

The Oregonian

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PORTLAND, MONDAY, AUGUST 17, 1914.

PRIMITIVE PASSIONS UNLEASHED.

Looking at the whole thing from this distance, a distance which removes us from the strong passions of Europe, the whole affair is unresolvable, revolting and horrible.

Another picture is that of the woman tolling in the fields. That the people may live the ways of peace must not be wholly neglected, and since the sinews of the nations are busy with rifle and sword in their work of destruction the weaker hands must take up the arduous tasks in field and factory.

CONSENT OF THE GOVERNED.

On the face of it, at least, the war now beginning is being fought on one side in behalf of that fundamental principle of American independence...

USING PESTS.

From thence, New York, comes a strange tale of the achievement of an enterprising farmer named Reed, who has solved two striking problems at one fell swoop.

is idle to talk of universal peace and arbitration as near. So long as nations deny the American principle, they will fight for territory among themselves and they will fight also against those who establish the principle...

THE OTHER MAN'S RECORD.

Mr. Winn, who writes to the Oregonian today, is mistaken in his assumption that the Oregonian in the statement of Dr. C. J. Smith's legislative record last Friday criticized the Democratic candidate for his affirmative vote on each bill subsequently vetoed by Governor Chamberlain.

CONCENTRATED TIMBER WEALTH.

We glean from the Saturday Evening Post the statement that "a great part of the timber land of the United States belongs to 1694 owners, whose combined holdings amount to 105,000,000 acres—an area three-fourths as large as France and more than two and one-half times the size of England."

WE MUST FEED EUROPE.

Europe's need of food from America has been vastly increased at the present time. America's surplus is unusually bountiful. The new world must feed the old world while the old world neglects its harvest to fight.

fore, no obstacle to the purchase of these ships. Since Great Britain needs the services of these ships in carrying food to her ports, and since they will remain in American ports to avoid capture, unless they are transferred to neutral owners it is not likely that she would raise the point, even if the London declaration were in effect.

THE GERMAN RECONNOISSANCE.

London censorship must not be blamed altogether for reports of numerous German repulses along the wide-drawn line of battle through Belgium and along the Franco-German frontier. There is another explanation.

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Half a Century Ago

From the Oregonian of August 17, 1864. Headquarters, Army of the Potomac, Aug. 14.—Burnside was relieved yesterday and the command last evening. Meade insists he did not carry out orders.

Half a Century Ago

Middletown, Va., Aug. 12.—Skirmish with Early's army is going on. In saddle, Shenandoah Valley, Aug. 2.—The rebels continue to retreat and are supposed to be going to Strasburg or Fort Royal.

Half a Century Ago

Washington, Aug. 12.—The Commission of Indian Affairs says that all the Indians of the plains are combined in a war against the whites and that it extends from Texas to the British possessions.

Half a Century Ago

New York, Aug. 15.—Admiral Farragut, in a letter to Commodore Palmer, at New Orleans, says: "Early on the 31st our fleet, lashed two and two, sailed into the pass close under the guns of Fort Morgan, pouring broadside after broadside of grape and canister, driving the gunners from the places and leaving our vessels exposed only to the fire of Forts Gaines and Powell, which were less effective."

Half a Century Ago

About noon yesterday Mr. Haines, the superintendent and proprietor of the Oregonian, was on board the steamer Julia, Captain Strain, and started for Vancouver, carrying down 100 men, including Captain Craven.

Half a Century Ago

The Oregon Pitch and Turpentine Works, corner of Front and Clay streets, was burned yesterday. The loss is estimated at \$3000 to T. R. Wood & Co., the proprietors.

Half a Century Ago

Hon. A. J. Borland, member-elect of the Legislature, and Judge Denny, of Wasco County, paid us a visit last evening.

Half a Century Ago

The new Columbian Hotel keyboard is about as nice an arrangement of the kind as was ever imported into Portland, and was manufactured here by Emil Lowenthal & Co.

Half a Century Ago

"RAIN-MAKING" IS POSSIBILITY Faith and Publicity Are Essential Tools, Says Colonel Hofer. SALEM, Or., Aug. 15.—(To the Editor.)—"Where is the rain-maker?" you ask editorially. Several such inquiries in your paper, and the prolonged drought, raise a very interesting question: Is it in the power of man to break a drought?

Half a Century Ago

The Chinese editor who was whipped to death for publishing false news was qualified in the wrong country. He was qualified to run a yellow paper in the United States, where the "powers" are tolerant.

