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COMING TO THEIR SENSES.

All the indications point to the fact that both Germany and England are coming to their senses in regard to the conduct of the war, as far as it relates to allowing absolutely neutral countries to have any rights. If there is no hitch in some other way, it will not be necessary for so many nations to be exchanged between the respective countries. Evidently the higher powers in Germany are beginning to perceive that the American protest over the way the submarine warfare has been carried on was backed up by the strongest sentiment in this country, and was sustained by international law and usage that the lives of non-combatants must be protected, and passenger ships carrying suspected contraband must be given sufficient warning to ensure the safety of the passengers. England has also modified to a great extent the recent "order in council," which was so detrimental to the commerce and import trade of this country, inasmuch as she is now allowing cargoes of shipments from Germany which have been held up for months, to come through, to the great relief of certain kinds of manufacturers in this country. It is sincerely hoped that this showing of returning sanity will prevail and that nothing will come up again to so nearly strain the relations of our country with those two nations.

TALKS WITH THE BUSINESS MAN

By Nels Darling.
(Copyright.)

Knowledge is power. It pays to know how. Advertising is an investment that declares dividends and large ones, if the business man but learns how.

Every retail dealer should give much attention to this art of advertising, because times have changed. There was a time when selling goods at retail was all a personal matter, a deal through acquaintanceship, friendship and personal contact. This is not true today, for friendship and acquaintanceship are not such potent factors in the getting of business as they once were. In fact some folks seem to prefer to buy goods from someone at a distance. They are influenced by the careful and clever cataloging, advertising and pricing of goods.

Retail dealers—you must advertise your wares and their prices—not yourselves.

Some people enjoy the advertisements in the magazines almost as much as they do the articles and stories. Do you know why? Because the advertisements are often interestingly illustrated and because they tell something—they contain information.

The average advertisement in the country newspaper does not give much information. There is often a great repetition of meaningless statements, hence a great waste of space.

Any retail business man can learn to write fairly good advertising that will get results. My future talks will tell how this may be done.

According to all the rules of good dress form, the straw hat should bid us a fond farewell from today for this season. That rule may hold good for other climes, but here in the favored Umpqua Valley, summer lingers long, and the dictate may be disregarded.

It is said of an explosion of dynamite in California yesterday, that it gave no warning. It must have been taking lessons of the German submarines. By the way, did any one ever hear of dynamite giving any warning before it went up in smoke and noise, and concussion?

It is now reported that the reason why nothing has been heard from the submarine that sunk the Arabic, is that it was itself sunk by a destroyer. That is sure reason enough for the silence, for the old saying still holds good that "dead men tell no tales."

During the past month the Douglas County Creamery has paid out to the dairymen of the county over \$6,900 for cream. This amount is far in excess to any previous month.

Off Agin, On Agin
STRICKLAND & GILLILAN

"Unskilled Labor"
It puts red lights on dirt-piles in the street.
When arc-lamps bloom along the city's nerves;
It turns the frog where main and branch-lines meet,
It oils the car-track's dry and screaming curves.
It digs the ditch wherein the gas-main's laid,
It finds the leak in water-pipe and sewer;
It keeps us safe and well and unafraid,
It makes our life and health and wealth secure.

It sits or walks about the vaults at night
Where hoarded gold and notes accrue more worth,
And wait, impatient, for the morning light,
That they may go their way throughout the earth
To richer men. It plants the stately pole,
Whereon wired messages of love and hate,
And busy trade are banded to and fro—
It does all these and taken but piteous toll
From all the wealth that through its channels go.

"Unskilled"? We teach our children to despise
The "menial" tasks that need but kindly strength
And lack of pride—false pride!—
and we devise
Deep schemes—we go to any height
To keep our darlings from the sore "disgrace!"
The world must go on needing just such toil,
In time there'll be no "poor," down-trodden race!"
Who, then, shall man the treadmill with its mill?

Lay In Your Winter's Supply!
The cost of producing whale oil is steadily increasing!

Agricultural Note
Tubercular cows should never be milked except for home consumption.

Then He Went To Bed
Paw?
Yes, Eddie.
Is a tramp angel a cherubum?

Irreversible
Business institutions get the best men they can, but they don't can the best men they get.

Being Firm About It
I hate to say it in such rude, cruel words,
But some one ought to beat the whey out of those Kurds!

Two Of A Kind
The biggest bell in the world is the two-hundred-ton affair in Moscow, but we understand there's a man there who is a ringer for it.

