

said that local advertisers rarely concern themselves with **publication value** in considering advertising space. Had the United American, for purposes of wielding undue influence upon the advertising public made an alliance with some factional group or organization, fraternal, religious, social or political, it would, perhaps, have fared better from an advertising patronage viewpoint. Regardless of the mythical strength of organization backing, there seems in most places to be no difficulty even for a publication without a reasonable cause for its existence, to obtain a liberal quota of advertising patronage.

The United American has steadfastly held to the opinion that it is as bad for a publication as it is for a firm or an individual in business to resort to opportunism. For this opinion it may have suffered a material loss, but the editorial policy has not suffered from any undue influence and what has been a loss in its immediate confines has proven to be a gain beyond. In this connection it is proper and fitting to place the credit for its very existence with a few altruistic citizens of prominence in Portland, Oregon, whose straight Americanism and belief in its mission and purpose has been responsible for their friendly co-operation and continuous advertising patronage.

The United American is an Oregon product. The honor that comes to it comes also to Oregon. Through it Oregon will stand represented at the National Education Association meeting as sponsoring a new departure in public education in America—adequate training for citizenship to precede the Naturalization of the foreign-born.

National opinion is fast crystalizing into a hearty and unanimous response. Oregon will thus stand honored with the United American for the influence it has been wielding for a momentous national movement for a higher standard in citizenship and American national security.

"COMMON SENSE APPLIED TO SPENDING"

A PRACTICAL definition of thrift may not be limited to one set phrase or combination of words only, but when J. Robert Stout, president of the Educational Thrift association, at the recent Inland Empire Education association meeting, defined it as "common sense applied to spending," he probably described it as well as anyone who has coined sayings defining thrift.

Mr. Stout's observations, we are led to believe, are unbiased, hence, when he speaks on the subject of individual and national conservation of earnings, there is something authoritative in his remarks. Here are three points from his speech that we will do well to consider:

The people of America should return to the habits and customs of our forefathers and a more thoughtful analysis of individual problems.

The spending of money by the younger generation without a thought for the future will put a mortgage on the future which should be free from even petty financial stringencies.

Responsibility for the teaching of thrift must be placed with the public schools of the country.

There is a note of alarm in Mr. Stout's remarks which no doubt are elicited by the results of his analy-

sis of present day recklessness and financial irresponsibility on the part of the younger generation.

The economic habits and customs of the American forefathers were **basic ingredients of admirable immigrant virtues.**

The modern tendency to disregard and even discredit, by flighty thought and speech, these ingredients in our fundamental culture is tending to set us adrift, without rudder and compass, and removes our American picture away from its background in a menacing degree.

The immigrant people of today, to a large extent, are still standing out favorably against the immigrant forefathers' background of application, conservation and thrift. Their pro rata influence on our economic, financial and industrial life, as a nation, is for that reason far greater than the influence of their contemporaries of long-line native American origin.

The maddening pleasure chase is the Nemesis of today's youth in America, the finest flower of manhood and womanhood ever produced through all the ages on record. The poisonous craving for excitement is taking a toll among America's youth that is appalling. On the broad lane where the milling throng of youth is indulging in "the pace that kills", Mr. Stout's definition of thrift is an unknown code of individual conduct.

Some of our immigrant qualities are as good today as they were yesterday. If we busied ourselves intelligently with turning them into American channels of life and thought, the blend might be helpful in restoring the background to our picture.

Again the public school of the country is looked to for a remedy to a weak point in our structure. It is evident that we have much to learn before we shall have overcome some fatal notions and practices of a more recent development in our progress as a people.

At any rate, our scheme of public education is fundamentally sound and many defects in our body politic may be remedied when we fully realize the necessity for broadening its scope.

SMALL PREDICAMENTS OF GREAT MAGNITUDE

THERE MAY not be much in a name but sometimes there is a noticeable difference in the way people regard the same name on the strength of the esteem in which they hold those who bear the name.

Respectable Mr. and Mrs. Newsbummer may be too respectable, socially, to be alluded to as "gossip-peddlers," banker Bacon may not be subject to taunting because his name is something analogous to "a porkers main foundation," and cotton merchant Lazy's daughter, the social belle of the town, though financially situated so that she does not have to do any work, is not apt to have anybody shout at her with derision: "What's the secret how to become popular though Lazy?" Social prestige, business standing and political prominence, of course, these are valuable means to raise any name above cheap contempt and scorn, no matter what its literal prototype happens to be, but aside from all this, it is true that the funniest name with the funniest meaning, if attached to a native-born American, is not apt to cause any amusement or subject the bearer to any humiliation on account