

THE JOURNAL

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Millions for defense, but not a cent for the soldier. The Power that has made and preserved us a nation!—F. S. KEY.

THE GERMAN NOTE

The Jagow note is a denial that a German submarine sank the Sussex. Unfortunately, there are admissions that a German submarine sank a vessel at the spot and about the time the Sussex was torpedoed.

The Jagow note is disappointing if not unsatisfactory. The pledges made by Germany during the submarine controversy have been so often disregarded in the renewal of submarine operations that the United States has almost reached the limit of patience and forbearance that has been wisely and generously bestowed.

Next Tuesday is the last day for registering. Is your name written there? HIS NAME HARPER'S WEEKLY prints a theological editorial this week in which it has occasion frequently to mention the Savior.

Matthew says that the angel told Joseph his wife Mary should bring forth a son and "thou shalt call his name Jesus."

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A BLESSED CONVERSION ROOSEVELT'S virulent attacks upon President Wilson always contain some reference to his duty to Belgium.

A PECULIAR LAND The recent statement of Chancellor von Bethman Hollweg in the German Reichstag that after the war there must be a new Belgium is interpreted to mean that provision must be made for the development of the Flemish portion of the kingdom, which is of Teutonic origin.

of the military post at Vancouver. The retention and enlargement of that institution can now be fully defended.

NOTHING THE MATTER WITH PORTLAND (Again is presented an "exclusive" story. It is the story of an all-excellent carbon paper made right here in Portland.)

HERE we go again with another exclusive Portland enterprise—only industry of its kind west of Chicago—and the biggest corporations and biggest mercantile houses of the city are its patrons.

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 be longer than 200 words, and must be accompanied by the name and address of the sender.)

SCHOOL FUND PROBLEMS IN TWO STATES Washington, April 14.—(WASHINGTON BUREAU OF THE JOURNAL.)—Having in years past frittered away the lands granted to it by the federal government, the five-pupil school house of Nevada is making a supreme effort at the present session of congress to obtain 7,000,000 acres more of the public lands.

A HEART-TO-HEART TALK

CAN The Journal have a brief heart-to-heart talk with the people of Portland? The Interstate commission has intimated that Portland is to be permanently grouped with Puget Sound ports for rate-making purposes.

With these facts as a starting point, do we all understand the difficulties we must encounter in delivering ourselves from this unjust situation? Has it occurred to all of us that we have first to convince the Interstate commission when its own intimation is that it is against us in any effort to get Portland out of the Puget Sound rate group?

Do we all realize that all the big railroads with all their great power will be against us just as they have apparently always been against us? Do we all grasp the fact that Puget Sound with all its prestige and power and influence will be in the thick of the fight to prevent Portland from getting the rates to which a downhill haul and shorter distance entitle her?

With all these powerful influences arrayed in opposition, is it not plain that the struggle will be titanic and the outcome a matter of much doubt in spite of the unanswerable arguments which Portland can produce in behalf of her contention?

Mindful of all this, and looking the situation squarely in the face, are we not all forced to quietly admit that the time has come for Portland to resort to her final and most powerful asset? The Columbia river is that asset. This is the way to use it.

The Columbia river is that asset. Design river boats best suited to upper river navigation. Let them be in effectiveness the best that engineering skill can produce. Make them so modern that they will provide every economy in operation.

Get in touch with every shipping point along the upper river. Arrange for efficient warehouses and wharves with adequate appliances for quick and cheap handling of cargo. Get roads improved from the interior to river points. Organize the whole country into a working army for a reduction of rates to the point that distance and water level haul direct they should be.

If necessary, let the movement become a municipal enterprise. The city and county have financed more costly enterprises that meant far less in public benefits. Is it not worth while for the city to back to a rate system on which Portland pays an unwarranted tribute of hundreds of thousands of dollars a year?

It is worth the while of every Portlander, if he is not familiar with the situation, to investigate it. It is worth the while of every Portlander to give sober consideration to the program here suggested. It is a time in which this city faces grave issues, and every resident of the city owes it to himself, to his own business and to his future to become fully informed.

If the plan herein proposed were once put into operation, Portland, by her own power and her own initiative would take herself forever out of a humiliating and costly position in which she is paying freight rates best suited to the desires and progress of Puget Sound cities and least suited to the progress and prosperity of Portland.

