

The Oregonian

Entered at Postoffice, Oregon Postoffice as Second-Class Matter. Postpaid by special permission of Postoffice Department.

ON THE AUTHORITY OF BRVAN.

Mr. Bryan has not been repudiated by the Democrats of Nebraska. He tells us of himself in the latest issue of the Congressional Record...

ALL IN A COMMON CAUSE.

The Pilot Rock Record last week published a column article regarding the situation in Portland...

EXPECTED VETOES.

It seems to be expected that the President will veto both the wool bill and the tariff bill. The wool bill is expected to pass...

SECRETARY FISHER'S PROBLEM.

To Secretary of the Interior Fisher the Nation looks to find the key to the Alaska deadlock. He is believed to be a practical conservationist...

PATRIOTISM IS NOT RESENTMENT.

The semi-centennial anniversary of the surrender of Vicksburg is to be celebrated on July 4, 1911.

AS A POLICEMAN SEES IT.

PORTLAND, Aug. 7.—(To the Editor.)—"By their works ye shall know them." The police officers should not be judged by their words...

A Prayer and Its Answer.

Florence, S. C., Dispatch. Because his prayer for rain during a recent dry spell were followed by such a copious and prolonged downpour...

Place to Tell the Name.

Ram's Horn. "They tell me Tompkins is fairly wild over his new motor car."

Some folks believe that men in general don't care for novels.

A book expert is quoted as saying, "Whereas the majority of those I meet are as fond of novels as women are, only they have a different sort. Women dote on the society novel as a rule, men prefer novels including plenty of action and adventure."

There is no one person who can be called a patriot.

Senator Dillingham's immigration bill will have the advantage of codifying the immigration laws. It is chief merit in excluding all aliens not eligible for citizenship.

Why should a wealthy man want to be a counterfeiter?

Did the excitement of the money market tempt him to counterfeit? Or was avarice his motive? The San Francisco colored had tools for his work which the officers could not help admiring when they arrested him.

What are the prospects of the wool industry in the United States?

The wool industry in the United States is in a very precarious position. The wool growers are being driven out of business by the competition of foreign wool.

Gleanings of the Day

A woman of Louisville, Ky., who enjoys a game of cards, recently visited a friend in Indianapolis, says the News of that city. Sunday morning came and the hostess invited her visitor to accompany her to Sunday school. It is the practice of the teacher of the Bible class, of which the hostess is a member, to ask each member of the class to read a-verse from the Bible and comment on it.

The American woman's ideal is that of an egoist.

Francis de Epiplatot de Tesson, the French magazine writer, in an interview in New York. "She subordinates her family to her own personal grievance. It takes courage, certainly, I say, 'I will crush my life and begin over again and make a new one,' but it requires more courage to renounce vengeance, to say in the face of a personal wrong: 'I will stand by my children, I will help my husband. When a woman forgives in France we do not laugh. We say, 'How splendid! What sublime renunciation!'"

"Oily eye" is the latest affliction which modern humanity has had to suffer.

Numerous persons at South Norwalk, Conn., have been complaining of late that their eyelids have been turning yellow and their lashes have been falling out. The doctors say it is a regular epidemic, and assigns it to the liberal use of oil upon the streets of the town. In confirmation they point to the fact that the trolley motormen are the greatest sufferers.

Some folks believe that men in general don't care for novels.

A book expert is quoted as saying, "Whereas the majority of those I meet are as fond of novels as women are, only they have a different sort. Women dote on the society novel as a rule, men prefer novels including plenty of action and adventure."

There is no one person who can be called a patriot.

Senator Dillingham's immigration bill will have the advantage of codifying the immigration laws. It is chief merit in excluding all aliens not eligible for citizenship.

Why should a wealthy man want to be a counterfeiter?

Did the excitement of the money market tempt him to counterfeit? Or was avarice his motive? The San Francisco colored had tools for his work which the officers could not help admiring when they arrested him.

What are the prospects of the wool industry in the United States?

The wool industry in the United States is in a very precarious position. The wool growers are being driven out of business by the competition of foreign wool.

Advertising Talks

By William C. Freeman.

I have repeatedly claimed that the manufacturer who will advertise in local newspapers where his goods are on sale will not only interest the public, but will gain the co-operation of the local dealer, who will also advertise the goods on his own account.

A great demonstration of this was given to the Gotham Underwear Company in their campaign just ended.

