

The Oregonian

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PORTLAND, TUESDAY, JULY 18, 1911.

MR. ROOSEVELT ON MR. TAFT.

The fame of Mr. Sidney Brooks as a journalist has not penetrated the fastnesses of the far Northwest with sufficient thoroughness to make it generally known whether he is an Englishman or an American. But it is known that he contributes illuminating articles on English affairs to Harper's Weekly...

LET US HAVE MORE LIGHT.

Probably Mr. Parkison will explain, when he gets around to it, that he signed those referendum petitions...

MR. BRYAN TO THE RESCUE.

Mr. Bryan has met the difficulty involved in the direct election amendment by the good old method of evasion. The question which perplexes the Senate is this: "Shall there not be Federal control over the election of Senators?"

FROM WONDER TO LAW.

Famous as the Davenport brothers were a generation ago for their mysterious power over the world of spirits, they are now almost forgotten.

CHOLERA.

The appearance of cholera at Atlantic Coast ports need cause no alarm, in view of the thorough quarantine and isolation of the patients until all danger of their transmitting the infection has passed.

Lighted Cigars in Streetcars.

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Burdens on Early Risers.

Portland, July 17.—(To the Editor.)—To the busy men of this city who rise at an early hour and have to spend their time in performing their duties until they leave for work...

"The Hand That Rocks."

ASHLAND, Or., July 16.—(To the Editor.)—Kindly quote correctly and give the author of the article which has been published in the Oregonian...

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Half a Century Ago.

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Advertising Talks

The other day a young German came in to see me about a plan for advertising a bottle for babies. He secured the patent rights for America from a German manufacturer and he wants to advertise. He has only \$5000 that he can spend in advertising.

We must all remember that while advertising is good, while it has contributed to the success of 99 per cent of all the businesses that have succeeded, nevertheless there is not one of us who can prophesy to a certainty that advertising is sure to pay.

"I know what an institution a baby with the colic is at 2 A. M.—as does every daddy who has been wakened out of a sound sleep—so does every mother who takes care of the baby."

"Now, about this \$5000 of yours, you could start to advertise in the smaller cities throughout the country, cities like Syracuse, Schenectady, Rochester, Binghamton and Buffalo, in New York state; Detroit, Michigan; Cleveland and Toledo, Ohio; five hundred dollars a nipple will go a great way in these communities and will give you a large amount of space in one good newspaper in each city."

"You tell me that you retail this patent of yours for 15 cents and that your margin of profit is fair. I estimate that if you sell 50,000 bottles of colic nipple you can afford to spend \$7500 in advertising; if you sell 1,000,000 you can afford to spend \$15,000; if you can sell 2,000,000 you can afford to spend \$30,000."

"I do not know how many bottle babies there are in the United States, but there must be at least 5,000,000 of them. I do not know how many bottles and nipples are used a year by each baby, but I should think two or three, anyway."

"If your patent will let the baby enjoy his meal, if it won't give him colic, it is only a question of a couple of years of intelligent advertising when every mother in the land will want it."

My German friend is going to advertise. He was encouraged to do so just by the little talk. Do you think he will succeed?

To Be Continued. It has been suggested that these Advertising stories be printed in book form, also that they be made available in sufficient demand for them.

think of laying down flatly just where matters end and spirit begins. Perhaps they are identical. The natural continually encroaches on the domain of the supernatural. The miracles of yesterday are the routine events of today.

"Why didn't she stop me," piteously or impudently asks the former nurse and companion of Mrs. S. B. Armour, of Kansas City, when acknowledging the theft of enormous sums of money from her mistress.

Mrs. Keppel, otherwise known as the "Friend of the late King Edward," has certainly shown more than questionable taste in her selection of retirement and more than widow's mourning which she has indulged since the death of the King.

Why any parent desires to take, and does ask an infant to the theater—or to church—passes the comprehension, not only of the childless but of sensible and humane parents, who hesitate long before inflicting intolerable weariness upon a child and are ordinarily considerate of other people.

