

The Oregonian

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Portland, Saturday, August 15, 1914.

OUR TRIUMPH OF PEACE.

Today, while Europe is celebrating the valor of her soldiers in war, the United States will celebrate the greatest achievement of peace by opening the Panama Canal to traffic.

IF TURKEY SHOULD FIGHT. Turkey's action in buying and giving shelter to two German warships which were seeking refuge from the pursuing Anglo-French fleet...

REDUCING. It is said to be fat, though not wholly sad. The condition, we feel as it is, has some compensations.

A GIANTIC CLASH OF ARMS. Separate reports from many points indicate that a general clash of arms between the German hosts and the Allies is developing on a stupendous scale.

AMERICA MUST PRESERVE HER NEUTRALITY. If she has to whip somebody in doing it.

HEAVY FIGHTING NATURALLY WILL CENTER ABOUT THE STRATEGIC POINTS, as the Germans move forward bent on picking the flaws in the French armor.

THE BIG CANAL BECOMES AN ESTABLISHED FACT TODAY.

country which has any large amount of available capital, and, if supplies of money from this source are shut off, the combatants would be thrown on their own financial resources.

MR. WARBURG'S SACRIFICE.

The Senators who opposed Paul N. Warburg's confirmation as a member of the Federal Reserve Board should be ashamed by the spirit in which he accepts the appointment, as shown by his statement to the committee.

ADMIRABLE RICHARD ROE.

Some of our more philosophical contemporaries are reflecting with great satisfaction upon the career of Richard Roe, a retiring employee of the Philadelphia hospital.

War is always used as an excuse to raise prices. In many cases without justification, and it well that President Wilson has been prompt in taking steps to determine whether the advance is the result of actual market conditions.

AS TO SMALLPOX.

The opponents of rational and scientific medicine are distinguished by two traits. One is their love of misrepresentation. The other is their ignorance.

Europeans in large numbers are stranded in the United States. An especially fine place for them to be stranded just as this time.

With Carranza in the capital and Villa out, we shall not have to wait long for fresh developments in Mexico.

It is not worth while to arrest and lynch the mob that lynched two men caught firing a threshing outfit at Tekoa.

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strenuous exercise and spare diet is to be shunned. Food makes fat and therefore to get rid of fat one must get hungry.

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contested of the war. For if the Germans push through at their point they will have overcome a great obstacle in their projected advance into France.

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Half a Century Ago

From The Oregonian of August 15, 1864. The attack between Mr. Huntington and W. H. Watkins, a saddler and stockholder in the Arena at Salem, was brought on by the publication in the Oregonian of a letter written by Watkins and others in Polk, complaining of having to pay more than his share toward the expense of importing votes into the county.

We are informed by Hon. J. Q. Thornton, president of the Agricultural Society, that the Marion Agricultural Society has decided to the state society, fair grounds, valued at about \$10,000.

Washington, Aug. 12.—The Richmond Examiner says: "Port Morgan holds out. Fort Gass is occupied by the Federals. Farragut lost one monitor and one gunboat in the recent action."

New York, Aug. 12.—The Commercial correspondent says: "The front of Petersburg, preparatory to raising the siege of that city."

The steamer Pacific did not arrive up to Saturday night and the large cargo of provisions which was to be landed in the city, was disappointed.

A few facts illustrate the present rate of travel in sections that were but recently howling wilds. On Thursday evening passenger trains arrived in this city from Walla Walla in 30 hours traveling time.

A. A. Austin, of this city, has been awarded the contract for furnishing the quartermaster's department at Fort Vancouver with 100,000 pounds of castor oil at cents per pound and 50 tons of hay at \$14.95 per ton.

C. Bills, of the firm of Bills & Co., leaves today on a tour of the Cascade Mountains with his family.

Mr. Kallie commences the manufacture of salt at the Willamette works for the trade.

JEWIS AS STALWART PATRIOTS. Contribution of the Jews to the History of the United States.

When Samuel Melsberg, known to the Navy as Sammy Marton, fell his life in sacrifice for the Stars and Stripes, his name achieved the distinction for his race of being the first to fall in battle.

The linking of the Jewish race with the American Nation begins early. It was the money wrung from the Jews that enabled the fleet of Columbus and tradition has it that it was a Jew, Rodrigo Triano, who first sighted San Salvador.

Life's Sunny Side.

Mr. Brown had just had a telephone put in connecting his office and house, and was very much pleased with it.

"I tell you, the telephone is a wonderful thing. I want you to dine with me this evening, and I will notify Mrs. Brown to expect you."

"Stand up, prisoner," commanded the Judge, when it came time to put the colored man on the gridiron.

"My name, Judge," slowly answered the prisoner, "Am Joshua."

"Joshua, is it?" facetiously remarked the Judge. "Are you the Joshua who made the sun stand still?"

