

\$25. \$25.
TWENTY FIVE DOLLARS GIVEN AWAY.
 Call at Cohn & Co.'s and get a chance to get \$25.00 worth of Merchandise without costing you one cent. One Ticket with each dollar purchase. The Winning number gets any thing out of our store they wish.

OUR BIG HOLIDAY CLEARANCE SALE

begins Dec. 1st and ends Jan. 1st, '99.
 This sale includes Clothing, Hats & Shoes.

We aim to make this Sale our DRAWING CARD for our Holiday Trade, and will give the people of Tillamook County some rare bargains in Clothing, Hats & SHOES.

Our Clearance Sales have always saved people a good many dollars, and this one will be no exception to the rule.

COHN & CO., LEADING MERCHANTS.

Our Competitors are wondering how we can sell clothing so cheap. But our \$5, \$6 and \$7 SUITS are selling fast just the same. We must make room for new goods. Quick sale small profit.
 Big Store, Big Stock, TINY PRICES.
 We have a fine line of Mackintoshes which we are selling very cheap.

HEADLIGHT PIRATE.

Doles Out Gems of Current Topics and Events.

REFERRING to the question whether Spain can "deliver the goods" for the \$20,000,000 to be paid her, the Lockport Union says: "There is a fearful suspicion that the Administration may be the victim of a bunco game, and we may have to spend more millions to gain possession of our purchase."

In a letter to the Anti-Imperialist League of Boston, John Sherman utters a lot of common sense and statesmanship. With the idea of a war for Cuba's emancipation from Spanish misrule he has been in sympathy for thirty years. But with the emancipation of Cuba he thinks our interference should have ended. The annexation of the Philippines means unmixing evil, to his mind. It threatens a war of conquest at the outset and the probable admission of unfit populations to the Union as States as an ultimate result. His letter is greatly interesting because it is greatly sensible.

NEITHER the President nor his Secretary of the Treasury suggests the possibility of mustering out war taxes with the advent of peace. Secretary Gage says that the repeal of even the "more vexatious" of these taxes cannot be recommended, in view of the "extraordinary expense for the army and navy." With a ceded deficit of \$112,000,000 for the fiscal year ending June 30, 1899, and a smaller one based on hopes of "economy" for the next year, which experience has shown to be vain, the truth is obvious that the war tax must stay. The Government has been and still is living on the proceeds of bond sales—that is, on borrowed money. There is enough of this left to carry the Government into next fiscal year, in spite of an estimated expenditure of \$689,874,000. But if the schemes of the permanent expansionists prevail the Treasury will be compelled to draw on its reserve after that, or new war taxes must be laid. How will the people like the idea, two years hence, of having war taxes, originally imposed for a specific and temporary purpose, as a permanent state of affairs? Will not this inevitable enter as an issue into the Presidential campaign?

THE Madrid correspondents of the British and continental European papers are predicting an immediate rising of the Carlists, and yet the average level-headed American disbelieves that there is much danger of any thing of this sort. Spain has done many foolish things in the past hundred years, but it has committed no folly which was more calamitous than a Carlist revolution would be likely to be. All the traditions of Carlistism and all that the world has learned of the views of the present head of its house point it the direction of reaction. About the only chance that can be cited in favor of the successes of a Carlist revolt is the circumstance that Spain has in the past two-thirds of a century tried every sort of a government, from a military dictatorship on the one hand to a republic on the other, except Carlistism. The success of the present pretender or his son would be a decided step backward, which the United States would be very sorry to see Spain take and which it believes she will not take.

LEGISLATION proposed for the government of the territory newly acquired by the United States is sure to occupy a prominent place in the work of the session. These circumstances are prompting new inquiry into the scope of congressional action and limitations on the power of the federal government. Were congress free to ignore the constitution, it could doubtless agree upon a frame of government for our new possessions that would obviate many of the dangers now threatening from those quarters. Whatever action congress takes, however, must be subject to the constitution and to the limitations there established. The annexation of territory of the United States by conquest, treaty or purchase makes that territory part of the United States and its inhabitants free to become citizens of the United States entitled to the protection of all States entitled to the protection of all

is denied by no one. What then are these guaranties by which congress is limited whether it sets up colonial or territorial government or confers statehood upon its new territories?