Checks and Checks
Many a young man's wild career receives an unexpected check because the young man doesn't receive an expected one.

Good Advice
You may notice in some street cars, "Leave Car at Front Door." We have always done that, ever since we absent-mindedly carried a large yellow car into the parlor and got scolded for it.

Sure, Mike!
There is a great deal more liquor consumed in dry than in wet territory. That is why all the brewers and distillers vote the prohibition ticket and finance the dry campaigns.

The Young Grammarian
"Give a sentence containing a conjunction, and explain it."
"The goat will butt the boy. Butt is a conjunction connecting the goat and the boy."

An Honest Liar
Miss Inez Millholland tells of a Newport man who was invited to a house party at Bar Harbor, and telegraphed: "Regret I can't come. Lie follows by post."

The Young Lady Across The Way



The young lady across the way says she saw in the paper that Queen Mary had been traveling incognito and she should think it would be a dreadful bore to be in a position where you had to put on all that style every time you went anywhere.

HEALTH TALKS
by WILLIAM BRADY, M.D.

Experiments

NATURALLY a doctor doesn't like to experiment. This is not a typographical error. He really doesn't like to do it. But patients do love to be experimented on. The doctor who refuses to experiment on his patients soon becomes unpopular. He earns the reputation of being a crank, or people say he magnifies your little troubles into big ones.
For instance, you have a very ordinary case of stomach trouble. Having tried half a dozen of the hundreds of sure cures sold for this simple complaint, you finally decide to see the doctor. You confide that your stomach is bothering you a little, and you want something to help you assimilate your food. That is the universal desire of civilized high livers—something to assimilate the food.
The doctor puts you on his table and proceeds to paw you over, plainly incredulous. He seems to have designs on your appendix, your gall-sac or something; evidently he isn't sure your kidneys are in the place where they belong, and he even doubts the condition of your heart and lungs.
"It's right here in my stomach; all the pain is right in the pit of my stomach," you insist. But still he imagines you are trying to deceive him. Suddenly he tells you he wishes to feed you a test breakfast and then take it away from you with the stomach pump after you have toyed with it for an hour or so. Remember, he is no specialist; just a plain family doctor.
Do you swallow the stomach tube? Not for anything! All you want is something to assimilate your food. Can't the doctor fix you up some medicine? Well, yes, perhaps. But why not find out exactly what is the

matter first? Oh, you'll think it over; you'll be all right if you can just assimilate your food. So the doctor makes a good guess and prescribes some medicine.
A few weeks later you begin to feel worried about your stomach. The doctors don't seem to be able to help you a bit. You visit a specialist. He gives you a test meal, slips the tube into your stomach when you are not looking, examines the gastric juice chemically and microscopically, and places you on treatment for duodenal ulcer. In a month or two you get better. And there you have been spending hundreds of dollars on doctors who experimented on you and failed to give you the slightest help.
The difference between a general practitioner and an eminent stomach specialist is that the latter doesn't have to rely so much upon experiments. Of course a doctor who can determine first what he is treating will be more likely to enjoy a reputation for great skill.
Men and women are among the most interesting human beings a doctor has to deal with.

QUESTIONS AND ANSWERS
Relief Of Earache

Please suggest a simple remedy for earache. Of course I am aware that it is dangerous to delay seeking medical advice, but we live fifty miles from a doctor.
Answer—Fill a fountain syringe with a quart of water as hot as can be borne, in which a tablespoonful of salt is dissolved. Hang the syringe a foot or two above the level of the ear and let the water run into the canal, without inserting the nozzle. Use this as often and as long as necessary.

Vest Pocket Essays
by GEORGE FITCH

RAISING WHEAT
A township in the fall, grabs a tramp by the neck to help in the harvest in July and spends the rest of the year driving his automobile.
One-fourth of the population can raise all the food we need. This is



The American grabs a tramp by the neck to help in the harvest

Views Of The Press

Utilizing American Genius
In some particulars, have tended to develop inventions. Private industry has grown marvelously because of the perfection of certain devices, but what business has taken advantage of the government has neglected. Secretary Daniels' idea is unique. Other governments have absorbed the inventions offered to them, but it is not believed that any country has gone in search of genius that it may recognize. Governments are conservative, as a general thing. The British admiralty, for example, was reluctant to adopt steam for the navy, and only did so because it was compelled to change by the efficiency of merchant ships.
Books of science are crowded with the names of American inventors who, failing to achieve success in their own country, have gone abroad, there to find encouragement and appreciation. The submarine is one example of this, and the United States today is deficient in this feature of marine service. The Wright brothers had really to go to France before their own countrymen appreciated their airship inventions. Inventors, disappointed and discouraged with failure at home, have, one by one, given to other peoples the product of their labor and intelligence. This condition should exist no longer. The way has been opened, and the country may well expect great results to follow.—Svensen Capital News (Boise, Idaho).

