.

Duffy's Pure Malt Whiskey

One of the results of this process is to obtain a whiskey of such purity and quality as complies with the test requirements of the United States Pharmacopoeia.

As the pharmacopoeial standard does not require that the grain be all malted, as found in Duffy's Pure Malt Whiskey, it will be seen our process gives a whiskey superior to the requirements of the United States standard.

Another result is to secure that wonderful palatability and delicacy of flavor for which Duffy's has always been celebrated and which renders it acceptable to stomachs which will not even re-

Sold in Sealed Bottles only—never in bulk. Price, \$1.00 a large bottle. Write our doctors for free advice and medical booklet.
The Duffy Malt Whiskey Company, Rochester, N. Y.

tain other whiskeys or the most easily digested food.

For the aged, for those who are "run down," for persons suffering from stomach disorders, nervousness or similar ailments who need a real builder-up of the whole system, nothing is so certain to bring quick and positive results as Duffy's Pure Malt Whiskey.

Other so-called malt whiskeys are not the same.

So Be Sure You Get Duffy's

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Prompt Deliveries to All Parts of the City and Vicinity—Mail Orders Carefully Filled Same Day as Received—Express Prepaid on \$5.00 Purchase Within 100 Miles of Portland—Extra Salespeople, Bundlers and Cashiers to Serve You Promptly Here

Roberts Bros.
THIRD & MORRISON
STORE Open AT 9:15 A.M. on SATURDAY
Store Closed AT 9:15 P.M. ON SATURDAY
THE MOST IN VALUE — THE BEST IN QUALITY

The Best Way to Solve the Gift Problem Is to Visit This Store!

The question of what to give man, woman or child, fades away as soon as you step through the main entrance here. If you have troubles of this kind, just come in and look around—visit every section—go through the store, and you'll see half a hundred things that will exactly meet your particular requirements. Now, with this in mind, read the following items:

Toy Dept. Specials for Saturday

Main Floor—in Domestic Aisle—Come to this sale tomorrow and see what great bargains we've arranged for you in Books, Dolls, Toys and Games. Purchases made now will be packed, stored and delivered when you wish.

Dolls at HALF PRICE

- Slightly Soiled
- All 15c Gift Books at 10c
- All 35 Gift Books at 25c
- All 15c Story Books at 10c
- All 25c Target Pistols at 15c
- \$4 Fold Go-Carts at \$2.98
- 50c Mechanical Trains, 35c at 25c.
- 25c Mechanical Tops at 15c
- 40c Large Safe Banks, 25c

Entire Stock of Tree Ornaments at HALF PRICE

Sale of Women's Umbrellas

Made With Handsome Gold Handles and Fine Silk-and-Wool Coverings, Each \$3.89—Reg. \$5 and \$6 Values, Each \$3.89

Each Umbrella Put Up in Fancy Holiday Box See Our Window Display

Over 500 to Choose From. The assortment includes all the latest novelties in Women's Umbrellas. All are made on a Paragon frame, with steel rod and handsome gold handles in many patterns. They have a fine silk-and-wool covering that is guaranteed fast color and waterproof. They come with a close-rolled silk cover and sell regularly at \$5.00 and \$6.00 each. Each umbrella put up in a fancy holiday box. Special for this sale. \$3.89

Fancy Aprons for Gift Purposes

Why not one of these dainty Aprons for her Xmas gift? A most wonderful offering for tomorrow of fancy tea and chafing Aprons, shown in all new styles and designs; made of the finest and daintiest of materials, and trimmed in very pleasing effects. A full line to choose from. All prices. These special for tomorrow:

FANCY APRONS, SPECIAL AT 25c
Useful as well as pretty; made with neat scalloped edges and handsomely embroidered in a dozen different patterns; of good quality lawn and well finished; specially priced for this sale. 25c

FANCY APRONS, 75c TO 98c VALUES AT 59c
A very elegant line to select from; made of fine lingerie lawn, all-over embroidery, Swiss and other dainty materials; all very prettily trimmed with fine embroideries, and 98c values; very special at 59c

BOUDOIR CAPS AT 50c TO \$3.25
Something new and novel for gift-giving. Dainty little Boudoir or Morning Caps; made of handsome nets and all-over lace; prettily trimmed with ribbons; a large variety of styles to choose from.

BOXED MUSLIN UNDERWEAR FOR XMAS GIFTS
A very dainty and sensible gift—each garment neatly packed in pretty holiday box.

There are skirts, gowns, Princess slips, combination suits, corset covers and drawers; all well finished and trimmed in a very pleasing manner. A large line to select from at prices to suit all.

All Our Furs to Go at 25 Per Cent Off

A splendid opportunity to secure a beautiful set of furs at a great reduction. Nothing nicer than a fur-piece for Xmas. They are all here:

French Coney Scarfs and Neck-pieces at \$1.25 up to \$7.50
French Coney Sets at \$2.98 up to \$3.50
Marmot and Brook Mink Sets up from \$9
Scarfs and Neckpieces of Jap Mink, \$12.50 to \$30.00

Scarfs and Neckpieces, black and brown fox, \$7.50, \$9.50, to \$25.00
Beautiful Sets Jap Mink up from \$19.50
Marmot and Brook Mink Scarfs and Neckpieces, \$4.75 to \$12.50

EXTRA! DOLL BEDS
\$2.00 Kind Special Sale at 98c
24-inch Doll Beds, made with wooden frame and woven wire springs. The kind always sold at \$2.00, priced at only 98c

EXTRA! FOLDING GO-CARTS
\$5.00 Kind, Special for \$3.19
One-motion Folding Go-Carts, with rubber-tired wheels, hood, storm curtains, brass mud guards. Best \$5.00 values special for tomorrow, \$3.19 only

EXTRA! GO-CARTS
65c Kind on Special Sale at 49c
Semi-Folding Go-Carts, made with metal frame and metal wheels. The kind always sold at 65c, sale at only 49c