As regularly as Summer comes around, certain cities investigate their ice combines. When the weather grows cool, the investigation dies, to be revived in Winter as an investigation of the coal combine.

The purchase of dock sites at San Francisco by a Trans-Atlantic steamship line to operate through the Panama Canal is the foremost of many projects which will land at various Pacific ports.

If the newly-rich newly-weds desire a new way to spend their money, let them have a moving picture machine in continuous operation from the time the baby opens his mouth for his first squawk until he opens it to say "I will" as he holds the hand of the bride, blushing or otherwise.

Old Yamhill, with records of the best of almost all products of the soil, has added new laurels—made of eight-foot vetch. Yamhill will continue to be at all, if the real estate men never sell her.

That young woman, handsome, accomplished and backed by Yerkes' millions, is a thoroughbred from Old Kentucky and that is the reason she was able to break into Buckingham Palace.

Portland is becoming so accustomed to temperature above 90 degrees that, if it should fall as low as 80, it would do its Winter underwear.

The best investment made by Multnomah County the first half of the year was the \$151,567.24 spent on roads.

WATERED STOCK GREAT ISSUE.

Will Courts Regard Over-Capitalization as Reasonable? In Asked. PORTLAND, July 16.—(To the Editor.)—In referring to the over-capitalization of the Steel Trust recently the Oregonian pointed out with great clearness the real trouble.

The new era in trust matters which began with these decisions has established a new principle of law. The Government must regulate and control, not merely prohibit trusts. Under the "rule of reason" the main point is, will the terms of the trust be capitalization as reasonable? Since this is the kernel in the whole matter the point must be decided sooner or later.

So much for court law, but what about the moral law? Is it right to obtain something for nothing, to get the benefit of the trust without paying for it? In the steel merger alone, including the contract above referred to, the capitalization is estimated to be \$1,000,000,000.

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CHILDREN IN TRAINING THE CHILD

Writer Decries Frequent Mawkish and Molluscoid Methods. PORTLAND, July 12.—(To the Editor.)—The discussion between "A. B." and "The Oregonian" is interesting and illuminating. While, no doubt, the Oregonian might have used in some instances more discretion, chosen more every thinking adult will agree that its statement of opinion of the fascinating little creatures who come to us in trailing clouds of glory is essentially correct.

Children are spoiled, probably, as often by training, so called, as by lack of training. Most parents lack clear ideas of the ends to be sought to attain by training, and the wisest of parents are often sadly puzzled about the best methods to be pursued in achieving the desired ends.

Children cannot be deluded thus. The lynx-eyed little critics know the parental shortcomings better than do the parents. They will tell you that for worlds would the little diplomats (hypocrites, if you will), reveal a hint of the voluminous knowledge they have acquired on the subject.

Cow Not Wholly to Blame. PORTLAND, July 16.—(To the Editor.)—In reply to the headline in the Oregonian of July 15, which says that tuberculosis is all "laid to cows," I think it but justice and mercy to a public already frightened on the subject of the disease in the South Sea Islands, I visited one island which used coconuts for milk and had the largest percentage of consumption of the disease.

Religious Liberty Every Day. PORTLAND, Or., July 14.—(To the Editor.)—I was very much surprised to read in this the 29th century of advancement also that there is an article entitled "Work on the Sabbath." What is the writer going to do about what is styled in the article as "such outrageous abuse of the Sabbath as Christ and the Sabbath?"

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Country Town Sayings by Ed Howe. "You old people," said a youth to an elderly man, "make a young man look mighty funny to young people."

The Pacific, which sailed last evening for San Francisco, took as freight 40 sacks of flour, 279 sacks of bran, 30 barrels of butter, 10 boxes of butter, two boxes of eggs, 2 boxes of cherries, seven packages of lard, 23 sacks of wheat, 19 bales of wool and four rolls of leather.