

The Oregonian

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Portland, Monday, August 14, 1911.

THE SENATE'S VANTY HUB.

Should the Senate refuse to ratify the arbitration treaties without radical amendments, which would destroy their effectiveness, merely because Ambassador Bryce once criticized it, and, as most people will say, criticized it justly, it will stand convicted of sacrificing the interests of two great nations and of the world's hope of permanent peace to its own vanity.

FEATURES OF THE POSTAL SAVINGS BANK.

At 10 o'clock, August 1, New York City's Postal Savings Bank was opened for business. One hour later \$1000 had been deposited by fourteen persons, while from forty to fifty more were waiting outside.

CLEARING AWAY THE STUMPS.

Taking Portland as the center of a district 12 miles square, extending 60 miles to the north, east and west of the city, there is an area of at least 1,000,000 acres of cut-over and brush land now practically useless.

TAFT APPEALS TO THE PEOPLE.

President Taft will appeal from Congress to the people. From the acts of a House which is inspired more by desire for party success than by the desire to do justice, the acts of a Senate ruled by a combination of its opponents in the other party and his personal and political enemies in his own party, he will appeal to those who elected both him and Congress.

ALBERTSON IN RAW WOOL.

Said a Western sheep raiser: "I note the La Follette bill coming to vote. But what I can't see is why it must be that I, who raise sheep, am the goat."

the good of the whole community and not exclusively of the workmen. They made an onslaught on Seidel's machine and secured his deposition as head of the police department. Hence his fall, which sounds much like Tammany's fall when they get a mauling at the polls.

A SPANKING TOO LONG DEFERRED.

A spanking bride of sixteen and the boy with whom she later eloped from her home in Quincy, Cal., were overtaken by the pursuing parents of the former but too late to prevent the marriage from taking place.

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acres, perhaps even less, and very little of it will run as high as \$100 an acre. But remember that the wool-growers have been organized, and no individuals, ready to do this work except by day's labor—at an unknown expense.

You can find any number of men who will tell you that the char-pitting method is not a success but rather a complete failure. That is not to be wondered at. When the first mowing machines were placed on the market they were mostly failures.

Five years ago now some of the char-pitting method will be its greatest promoters, because they will have learned how to do it successfully. There is not a particle of doubt about that, not a particle, for the method is a success in the hands of those who have the accomplishment of a revolution in American politics.

The inaction of the city in regard to the billboard ordinance, adopted at the city election, implies that in order to make their will effective the people should also have voted a deputy city engineer and a deputy city auditor.

The selection of Portland as the location for the Pacific Coast plant by the Berlin Machine Company is the fruit of co-operation between Portland and Grays Harbor, and proves the success of the pull-together policy of the city and Southwestern Washington. It adds to the already established importance of Portland as a manufacturing city.

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Cleanings of the Day

Reciprocally treaties similar to that with Canada are predicted as approaching with Mexico and the South American republics by the American Banker, which says that with their conclusion a condition of practical free trade will be established between countries embracing one-fourth of the land surface of the globe.

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A CRITICISM OF THE RECALL.

Portland, Aug. 13.—(To the Editor.)—The recall of the recall-Mayor of Seattle may possibly be right, and if so shows that the people there, being so interested in the recall business, are not content to pick a Mayor.

The assumptions underlying modern republics are, first, that man is sufficiently intelligent to act for himself; secondly, that man is sufficiently honest to be entrusted with power. If these assumptions are not true as a rule, then our attempt at government is a failure.

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Advertising Talks

By William C. Freeman.

I read an article in a recent issue of The Continent, a religious publication, which gives still another illustration of what advertising can accomplish for anything or anybody.

The article states that this Spring seven young ministers of the United Presbyterian Board were ready to set out on foreign mission service, but the board had no money with which to send them.

Some of the laymen in the church felt that if the people knew about these young men they would be glad to contribute to fund for the purpose of sending them away—so they decided that the quickest and surest way of gaining the people's attention was to tell the story in the advertising columns.

So they got up a fund, which they used to buy full-page advertisements in two papers—the United Presbyterian and the Christian Instructor.

The advertising was well written—it told of the seven young men; their ambition to have the privilege of doing the church's hardest work—and made a direct appeal to the constituency that ought to support them for funds with which to enable these young men to start out on their mission.

And the advertising has had its effect, for the latest announcement states: "Four of the seven men are gone; only three are left."

The article then goes on to state: "So United Presbyterian owes to advertising—not simply a single advertisement, but a persistent publicity campaign—a missionary re-organization which, in the operation of ordinary administrative methods, it would have lost for the present year, if not for all time."

"To sell breakfast foods and automobiles is not, then, the only use to which the modern art of newspaper publicity can be profitably put."

From all sides come eloquent testimonies as to the value of advertising. Every day adds to the list of articles that are advertised profitably of needs that can be supplied through advertising.

Country Town Sayings by Ed Howe

Copyright, 1911, by George Matthew Adams. Men have always engaged in tire-some gossip, and called it criticism.

A man came home who hadn't seen his wife in four months; and, as he opened the door, his heart beating high, his wife greeted him with "Don't hold me screen door open so long! You're letting in the flies!"

Just how much can be accomplished in overcoming bad tendencies I do not know; but I have noticed that with the whip laid on properly, a lazy horse does very well.

All great men are fools in spots, as you are. Some beaten paths are too long; cut-offs are possible.

Women say it is easy to quit smoking. I suppose I realize the folly of smoking as much as any lady living, but I cannot quit it as easily as can a woman, who has never learned the habit.

Don't let a painless dentist fool you more than once. You people who do things in the "modern way," or advise it, may as well understand first as last that you have plenty of critics among the old-fashioned.

One fault is urged against all elderly men: that they buy a bottle of medicine, take a few doses of it, and then let it stand around in the way.

Brad's Bit 'o' Verse

Copyright, 1911, by W. D. Meng. If you can stand adversity and calmly go your way, meeting all your disappointments with a smile, if you can face the troubles that come to you day by day, you are doing something truly worth the while.

Read College or Institute.

SALEM, Or., Aug. 12.—(To the Editor.)—Is the name of the new institution which the late Mrs. Reed endowed to be called "Reed College" or "Reed Institute"? As I understand it, she founded the institution in honor of her husband and said it was to be called "Reed Institute."

First State Fair, in 1861, Recalled.

SILVERTON, Or., Aug. 12.—(To the Editor.)—I have just read an editorial in The Oregonian of yesterday on the first State Fair in 1861, written in company with James Cooper, now a resident of Idaho, and Russel Evans and T. W. Fuller, who are both dead.

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