

The Oregonian

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Portland, Tuesday, June 13, 1911.

PROGRESSIVES ARE BUT MEN.

The people's complaint against the United States Senate is that it has ceased to be a representative body. But the criticism is no longer well founded, for it is just now beginning to be represented by the kind of men...

Senator Borah, of Idaho, who has convictions and the ability to express them eloquently and suggestively...

Although ex-Senator "Jim" Smith of New Jersey—he weeps whenever he sees the "ex" in making a bitter fight against Governor Wilson...

But Senator Borah is not alone in his application of the brakes to the progressive machine in its necessary momentum toward a lower tariff...

THE PIONEER STORY. Mrs. Lettie Jane Reynolds, the oldest of a family of nine children who with their parents, joined the "Whitman" immigration...

THE EXEMPLARY STEEL TRUST. If there are any of the saintly virtues which the benevolent Steel Trust has not practiced during its kindly career, Mr. Gary, its president...

wondered, perhaps, why it is that the Steel Trust has been selling steel rails in Mexico and other foreign lands for \$24 a ton while Americans have had to pay \$28 for them.

Conceding that Mr. Gary's testimony must be taken in a Pickwickian sense for the most part, it is still true that the Steel Trust has spent a great deal of thought and money for the good of its employees and also that it has been repaid with ingratitude.

THE ANIMATE TOWEL. The towel that can stand alone is one of the traditions of the printing office. Now comes the hotel towel that can walk.

THE KANSAS STATE BOARD OF HEALTH. The Kansas State Board of Health is discoverer of the moving roller towel. Of course, we always knew that this faithful attendant upon country hotel, back porch and kitchen abutments...

MISTAKES IN DIRECT LEGISLATION. Our own Jonathan is again to the front boasting of the infallibility of the Oregon application of the Initiative and referendum.

THE INCREASED USE OF TYPEWRITERS. The increased use of typewriters is accompanied by a decline in the art of penmanship. In Portland, Oregon, the number of penmen is declining...

THE NIGHT OWL. The night owl snored as he looked at the overflowing soul of the night owl. "Moriel," he exclaimed, waking the night owl from its slumbers...

A CHAMOIS TRAIL IN THE ALPS. An interesting sight is to be seen each day at noon at Oreoclaire in the Alps, telescopes to observe "chamois trail."

THE OVERADVISED CHAMOIS. It is popularly supposed that the chamois possesses the power of assuming all the colors of the rainbow, but as a matter of fact, its capabilities are somewhat restricted...

THE STRIPY LINE GETS INTO ACTION. "Hello! Is this Bender's?" "No, it's Ludlow's!" "No, it's—"

indeed, and during the long months of the journey, neither medical attendance nor ordinary care of the sick was possible.

These considerations, together with the fact that after traveling a dangerous and hazardous journey of hundreds of miles, a danger-haunted home awaited the family, should have given the responsible head pause in this dubious undertaking.

THE CRITICISM ON THE BIG FIVE. The criticism on the big five which was paid John W. Foster for settlement of the Ward claim against China recalls one of the most interesting characters the United States contributed to history.

THE EUGENE GUARD IS "TIRED OF TURNING THE OTHER CHEEK" to enemies of the State University. This talk about the necessity of low-towing to inveterate enemies and seeking to placate them with soft phrases...

GOVERNOR DIX IS DETERMINED that the New York Assembly shall not dodge a vote on the income tax amendment, which has already passed the Senate.

THE ARTIST OF THE PEOPLE. The artist of the people is a man who has not only the power of expression but also the power of suggestion.

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distinguish between the principle involved and the Bourne method of applying it.

THE TOBACCO TRUST, condemned to die, is second only to the Standard Oil Company in high dividends. These grew from 39.3 to 62.5 per cent by stages in the last five years.

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Eastern Conception of Bourne. Writer in New York Paper Depletes Oregon Senator as Fickle.

When it comes to depleting fresh and original ways in which to keep his name on the first page he makes other publicity pushers seem as quiet as a small boy in the jam closet.

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Timely Tales of the Day. Marriage license records at the Court-house show that the old superstition...

Little Thaddeus is an East Side boy, who likes uncoked young green peas. These little bits he devours with relish...

There is a distinctive character written in the cyphology of hotel registers. It is pretty generally admitted by those who have a thing or two to say...

One day a man who had lost an arm came to the hotel, and he had a rubber band fitted to the stump. Strange to say, instead of signing his name with his left hand, he put his pen in the fingers of his false hand...

At a recent meeting of the Board of County Commissioners a discussion was had on the subject of the new Courthouse.

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Advertising Talks. Mr. T. D. MacGregor, a very able advertising man, addressed the New Jersey Savings Bank Association at New York on May 17th, on the subject of "Savings Bank Advertising."

He got right at the meat of things by saying that the reasons commonly given why savings banks do not advertise are the following:

"We do not need to advertise because ours is the only savings bank in the community, and we will get all the business there is anyway."

"We do not need to advertise because of the fact that the bank has a large, handsome, distinctive and centrally located building, so that everybody in the town knows where the bank is and what it stands for in the community."

"Advertising is not dignified for a bank."

On this subject Mr. MacGregor said that it would not be dignified to advertise a bank like a patent medicine is ordinarily advertised; but there is dignity in a strong, sensible appeal to a man to be industrious and systematic in providing for his own future and that of those dependent upon him.

"The best copy for savings bank advertising because of the great number of people to whom it appeals. Every one who earns more than enough money for the bare necessities of life is a possible savings bank depositor, and practically every one reads newspapers, therefore the best medium for savings bank advertising is the newspaper."

"It is copy that strikes a responsive chord in the heart as well as in the mind of the reader. The advertisements must be convincing."

"The savings bank has more right to expect satisfactory results from advertising because of the great number of people to whom it appeals. Every one who earns more than enough money for the bare necessities of life is a possible savings bank depositor, and practically every one reads newspapers, therefore the best medium for savings bank advertising is the newspaper."

"How people love money! And how they abuse other for loving it! People 'talk' about a married woman with regret. They prefer to praise her, and tell how patient she is, and how she is neglected by her husband."