This company has been moderate users of newspaper space in the past two or three years.

After a discussion between L. B. Tim, President of the Company; H. S. Sternberg, advertising agent, and the writer, it was decided to place 85 per cent of the appropriation in newspapers in cities where Gotham Underwear had distribution, the balance to be expended in general publicity.

This plan was followed carefully during the season of 1911, and the result has been a greater business for the Gotham Company than ever before.

To stimulate the dealers' interest in the advertising the Gotham Company offered a number of prizes for the best advertisements that the dealers themselves placed in the local newspapers advertising Gotham Underwear, and also prizes for the best window displays.

All of the dealers who advertised in local newspapers, backing up the advertising done by the Gotham Company in the same papers, submitted some very excellent and convincing advertisements.

In deciding the awards these points were considered—first, accuracy of statement; second, the prominence given to the Gotham trade mark; and, third, the typographical effect.

Exaggerated announcements were not considered at all!

It is interesting to record that the first prize went to the Oklahoma City, which is another instance of the fact that the smaller communities of the United States are paying a great deal of attention to advertising copy.

Manufacturers of all products, everywhere, will find the daily newspaper a powerful aid in the building of their business.

(To be continued.)

Brad's Bit o' Verse

Copyright, 1911, by W. D. Meng.

I drifted in a land of dream, where I was just a boy—the world was full of truth and right and life was one sweet joy.

I never asked the price of things nor cared for sordid profit, for I had to do as was just made in and help myself.

But where is now the fairy song—the soulful sentiment? They will not buy a single rag nor pay the monthly rent.

Some of your work is on the other side of the dream, I don't get anywhere. I cannot feed on mystic moons or thin, ethereal air.

And so my son, take this from me: my advice work out your wisest guy is he who strives to make his dreams come true.

If ever you expect to reach attainments high and pure, take my advice, work out your dreams, and get right down to dig. The man who only plans to do will never get it done.

But he who works was are all plans will finish in a run. No great one ever leaped to fame at one swift, lucky bound.

He had to climp and grip and tug and work up round by round.

It's your work out your noble deeds from life's rough, stony soil, you might as well prepare yourself for good, hard honest toil.

Half a Century Ago

From The Oregonian, August 8, 1881.

This issue of The Oregonian contained the news of the battle of Bull Run, concerning which an editorial said: "Does any true-hearted Union man weep at the cause of the rebels in this battle? For every soldier that has fallen, hundreds will be ready to take his place, and the mighty movement for purpose will be seen in our next dispatches."

The Columbia Steam Navigation Company has purchased 200 acres of the late between Oak and Pine streets for the purpose of erecting a substantial wharf thereon.

We are compelled to leave out of this paper some advertisements and other articles on account of the great length of the dispatches.

Humor in Crook Country.

Prineville Review. Lassoing a man in an automobile isn't so easy, but Keyes Eynde accomplished it Monday evening.

He threw the rope with unerring accuracy over the shoulders of Hi Roller as the latter was passing in his motor, and then stopped the car in the approved vanguard style. That is, he stopped it after Roller had dragged him a block and finally shut off his engine.

FITTING THE HAT.

Fashions in hats, for the coming year, according to the fashionists must appear with dinky links, about the size of a peanut shell, jammed over their eyes.

They have tied the can to the old-style lid—Peach basket effect, and the Merry "Wid."

But Oh, the feature that gets my goat. Is the calm ramarik in the fashion note, if the lady's face doesn't fit the bonnet.

They'll turn loose the reconstructors on it. After this nature and build up that. Till the feminine phis becomes the hat.

Right there, I swear it gets too thick. And I rise right up and prepare to kick.

How should I know my lady dear, if she altered her face four times a year?

You can change her figure in every case, but one must object when you change her face.

You may go the limit from hoop to hobbie; Clinch in her ankles to make her wobble.

Band 'n' hips 'till her form seems far. Less like a girl than a thin cigar. But here I beseech you, have the grace To leave her cute little nose in place.

Given the new style, soon we'll hear, "Ladies will not wear chins this year. Because we find they do not go well With the style of hats that we have to sell."

Ears will be obsolete next Fall. And noses will have no place at all!"

So here I hasten to come to bat. And raise a howl at a scheme like that. Shift her waistline where you please. From under her chin to below her knees—

But hang the milliner who would bid Her alter her face to fit her lid. —Dean Collins.

Portland, August 7, 1911.