CARTOONS OF THE DAY



The PEOPLE'S LEGAL FRIEND
by E. R. BRANSON

Better Not Take A Chance
Q. Is it possible for one to draw his own will, without the services of a lawyer? Will such a will be good?
A. It would be much better for you to have your lawyer draw the will for you. If you attempt to do so yourself, you may become involved in serious difficulties. In the execution of the will, all the requirements of the statute of your state must be observed. If you do not know what such requirements are or if you are ignorant of their meaning, you could hardly be expected to draw a will that would stand the test of the courts. Further, unless the will is very simple, it would be difficult for you to make known your meaning, so that your intention could be carried out.

Mortgage As Security
Q. A man gave a chattel mortgage as security for a note. There is nothing on the note to show that the mortgage was given. Will the mortgage be valid?
A. In your state (Illinois), it has been held that the mortgage will be good, even though the note does not show, upon its face, that it is secured by a mortgage.

Validity Of A Deed
Q. If a description of land, as contained in a deed, is uncertain and indefinite, will the deed be good?
A. The deed will not be void simply because of the uncertain or indefinite character of the description. If the intention may be ascertained by means of other facts, such as measurements or natural landmarks, or if it may be shown by the conduct of the parties, the deed will be good.

Better Not Try It
Q. If a man draws a check and, after it has left his hands, it is changed in some respect, will the check be good?
A. It will not be good unless the change is of a wholly immaterial nature.

Liability For Debt Of Corporation
Q. To what extent are the members of a corporation responsible for the corporation's debts?
A. As a general rule, the liability of the individual member is limited to the shares of the capital stock which he actually contributes.

Pepper Talks
By GEORGE MATTHEW ADAMS

Experience
Experience is the simple process of picking up what other people have dropped. In addition, it is picking up and making use of what you yourself may have thrown away. Then it is that you find that you too, have saved up something.
Hire out—to your Eyes, Ears, Hands, Feet.
Then set them to work. Send your Eyes into the secrets of the Trees, Stones, Plants, Waters, Animals, Stars, Books, People; your Ears into the great Highways of Teaching, Music, Bird Singing; your Hands into the honorable shaping of the Soil—the building of Machines and Cities; your Feet to the rescue of Need, the finding of Facts, and the meeting of Duty.
Hire out—to your Eyes, Ears, Hands, Feet.
For Experience will never come to you unless you go after it.
Hire out—to your Eyes, Ears, Hands, Feet.
Outwardly every human being shapes quite the same. But each, mastered by Experience, walks off into devious paths to show up later as a Ruler or a Servant. Your Experience Tags you. The World places you easily after a glance at your Tag. Like a bold, flashing Electric Sign it blazes out your Worth to the Crowd. Accumulate Experience!
Hire out—to your Eyes, Ears, Hands, Feet.
This day—USED—will fill your Pockets and Soul with Experience. And the fuller your Pockets and Soul get, the greater will grow your Power and your Wealth. Abhor the useless, With Enthusiasm, go after the things that those above you did not neglect to grasp. For no two have ever quite experienced the same thing the same. You have the Chance to make YOUR Experiences play into your hands as have those of none before you. Let this burn into your brain—
Hire out—to your Eyes, Ears, Hands, Feet.

Snapshots
By Jay E. House

When the sheriff is actually working at his job, the lynching often is frustrated.
When a man talks about a bargain he means real estate. When a woman talks about a bargain it is something at the drygoods store.
What finally became of that deadly weapon, the folding bed?
It can also be said that those who go crazy over a popular song make a short journey.
The longest verniform appendix in the world was yielded by an actor. In what particular line do you excel?
When a man finishes his argument he is through. But when a woman finishes her argument she goes back to the beginning and delivers it again.
How long should a widower wait? In most communities he is held to have shown undue haste if he marries again before the grass grows on his wife's grave.
The strawberry appears to excel the huckleberry in this respect. It does not grow on a cob.
I am bound to say that those who follow the guidelines of honoring experience have got very little to boast from now—Spa. W. W. W.
The dream of becoming rich is not a little better than your chance of being elected Pope of Rome.