"No, no, no, no, no, no," quickly answered the colored man. "Different party at to-day. I've de Joshua dat made de moonshine."

Some time ago a little girl rambling into a country grocery and, placing her hand on the counter, asked for 10 cents worth of molasses.

"Hold on there, youngster," hastily interposed the groceryman. "Haven't you forgotten something?"

"No, sir, I guess not," answered the girl, pausing and looking around. "What is it?"

"The money for that molasses," answered the grocer. "Don't give it away for an advertisement any more."

"I thought you got the money," was the startling rejoinder of the youngster. "Mother put it in the jar."

Lady Customer (pleasantly)—I hear you are getting married today, Mr. Ribbs. Let me congratulate you.

Little Editorials

on Business. The Low Cost of Living. You have had "the high cost of living" dinned into your ears for so many years that you now believe it costs an awful lot of money to live.

But there are millions of people in the United States whose cost of living in proportion to their income is as low as it ever was. Advertising keeps prices down.

Prices are regulated by the laws of supply and demand, plus the cost of production and distribution.

In certain lines of manufacture the supply of raw material per capita of population is diminishing every year, yet some manufacturers who utilize this raw material are able to produce and sell a better product than their competitors and at lower prices.

Take shoes, for example. The hide and leather quotations tell us that leather is higher in price than ever before in the history of the country. The manufacturer's profit on shoes is very small—about 5 per cent.

The large shoe manufacturer who carries a wholesale stock amounting to \$1,000,000 or more and turns that stock five or six times a year is enabled to give better values than the small manufacturer, because his cost of production and selling expenses are lower than those of the small shoemaker.

The chief cause of the high cost of living is small production and the tremendous expense of distribution.

Advertising increases the demand and enlarges production. As the cost of production goes down the price is either lowered or the quality greatly improved.

The more you make of an article the less the cost to make it. As sales increase the cost of selling goes down.

The well-known advertised lines of merchandise are usually the largest selling lines, and the consumer invariably finds them the best in quality, price considered.

The price of the Mazda electric bulbs has been cut almost in half since these new lamps were placed on the market. Consistent advertising has increased the production and this enabled the manufacturer to reduce the prices.

Scores of other articles have either been reduced in price or improved in quality as the result of a larger production and distribution through advertising.

When you buy advertised merchandise you are helping to reduce the cost of living.

Don't think of advertising as a means of spending money, but as the most efficient method of sales promotion—a means of increasing your business.

Twenty-Five Years Ago

From The Oregonian of August 15, 1889. Spokane Falls, Aug. 14.—Contracts were let today for a frame hotel of 200 rooms on Riverside avenue and toward street to accommodate the traveling public until the two large hotels to be constructed are finished.

San Francisco, Aug. 14.—David S. Terry, ex-Supreme Court Justice of California, was shot and killed this morning in a railway eating station at Lathrop, Cal. by Deputy United States Marshal David Nagle.

Salem, Aug. 14.—A. M. Thompson, of this city, brother of D. P. Thompson, of Portland, was stricken with paralysis this morning.

Paris, Aug. 14.—The court today found Gen. Boulanger guilty of conspiracy, of a treasonable attempt against the state and of embarrassing public funds and sentenced him to be deported to a fortified place.

Berlin, Aug. 14.—Emperor William and the Emperor of Austria left Berlin today for Spandau and witnessed a sham fight.

The Senate committee on irrigation arrived here yesterday. Senator Mitchell dined them at the Esmond Governor Demorey was present by invitation. Senators Stewart and Reagan addressed a public meeting at Masonic Hall on irrigation and silver.

The ball given by Uniform Rank, Calanthe division No. 3, Tuesday evening at Armory Hall, Albion, was a very successful affair. Mr. Charles Dixon and Miss F. Young led the grand march.

Mr. and Mrs. M. E. Thompson and Mr. and Mrs. J. P. Monette left Sunday evening for San Francisco.

Mrs. Charles De Burgh died at Long Beach Tuesday.

C. H. Meussdorffer and his brother, W. H. Mail, W. H. Moore, Harry Knott, H. D. McGuire, F. Kelly, Mrs. Frank Logan, Mrs. Captain Robertson, Charles Ross and other East Portlanders came upon the Potter from Long Beach yesterday.

Fourth Helping at Table. The Multitude. James started his third helping of pudding with delight.

"Once upon a time," admonished his mother, "there was a little boy who ate too much pudding, and he burst."

James considered. "There ain't such a thing as too much pudding," he declared.

"There must," continued his mother, "else why did the little boy burst?"

James passed his plate for the fourth time, saying: "Not enough boy."

Lesson in Economy. Puck. Settlement worker (visiting tenement)—And your father is working now and getting \$14 a week? That's splendid! And how much does he put away every Saturday night? My dear little girl—Never more than three quarts, ma'am.