THE War Investigating commission is attempting to find out why the Spanish prisoners of war were sent home at the expense of this government. That is an easy one. It was cheaper to send them home than to feed them, especially in view of the appetites cultivated by long-continued short rations.

IOWA cows and hens contributed more value in the world's commerce last year than the entire foreign trade of the Philippine islands, both exports and imports. Millions at a distance always seem large and attract attention, but here at our own doors are resources only partially developed which afford an outlet for the energy of the people, with results beyond the possibilities even of these far-off islands.

THE navy department has not abandoned the hope of rescuing the Maine from Havana harbor and bringing the wreck back to this country for rehabilitation, nor does it seem likely, from the interest taken by responsible wrecking experts, that the Christobal Colon will be permitted to pound to pieces on the shore west of Santiago. The board of construction has under consideration a formal proposition for the salvage of both these vessels, and their delivery at New York or such other port in the United States as the government might select, but no company will be allowed to begin operations on the vessel until a comparison shall have been made between the offers from several trustworthy concerns.

HANEHILL, MASS., is the first city in the United States to have a socialist mayor, or, more strictly speaking, a mayor, elected on an anti-and-out socialist platform. He will have the backing of three members of the city council, elected at the same time, though this is not enough to give them the control of that body. This fact may be fortunate for Haverhill, but unfortunate for other communities which have a desire to learn just how the socialist theory will work in actual practice under conditions existing in this country, but whose curiosity does not go to the extent of being willing to take the chances of experimenting for themselves at their own cost.

IN TIME of peace prepare for war. With this bit of condensed wisdom expanded in various forms congress will be urged to make appropriations aggregating millions upon millions for the reorganization of the army, the enlargement of the navy, the strengthening of the coast defenses and a hundred and one other purposes suggested by experience in the recent war with Spain. One of the great object lessons of the late war, as of all modern wars, is the absolute necessity of government control of the lines of telegraphic communication not only in the military field but connecting the military forces with the seat of government. Were the items of war expenditure examined they would disclose huge sums paid to the telegraph and cable companies for the voluminous telegraphic and cable correspondence rendered necessary by the operations on land and sea. Just how much of the war fund went for telegraph and cable tolls is not yet ascertainable, but it is safe to say that it would pay interest several times over upon all the capital represented by the plant thus pressed into the government service.

How gratifying that when the Spanish leave Cuba it will be impossible to carry the island itself away with them. Having neglected no opportunity to take everything movable, they seem still to be looking for more. It has been customary for certain officials of whom a bond was required to put cash with the understanding that the money would be returned to them, but it now develops that the higher Spanish officials have either spent or appropriated this trust money. Unless the officials who must stand this loss differ materially from their superiors they have long ago made up for this misfortune by appropriation of public funds on their own account.

WHY UNDERVALUATION?

In grappling with the question of revenue law revision the most intricate and perplexing problem is that of property undervaluation. Under the existing system, although the law requires the listing of all taxable property at its true market worth, the competition among assessors seems to be to see which can reduce the basis of assessment the lowest. As a consequence nowhere is even a pretense made of true value assessments, while the grossest injustice is perpetrated by flagrant inequalities from one county to another and from one individual to another in the same county.

Were this experience peculiar to Oregon these abuses might properly be charged to mal-administration. But as the same glaring defects have been exposed in every other state in which the same system is pursued, the remedy to be applied must, to produce the desired result, effect a change of method. Instead of taking the word of the owner as to the value of his property—especially where his interest is to undervalue it—measures must be devised to ascertain market value through other sources. There is no good reason why the value set upon property for taxation purposes should be less than the value set upon it in other business transactions.

In every county in the state, for example, property is sold in foreclosure that fixes its market value to a certainty. Why should such property be assessed for taxation any less than it has brought within one year at public sale?

In every county in the state property is regularly brought into the probate court, where valuations are put upon it for the settlement of estates. Why should this property be listed for taxation at a less value than accepted by those who inherit it?