Speaking of swift transitions and chameleon-like changes, who can surpass the Colonel in those accomplishments? The Colonel's opinion that we had no responsibility to Belgium was spoken when he was as calm as he ever is and comparatively sane.

Mr. Teel, of Echo, who has registered as a Whig, has no rival for the headship of his party. His only peril is that, hearing of his undisputed supremacy, the colonel may come along and butt in on his peaceful realm.

THE CLASS WAR The fight against Mr. Brandeis is a class fight. It is aristocracy making war upon American democracy. Brandeis stands for the common good and the rights of the common man.

THE PROPOSAL OF MR. WILCOX for an Alaska steamship line to be publicly financed is a sound proposal. Its unanimous approval by the directors of the Chamber of Commerce is a manifestation of intelligence. Portland can at last begin to look forward to a permanent Alaska line and an enlarged business activity.

A FORWARD STEP THE Rivers and Harbors bill appropriates \$260,000 for the Columbia and Willamette below Vancouver and Portland. Some of the money will be used in removing a shoal between Vancouver and the mouth of the Willamette. It means an ultimate ship channel and deep sea navigation to Vancouver.

It is the beginning of a program that The Journal has often suggested. Vancouver as a deep-sea port at once identifies new interests with the Columbia river. The congressional delegation from the state of Washington can no longer be devoted entirely to Puget Sound.

More of that state, so far as area is concerned, is to become interested in Columbia river shipping more than in Puget Sound shipping. Vancouver is now a part of the Portland customs district. Its growth and increase of influence means new forces for the great fight that has to be made for justice for the Columbia country.

When Vancouver with the territory it can bring under the zone of its influence calls upon members of the Washington congressional delegation for support of Columbia river projects the latter will have to listen. Meanwhile the deep-sea channel to Vancouver has become a federal project. It is one step forward in Columbia improvement. It is unanswerable argument for retention

of the military post at Vancouver. The retention and enlargement of that institution can now be fully defended.

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An important one is that he is building up a business, and its corner stone is a square deal. And his heart and soul are in it!

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Nevada promises to be good hereafter. Senator Pittman's bill, as passed by the senate, provides for sale by the state in tracts of 40 to 640 acres to the highest bidder, not less than 10 acres, and proceeds to go into a special fund, which is to be invested in bonds or farm mortgages, 80 per cent for the common schools and 20 per cent for the state university.

Also, contends the Nevada senator, the conditions are exceptional, because the state is exceptionally arid and its public lands, mostly without wood, are of small value compared with other states. All of the good lands in the valleys were sold off by the state at \$1.25 an acre long ago.

Today, there are 65,000,000 acres of land open to entry in Nevada, out of a total of 70,000,000 acres in the state. Less than 3,000,000 acres are actually comprised in farms, either improved or unimproved. The total taxable area is 3,970,000 acres, the assessed value of the land is \$152,000,000, the state tax rate is 60 cents on \$100, and the combined state, county and school tax, on average, farm lands run \$2.00 an acre.

Indications of the muddled condition of Republican politics are shown when the Oregonian is forced to come to bat for the administration. It would not be even a candidate, a politician or of presidential timber. The Oregonian, like many rock-bed sheets behind the Republican party, is practically forced to take sides with the administration.

Wilson to the Rescue. The conference between President Wilson and a number of senators gives an outlook upon the ultimate fate of the Shields waterpower bill that ought to be heartening to the public. The Shields bill has passed the senate, but a substitute for it has been drafted for consideration.

Private enterprise always has a way of defeating the objects of restrictive legislation. It gets its hands firmly upon the object desired. The Leader believes it would be better for the government to develop the waterpower without the consent of the secretary of war. Whether all these, and possibly other features that may be introduced as amendments, will be of absolute control of all the natural national resources by the government is a question that will linger in the minds of advanced conservationists.

A Boston Story Via London. From the Fall Mail Gazette. Robert, the five-year-old son of a scientist, had lived in the countercurrent of his short life. One day the wish to make friends with the little fellow, took him on his knee and he said, "I should be fairer in your shoes."

