

VACUUM CLEANER DOING ITS PART IN KEEPING UP HEALTH OF NATION

"A great many articles are written every day on industrial and financial achievements, but they relate largely to accomplishments in which only men are interested. Why don't you describe the products of an institution that is manufacturing appliances to ameliorate the work of woman—something that eliminates a part of the drudgery of household duties; then you would be performing a real service to ladies?"

This statement was referred to General Sales Manager E. L. Cook of the Idaho Power company, who furnished the following article:

"The advent of the electric vacuum cleaner contributed more toward the preservation of health than any innovation since the passage of the pure food and drug act, for it has accomplished the primary object of ridding thousands of homes of the various disease germs that find breeding places in rugs and carpets, mattresses and upholstery. The unsanitary condition of countless homes is well known to the medical fraternity. Its appearance there did not seem to be any satisfactory or efficient means of ridding the house of bacteria and disease breeding germs. Manifestly carpets could not be taken up and cleaned daily and rugs could at best be shaken and beaten only on very infrequent occasions. The cleaner, however, will do the work quickly and efficiently every day. The labor incident to removing the dust-breeding germs is reduced to the minimum, and the work of securing sanitary homes, instead of being a matter of considerable labor, has become a genuine pleasure.

"The annual death toll as a consequence of disease breeding germs in the home is appalling, and but little was accomplished in improving sanitary conditions until the vacuum cleaner was invented. In many homes the dust of ages was allowed to accumulate, and it is not strange that the family was a constant visitor. With the removal of this dust and its reappearance effectually barred by the use of the vacuum cleaner, an era of better health and greater longevity began at once.

"At first physicians and local workers were averse to recommending the use of the vacuum cleaners for the reason that any activity in this direction would likely be considered a campaign effort in behalf of the manufacturers; but since it has become an axiom that 'a well kept home is impossible without a vacuum cleaner,' sociologists do not hesitate to recommend them. Not only carpets and rugs can be kept free from insects and disease germs by the vacuum cleaner, but mattresses, draperies and upholstery of all kinds

can be maintained in a cleanly condition and free from pests.

"Moreover, the cleaning of a room by a vacuum cleaner is not attended by the familiar cloud of dust which under former methods saturated everything and transferred the germs from the rugs and carpets to the walls and furniture.

"Many homes today are run on principles equally scientific as those which govern the office of a successful manufacturing institution. Everything is in its place and the work is performed with a precision and neatness that is astonishing. Brilliant minds have laid out the details and every utility has a purpose. It would be impossible to keep the home in this ideal condition were it not for the modern vacuum cleaner."

ON A WRONG BASIS.

A recent statute of Oregon requires that gasoline shall be 56 degrees gravity Baume to be salable in this state. All gasoline marketed by Standard Oil company (California) outside of Oregon has a Baume gravity of approximately 54 degrees. The effect of the Oregon legislation will require the special manufacture of the gasoline sold in this state, and a resulting advance in price. The supply for Oregon will be affected by the fact that general stocks of gasoline, with the accompanying equipment, will be unavailable for consumption in Oregon.

It might be expected that legislation imposing such burdens and inconveniences on the public has for its object some definite benefit, and is grounded on some sound consideration of public interest. Such, however, is not the case. No greater efficiency will be obtained by the consumer from gasoline of 56 degrees gravity than from the gasoline regularly refined and sold in other states. On the contrary, the gasoline furnished in California and Washington and elsewhere gives better results in power and mileage than the gasoline which must be especially made for Oregon. Not only does the public find gasoline of the usual grade satisfactory, but its quality conforms to the specifications prescribed by the United States government in its purchases. On the other hand, Oregon gasoline will be more expensive to buy, more difficult to

make, and will reduce the volume of gasoline extraction from crude oil.

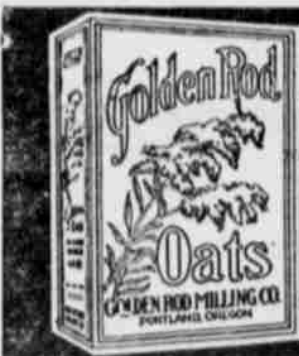
While the legislation is burdensome, with no compensating benefit, its theory is unsound and ill-conceived. Gravity is a poor measure of the quality of gasoline. The accepted standard for the measurement of gasoline quality is its range of boiling points. This is indicated in the report of the United States Fuel Administration committee, in which it is said:

"There are no gravity limitations in the specifications for aviation gasoline, nor in the specifications for motor gasoline, which are given later, for it has been found that gravity is of little or no value in determining the quality of gasoline."

Perhaps it is not to be expected that legislators should be familiar with these matters of technical and expert knowledge. But the situation illustrates the unsoundness of government interference in the affairs of its people. The least government consistent with public order and safety is the best government. Trade conditions, competition and the laws of supply and demand will better fix the proper standards of commercial products than the arbitrary edicts of non-expert law-makers.

Leave the manufacturer and consumer alone. If the manufacturer does not produce what the consumer wants, he will have to make it. If the consumer buys what the manufacturer makes, he probably buys it because it is what he wants.

The executive authorities in Oregon appreciate the difficulty of the situation created by the law in question, and are endeavoring to devise some means of relieving the public from the law's burdensome results until the next legislative session. In this they will have the full cooperation of the oil companies. But the whole incident shows the folly of trying to regulate ordinary matters of ordinary commercial concern by legislative fiat.



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