

The Oregonian

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Portland, Tuesday, August 11, 1914.

WORLD'S MAP MAY BE REMADE.

Decisive victory for either of the two contending groups of powers in Europe will make all present maps of the world useless. Whichever wins, boundaries will be changed by transfer of great areas of territory from the vanquished to the victors.

Should Germany and Austria win, France may lose more provinces and be reduced to the level of Spain among nations. Germany would seize Algeria, Tunis, Morocco, all the French colonies on the west coast of Africa and Tongkin in Asia.

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disposals and is followed by a new grouping of powers according to the new situation. Whatever be the outcome of the present struggle, we may find Western Europe leagued against the further expansion of Slavonia.

It is quite possible, however, that one of the two contending groups of nations may win victory on land, the other on sea. In that case the victors on land would be in such straits for lack of supplies from abroad and the victors on sea would be in such danger of extermination of the land forces that both would be glad to make peace.

Then President Wilson's offer of mediation might prove welcome and the battle would probably end in a draw.

The letter carriers of the United States have been under civil service for many years. They are an efficient, intelligent and patriotic body of men. They serve the Government loyally and the public faithfully.

Other office employees, too, have long been in the classified list. They have got their places by good work and they have held them by merit.

But it is not so with the vandals of Washington. They have adopted an amendment to the railway pay bill removing all postoffice employees from the job hunter and the place filler is to be resumed.

The Democratic party is in the saddle at Washington. The old-time spotters of the South are running the Democratic party. It is the inveterate foe of the civil service.

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and airships in naval warfare will also be tested. Should Austria overcome the great odds which France and England bring against her in the first engagement, the latter powers would still be able to get ships in service for another year.

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Half a Century Ago

From the Oregonian of Aug. 11, 1864. The arrangements for the completion of the Oregon railroad survey are still in progress. The main route from the boundary line of the state has already been finished.

The third annual session of the Oregon State Educational Association and the Oregon State Teachers Association, commencing August 2. The following officers were elected: President, Professor E. P. Henderson; vice-president, A. H. Marshall; J. L. Powell, and Rev. S. G. Irvine; corresponding secretary, C. B. Roland; recording secretary, A. C. Daniels; treasurer, A. C. Daniels, P. S. Knight and E. P. Henderson.

The residence of Solomon Smith in Silverton was consumed by fire on August 8. Nothing was saved, but one bed.

The excitement incident to the discovery of rich gold deposits near Victoria's Jetty equals that of 1858, when the Fraser River excitement first broke out in San Francisco. Owing to the high over-bidding from town to town a dollar an hour to the hand to discharge the freight of the steamer Oregon.

Thomas Fraser, United States Assessor for the State of Oregon, reports the assessment for the year 1864 from licenses, duties on cigars, taxes on liquors, etc., \$38,993.

The Oregon-California Navigation Company on Monday last commenced building their new wharf in this city.

Rev. Dr. Patterson, of the Christian Commission, left San Francisco on the steamer August 10, here he will observe the Sabbath at the desk of the Rev. R. S. Coffey at the Presbyterian Church.

Three families with their wagons and stock arrived by the steamer Wilson G. Hunt, direct from the States.

E. G. Richardson, of Sacramento, superintendent of the California stage-line, is in our city.

Line down—This was the intelligence we received from the telegraph office last evening.

QUEER ADVICE INVESTOR GETS When Real Estate Is Active It Is "Too High" Now It Is "Better W-It."

PHOENIX, Ariz., Aug. 4.—(To the Editor.)—I noticed in The Oregonian a few days ago of a wagon being stuck in the mud on the Grand Canyon road. A pavement that will "mire" a wagon in the climate of the Willamette Valley is a thing to be avoided.

Wail of the War Weary

All Europe in the throes of fight on assemblies armed bands, And rumors fly by day and night That no one understands.

While soldiers cut each other down, And noise of conflict rolls, I guess I'll ramble out of town And out some fishing poles.

Or while the scouts seek out the spot Wherein the foe is hid, I guess I'll scout around the lot And catch in a trap a cricket plump, Or beetle, that will look Just right to make the fishes jump.

I'm tired of war and war's alarms; I'm tired of martial riot; I scorn the ringing call of arms, I scorn the bugle's summons.

SECLUDED BLISS IN THE FORESTS. Ideal Vacation Spots Abound in Woods and Hills Near Portland.

PORTLAND, Aug. 5.—(To the Editor.)—Your inquiry "what is a vacation" is being asked by precisely hits the nail on the head.

But a camp in the mountains or in the foothills, near a "babbling brook," always gives the vacationist a sense of being in the presence of Nature.

There are literally thousands of ideal camping places of this character within 50 miles of Portland.

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Little Editorials

on Business A Compelling Argument. After your advertisement attracts the attention of the possible customer and creates a desire for the goods it should force him to go to your nearest dealer or come to your store and buy your merchandise.

Here is a case in point: A large department store advertised a special sale of ladies' shirt waists. The copy was prepared for shirtwaists exclusively and was separated from the full page advertisement of the store.

The illustration was a group of pretty young women wearing these new styles. The design and pattern of each waist was faithfully reproduced.

Underneath this group was the heading in bold type—"Opening Sale of Shirtwaists"—specially priced for one day only.

Then followed a short description of the four styles illustrated as examples of the many shirtwaists to be offered in this sale.

The price indicated that they were real bargains and together with the description and illustration, created a desire for these waists.

This advertisement was published in The Oregonian the day of the sale and particular attention was drawn to the fact that these special prices would be good for that day only.

The limited time forced quick action. The shirtwaist department of the store was crowded with women before 10 o'clock the morning of the sale.

Another advertiser forced action when he reduced the standard and widely advertised price of a household specialty from \$13.50 to \$9.50.

In this case the desire for the article had already been created by previous advertising.

The new advertising explained that the business had grown so fast that a lower cost of production and a greatly reduced selling expense had been obtained.

It was apparent that the capacity of the factory would be taxed as a result of this new low price; therefore, "first come, first served" would be the policy in filling orders.

Twenty-Five Years Ago

From the Oregonian of Aug. 11, 1889. Port Townsend, Aug. 10.—News was received here today that the Union Pacific had signed an agreement with the Port Townsend & Southern Railroad Company to build a railroad from here direct to Portland, the first 39 miles to be completed before next January.