In every county in the state property is annually mortgaged and the mortgages recorded in which agreed valuations are usually stated. Why should this property be assessed, as it frequently is, for less than the face of the mortgage, to say nothing of its true value?

Every corporation and firm doing business in the state enters, either in its annual report or in its annual inventory, the value of its property among its assets necessary to balance its financial statement. Why should this property not be assessed for taxation at the same valuation? In every part of the state

bonds, mortgages, notes and other personalty are constantly put up with bankers and loan brokers as security for debts. Why should not this property be taxed? Why should not every banker and broker be required to furnish the assessors with a list of all securities in their possession, the names of the owners and the real value of the security?

People who have money subject to taxation do not hoard it. They deposit it in banks and banking institutions. Why should not this money be included in the assessment? Why should not every banker be required to furnish the assessor with a list of all depositors and the average amounts each has on deposit during the year?

If property which comes within these classes, whose true value can be easily ascertained, were assessed upon that valuation, it would form the basis for the assessment of other property similarly situated. The man whose farm is taxed on a valuation fixed at foreclosure sale will insist that his neighbor's land be taxed on the same basis and the same is true with the owners of other kinds of taxable property.

Undervaluation of property for taxation can be cured, but to do so will require the application of radical remedies.

A BITTER partisan has figured it out that a change of 300 votes would have given the Democrats the next Congress. If the people could have realized this when they voted the Republican majorities would have been much greater.

CONGRESS is not doing just the right thing by the noted members of the Canadian commission, who have several times been present as guests at its sessions. They would have enjoyed a special performance showing Speaker Reed presiding and Bailey of Texas in a state of active eruption.

Johnny (age 6)—I say Bob I really believe I'm gettin' old.
 Bob—How's that?
 Johnny—My ma's paid my fare in the 'lectrics three times lately without kickin'.

There was no response, and she continued: "Have not some of you been out and seen minerals on exhibition? One little girl raised her hand. "I thought so. Mary will name three minerals." Mary arose and putting her hands behind her, lisped: "Apolinaris, vichy and seltzer."

WESTWARD THE STAR.

The National Review of London, in discussing the American political situation, exhibits a knowledge of changing conditions in this country which is somewhat in advance of that possessed by a very large percentage of our own population in that cultured but extremely provincial section generally designated as the Atlantic coast, but which extends inland as far as the Ohio reserve. These well-intentioned but poorly-informed people usually agree with ex-President Cleveland that life beyond the Alleghenies represents an admixture of ignorance, ruffianism and semi-savagery, and has little real conception of the fact that the real power and influence and progressiveness of the country is growing away from them, and that in truth "westward the star of empire takes its way."

Not so with the editor of the National Review, who, from his unprejudiced seat in London, has more carefully and more candidly studied the course of events. As a result, he observes: "The real seat of political power in the United States lies in what may be termed the Middle West, that magnificent section comprising the great belt of states stretching from Ohio to the Rocky mountains, and for a period to which no term can be set, it will continue to govern the nation. Those who wish to understand American affairs must keep in touch with the public opinion of this region, while those who wish to misunderstand the same will confine their attention to what is said and done in Boston and New York."

The editor of the Review also observes that this great Middle West looks much more intelligently and with less local bias upon the relations between Great Britain and the United States than do the generality of people in New England and the East. He finds them more cosmopolitan in their views, more progressive in spirit, less blinded by prejudice and not so narrow in their judgment upon all international propositions. Better still, he holds this section to be the great life-engine of the republic, the seat of its greatest industrial activity and advancement, the most promising field for profitable investment and the home of those people whose acquaintance Britishers will find most congenial and most profitable.

These sentiments may surely be regarded as a startling innovation in British ideas of America, and should they become general would portend much benefit and advantage to the West. Heretofore our English cousins have leaned to the belief that all of America centered in New York. The day that this fallacy is effectually dispelled will be a profitable one to all concerned.

A DISMAL OUTLOOK.