Decalogue of Advertising. From the Editor and Publisher. Summing in a few lines an interesting address by Dr. Frank Crane before the Dallas, Texas, Ad club, his principal points might be called the 10 commandments of advertising, as follows: "All advertising should be clear. It ought to state just what your business is, and where it is, giving your precise address."

Advertising should be reckoned as a part of your business. It is as necessary as the sign over your door. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner. The newspaper, going daily into the hands of the people, is the best medium for advertising.

Be brief. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth. Be human. Make your advertisements as alive and warm as you can. Don't be too cold and precise. Testimony and evidence in the case against Senator Lorimer, who was also a senator, tend to show that he loaned money to himself.

Loans to Oneself. From the Oklahoma. Testimony and evidence in the case against Senator Lorimer, who was also a senator, tend to show that he loaned money to himself. It teaches many useful lessons. Now that we know such a consummation is possible we shall find the economic problem wonderfully simplified.

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PERTINENT COMMENT AND NEWS IN BRIEF

SMALL CHANGE Speaking of hats in the ring, wait until you see the new hat that is being made in the city. It is a small change, but it is a change.

OREGON SIDELIGHTS That Baker public schools had last month a record in the history of the state, is to the Herald, further proof that Baker population is growing.

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The Once Over

Mr. William Shakespeare's "Improbable Apartments"—Poets addition—Paradise.

Dear Bill—I've always wanted to write you a letter. —but I didn't know where to address it.

You know—Bill—you had all kinds of friends—when you were here on earth. —and some of your best pals—may have gone to Seattle.

—or whatever the name of the place is—that takes the place of Seattle—on the other side of Jordan.

—and in the first place—I want to tell you—that I don't take any stock—in this highbrow notion—that this fellow Bacon wrote your stuff.

—He was too busy playing politics —to get the right dope. —and politicians—as you know—never do anything.

—and what they're going to do. —and what they think the people want.

—and they say anything—no matter what—if they think the people will like it—and vote for them.

—For instance—there's preparedness—and patriotism—and— —but you know about politicians—Bill.

—because they were just the same—in your time—as they are now—and always will be.

—And I don't think Bacon—or any other candidate for the legislature—could have written one of your plays.

—any more than Charley Berg could have written one of A. G. Clark's speeches.

—or Ed Werlein could have written one of C. W. Barzee's letters.

—But what I really wanted to say —was that there are some boys girls—out at Reed college—who are interested in your work.

—especially now that you've been dead 300 years.

—And they've rigged up a stage—as near as they can—from all they can learn—like the stage in your old Globe theatre—in London.

—And they've had a card writer make the scenery. —which is very simple— —just a little sign—saying "Woods"—or "Palace"—or wherever it is—that they want to be.

—And the audience is supposed to use its imagination. —which may be quite a strain— —as it's something audiences hate to do.

—and it's the real reason—I guess—that musical comedy is so popular. —But anyway—Bill—they're going to do "Twelfth Night"—out at Reed college—as they think it was— —in the original package.

—And I'm going. —And you want you to be there. —It ought to be easy for you to get there. —If the spiritists are right about it. —And by the way—Bill—while you're in town—drop over to the Orpheum—and see Stella Mayhew. —because she's so funny—and— —LISTEN—Bill—real comedians act like that—because that's the way nowadays—and just as plentiful in politics—as they were in your time.

The Sunday Journal

FIRST IN News—The facilities of three telegraph and radio stations in the supply complete and accurate news reports from outside fields.

Special correspondents in many of the leading cities of the country and in the cities and towns of the Pacific Northwest cover their respective fields.

A competent local staff reports the happenings of the day at home.

Special attention is paid to woman's interests in The Sunday Journal and Section Four is largely devoted to matters of home and abroad.

Including illustrated articles on fashions and dress, health and beauty suggestions, needlework, etc., many of the features of general interest are included.

Fiction—An extra section of short stories by the best known writers is published in most attractive fashion.

Photographs—Pictorial presentation of news events and personalities at home and abroad in The Sunday Journal. The service of two of the leading news photograph agencies in the country is at its command exclusively in Portland complementing its own photographic department.

Fun—The Sunday Journal comic section is the best the market affords.

The Sunday Journal FIVE CENTS THE COPY EVERYWHERE Next Sunday THE BIGGEST FIVE CENTS WORTH IN TYPE.