

THE JOURNAL
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WE MUST BE ALERT
THERE has been no recent time in Portland when the people were so thoroughly aroused over a city election.

WOMAN'S political organization advises that women vote only their first choice.

INCREASED RAILROAD RATES
INCREASED railroad rates are again demanded by the roads, and the people who pay the freight must depend upon public officials for a square deal.

LAW'S STRANGE WAYS
LAW has strange ways. The other day Judge McGinn, a circuit judge in Portland, became impatient because a \$20 appeal case came to him for adjudication.

ROADS SEEK EFFICIENCY
MEN who run railroads are awakening to the fact that greater efficiency in management must be brought about if railroads are to be business successes.

WOMEN SHOULD REGISTER
PORTLAND women should prove their right to the ballot.

QUESTIONS FOR WOULD-BE MAYORS
Portland, May 14, 1913.—To the Editor of The Journal—Reading the letter of B. C. Duncan in The Journal of yesterday, it seems to me Mr. Albse, who is an aspirant for mayor under our new commission form of government, has sealed his unfitness to that office by his own confession.

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 500 words, and should be accompanied by the name and address of the sender.)

valuation has yet been announced, and if the supreme court in deciding the Minnesota rate cases lays down a rule for arriving at valuation a long step will be taken toward quicker solution of future rate problems.

The presumption is that the roads count upon the average person not becoming excited over a proposed increase of five cents on a dollar freight bill. The man who pays the freight doesn't as a rule, realize that he is paying it. He may protest against increased cost of living, but he does not stop to analyze it.

A five cent increase on every dollar freight bill for a year, based upon present tonnage, would add \$150,000,000 to the railroads' annual income. This added income would be sufficient to pay five per cent interest on \$3,000,000,000.

It follows that should the commission authorize the increased rate, present rates being high enough to give a fair return upon true valuation, the railroads would be presented with an extra capitalization of \$2,000,000,000 upon which to make future demands for still further rate increases.

No wonder the people are demanding honest, industrious, efficient men in public office.

Every voter is entitled to three votes on each office, to-wit, a first, a second and a third choice. There is not the slightest probability that any officer will be chosen by first choice votes.

This woman's organization is badly advised. Its proposed course is disappointing. If all the voters followed the same program the result would be chaotic. The whole election would be a selfish, unwise and unpatriotic affair.

The claims of the city are higher than the selfish claims of any candidate.

A mere statement of the facts is sufficient to illustrate how laws are sometimes defeated by selecting test cases that cannot be fought.

with \$236,555,544, about three tenths of the world's total. The figures would not be so alarming to railroad men were it not for the fact that efficiency experts have shown that cost of fuel has increased during the past thirteen years out of all proportion to increased gross earnings.

Increased cost of coal at the mines no doubt accounts for some of the increase, but the railroad men have determined that solution of their fuel problem lies ultimately in greater efficiency from coal used and closer cooperation with producers.

The railroad fuel problem is similar to many municipal problems. It resembles Portland's present problem in all things except that the railroads have already selected men of ability for the problem's solution.

What a spectacle when tightwad lot owners are marking the rents up higher and higher!

It ought to be a sound, stable, substantial concern, financed by taxation. It is the only way to reach the tightwad barons of city blocks.

ARGUMENT for a square deal in tariff legislation, if any were needed, was furnished in the commissioner of corporation's report to the President.

Steel rails net 16 1/2 per cent profit because the steel trust has a monopoly in rails. Plates net 10 1/2 per cent because there is competition.

The history of steel in America is a succession of assaults upon individual enterprise. It is a succession of assaults upon labor. It is a succession of assaults upon Americans that their pockets may be rifled.

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would be for the enfranchisement of women in states in which they are denied the ballot!

What an argument against equal suffrage it would be if the verdict June 2 in Portland is for bad officials with resultant bad government!

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PERTINENT COMMENT AND NEWS IN BRIEF
SMALL CHANGE
In some lawsuits, both sides both win and lose.

OREGON SIDELIGHTS
The Grants Pass Commercial club has indicated the road building campaign proposed by the Josephine county board of supervisors being largely in favor of hard surface highways.

How many millions would some parts of the southwest give for some of Oregon's blessed rain?

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LOST IN THE FORESTS
(Taken from the Aberdeen World.)
Taking the lumber business for a text, Col. Robertson of the Yakima Republic, gives his readers a little dissertation on the effects of the Underwood tariff bill on the northwest. The colonel can say nothing good in the bill and practically predicts our speedy ruin if the measure becomes a law.