There will be no wheat grown after 1931—and the supply will not last until then—so that there exists at the present moment a real necessity for economy in the use of bread. Sir William Crookes, president of the British association, says so and backs up his statement by an alarming array of sternly doleful scientific reasons. Sir William has long been regarded as a very able scientific investigator, with a tendency toward spiritualism. The great Malthus said that 100 years of overproduction and insufficient food supply would reduce the whole world to starvation, and his theory has been thoroughly and completely disproved by facts. But Sir William says the "exhaustion of nitrogen" will get us to that point in much less time. He points out that the United States has been using up its virgin soil at such a rate that it cannot last, as a wheat producer, and we are moreover rapidly adding to the great army of bread eaters. Unless the future chemist can capture and control large blocks of fugitive nitrogen and compel it to unite with and revivify the soil there is no hope for us.

There is, however, a ray of light amidst this encircling gloom. Secretary of Agriculture Wilson has announced that there is no immediate cause for alarm, Sir William to the contrary notwithstanding. The secretary naturally holds the optimistic views of a man from the great wheat-growing state of Iowa and they are expressed with plain, farmer-like sense. Continuous wheat crops without rotation will exhaust land; farmers then turn their attention

to stock raising and rotate grains and grass, and these grass lands will raise wheat as abundantly as ever. It is an unusual grain; it can be grown where corn cannot; it can be grown where grasses cannot. It is always a cash article. The pioneers of a new section produced wheat first because of its quick money value, then grass and grain for stock, and these grass lands are now good wheat lands. This is the history of the corn belt in the Mississippi valley. Sir William advocates increased electrical agitation of the atmosphere as the only method of precipitating the nitrates in the air, but the secretary advises the planting of clover, which, he says, will beat electricity; the crop will stay where it is put, while lightning is liable to be vicious and unreliable, coming down in job lots and destroying property.

In the famous Genesee valley of New York state was accomplished the first wheat-growing in this country and the people there to-day are feeling stock on the grass growing on the old wheat fields. They buy flour manufactured in Minneapolis and get it for less money than it would cost them to make it. These lands would produce as much wheat as ever, but stock-raising is more profitable. There are also other crumbs of comfort, despite Sir William. The Interior department announces in a recently published statistics that we have at the present time a trifle over 600,000,000 acres of virgin soil unoccupied and untilled. Four hundred millions of this is in Alaska, it is true, but we have not experimented on wheat there yet, and besides there is a clear margin of 200,000,000 acres which is surely full of nitrogenous compounds. Carefully weighing all the facts, we are bound to sustain the secretary. But it might be well to hedge a little on Minnesota No. 1, December delivery, 1931.

ABOUT ADVERTISING.

It would be impossible to estimate—much less to enumerate—the good things that result from advertising. There was a time in the remote past, before the newspaper and the magazine became factors in the onward march of civilization, when the manufacturer and the consumer were as far apart as the East is from the West and the middle-man reaped whatever profit he might ask from the retailer and in turn the retailer asked any price he might desire from the buyer or consumer.

Advertising stepped in and compelled all parties to make their price known and as a result the consumer is the one that has reaped the reward. The merchant of to-day that does not advertise can hardly expect to compete with the one that does. The old idea that the profit must be large "though the sales few" has given way to the new idea that the quick movement of goods on small profits is the proper spirit of business. Frank A. Munsey, of Munsey's Magazine, in an address before the Sphinx club at the Waldorf-Astoria in New York, hit the point when he said: "The man who does not take advantage of the product of the printing press—take advantage of all that science and invention and thought have evolved—can not meet the competition of the man who does take advantage of these. I don't believe there is a man anywhere who is manufacturing for the people, merchandising for the people, who can afford not to talk to the people about what he has for them—to put himself in touch with them to make them know and have confidence in him. The best equipped establishment, whether it be that of the manufacturer or merchant, everything else being equal, will crush out the competition of the inferior equipment. This is a great big vital fact. The cost of maintaining such an equipment—the fixed charges covering the proprietor's living expenses, rents, taxes, insurances, interest, salaries, counting room expenses and a thousand and one other expenses, all these are so great and so inexorable certain that one must reach out and out and always out to a wider market. And this can be done best by talking to the people."

I wish I had the time to dwell upon the importance of this idea of talking to the people. It is the bedrock, substratum, of modern business. Talking to the people—that's the idea. A simple, straightforward talk as a man would talk to his neighbor. It is the very essence of good advertising.

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