"The lumber business of this state is paralyzed just now. The sawmills and shingle mills are doing nothing. Many thousands men are out of work. Hundreds of storekeepers find that their trade is slack because the workers are idle. The prices of potatoes and hay are lower than they have been for many years because the market which the lumber and timber workers supply is gone. The merchants in Yakima lose business and find collections slow because the farmers can't realize on the products which the western Washington market would absorb if things were moving. So it goes. The effect of the slack times in the lumber business is felt all over the state, and even beyond its borders. We find that our opportunity to buy an un-taxed cotton wool, which we have so long demanded as consumers of lumber is itself taxed. We find that in saving our timber for posterity we are saving ourselves the trouble of doing a prosperous business and having many of the things we want."

"The reason why the lumber business in western Washington is slack, and why we of the Yakima country have no markets for our products over there is just as plain as the arguments in favor of free trade from the States, Nebraska and North Dakota. Dealers, expecting to be able to buy lumber a little cheaper after the Democrats get through with the tariff, have cancelled all their orders, and if British Columbia competition proves to be worth anything to them they may buy all their lumber and shingles up there after the new tariff goes into effect."

"Here we have the unanswerable democratic logic and the unfortunate facts. We find them everywhere in close connection with the tariff revision business. When we get so we can live on Democratic logic, there will be no necessity of any newspaper making any distinction between that and the facts. In the meantime the people will have to try to make a living out of what they voted for, and they like it we hope they will let us know."

"We are not making any defense of the Underwood bill, because, in common with 99,999,999 of our 100,000,000 population, we don't know anything—and we doubt that the Republic can be numbered among the ten wise ones—about the bill, but we do know a little about the lumber business, and the doleful picture drawn of it by the Republic is either a caricature or an impressionistic, hundreds of men are not out of work and the mills are not in the state of idle decrepitude depicted by the Republic. The truth of the matter is that the lumber business is just about emerging from the gloom that has hung over it since the Republic came to power. It is looking forward to a day, not so far distant, when it can get on its feet, and stand squarely. Conditions are better than they have been for a long time, though it is true that they might be better still if the mills had paid little attention to the Underwood bill, accepting free lumber as a matter of course, or at least propping it up, and have gone on sawing just the same."

Pointed Paragraphs
Some girls are born foolish and some use peroxide.

Honest poultry dealers make money by fair means and ways.

There are no game laws to interfere with the killing of time.

When the society ball season ends that of the moth ball begins.

100 Cents' Worth for a Dollar
Being better dressed or more adequately furnished is more attractive furniture in your home, living in a better apartment, or owning a better automobile, does not necessarily mean that you have more money to spend than your neighbor. It only means that you are more alive to the possibilities and opportunities that surround you.

A CONSUMER'S VIEWS ON SALESMANSHIP.

By Dr. Frank Crane.
I am not a salesman. But I am a good buyer, and have probably purchased more things that I did not want than I care to remember. Hence, it may be interesting to salesmen to listen for a brief spell to a consumer's ideas of what constitutes good salesmanship.

First of all, be good natured. I here and now confess that nine tenths of the things I buy are wrong. Perhaps I am; but I don't like to admit it.

Use plain language. If you are selling automobiles don't talk about carburetors and reciprocating duds and compound thimbombs. Go somewhere else and learn English. The things, and how to make them clear to a washwoman. Never use a term when there is any doubt whether the customer understands it. We don't like to be made appear ignorant.

Be candid. Do not conceal things. The thing you have to sell has certain merits; it ought to sell on those. To sell it on other merits it does not have is poor policy.

Be dependable. Even if you make a casual remark, for instance, that you will send a man a bunch of blotters or to exceed \$6 per horsepower annually; just coming from water power as the Portland Railway, Light & Power company generates it, does not exceed a cost at fair valuation of plant, over \$15 per horsepower yearly.

Will you promise to exert yourself in office, if elected, to bring the rates now charged to a reasonable maximum, not in excess of those created by the city-owned power plant of Tacoma, or else move urgently and constantly to acquire our own system?

The telephone companies in Portland are extorting at least twice the rentals that will produce ample interest on the reasonable cost of city installation. Will you pledge yourself to bring the present rates to that reduction or move for a system of our own?