And Begs From Door to Door Rather Than Exert Himself. PORTLAND, Aug. 16.—(To the Editor.)—A new element is this year, for the very first time, at seaside resorts—namely, the professional hobo.

FESTIVE HOBO LOLS AT BEACH

At first glance this statement may seem absurd, but the hobo, it is said, comes to the beach for a handout the same as he does in Portland. Just why anybody should choose to be a hobo in a place where a living is as easily obtained as a sandwich is more than I can understand.

FESTIVE HOBO LOLS AT BEACH

At my last week-end vacation at Gearhart I was invited to come and see how easy it is to catch fish. The fishing was to be in the Necanicum, the dividing stream between Gearhart and Seaside. The fisherman of my party had asked friend the hobo before for the loan of a few clams to use as bait, but when we called in the morning we found that the clams had been holed, and the hobo had come to the beach for a handout.

FESTIVE HOBO LOLS AT BEACH

Rather than go back to our house to obtain a shovel for bait digging, we proceeded to the beach and in nature's abundance we secured a few minutes three fine-looking clams were dug. Several dozen clams undoubtedly could have been dug within an hour, but the hobo, who was not a fisherman, had no shovel and no bait.

FESTIVE HOBO LOLS AT BEACH

The apudra is a school for thought to me at all times, but on this occasion I feel that I have learned a new angle as to why some men succeed while others fail. There are rival fishermen at the mouth of the Necanicum, and one proprietor of a rowboat and another proprietor of a motorboat.

FESTIVE HOBO LOLS AT BEACH

This did not stop him, however, from always crossing when a possible fare was in sight. The man with the motorboat waited until the hobo had reached the shore, and then he started to cross. The hobo got into the motorboat one fare during the time I was watching. I noticed also that the rowboat man who had been catching fish was catching fish. Naturally, I was drawn towards this worker. In conversation with him I learned that he had started at Seaside and had not yet now has his own home, supports a family, schools his children, and is laying by money, and all out of his rowboat.

FESTIVE HOBO LOLS AT BEACH

GERMAN EMPEROR HELD TO BLAME People Would Not Have Started War, Says Stephen A. Lowell. PENDLETON, Or., Aug. 15.—(To the Editor.)—That our German fellow-citizens should manifest a sensitive because of the apparent American sentiment hostile to the Austro-German alliance in the present war is natural, but they are entitled to assurance that such sentiment is not directed toward the German people either here or in the fatherland.

GERMAN EMPEROR HELD TO BLAME

For the German nation there exists only the friendliest feeling, as I analyze public sentiment in this country. So element of our citizenship is more respected, more highly regarded, more desired, than that element which is German born, but the industry, the sternness, the subtlety, the character and the sterling Christianity of the German at home have exalted that people as a model in our civilization. It has been one of the greatest misdeeds of that such a people would endure such a ruler.

GERMAN EMPEROR HELD TO BLAME

Of greater force and intelligence than either Nicholas of Russia or Francis Joseph of Austria, Wilhelm is regarded as the typical reactionary among the crowned heads of Europe. He belongs to the school of Hitler. His utterances have impressed the world that the man really regards himself as an agent of the creator; that he believes in the divine right of kings, and that the present war would have been thus avoided. When he failed to utter this, the world naturally held him responsible for the untold suffering and horrible slaughter which must result, and, notwithstanding his protestations otherwise, history will hold him so responsible.

GERMAN EMPEROR HELD TO BLAME

The thing which crystallized public sentiment against Germany was the Emperor's disregard of the solemn treaty rights of Belgium, Holland, neutral countries, and their soil is inviolable by virtue of treaties of the great powers to which Germany has adhered. Who would think that the Emperor invaded Belgium a blow was struck at international justice, and few will ever again accept the low and abject attitude of Wilhelm as more generous than to this feeling the fair-minded German-American must at heart subscribe. There would have been no war had the question been left to the Emperor of Germany, nor would they ever have invaded neutral territory.

GERMAN EMPEROR HELD TO BLAME

Smith Right Chamberlain Wrong. PORTLAND, Aug. 16.—(To the Editor.)—Though I am Republican I think Dr. C. J. Smith, as State Senator, voted right, generally speaking, on the measure for which you attacked him in Friday's Oregonian. In the whole list of bills which you published as having received Dr. Smith's vote, I am unable to find a single one for which he did not reasonable grounds for a favorable vote. In fact, if memory serves me right, I am quite convinced that not a few of the resolutions which you published in Oregonian at the time they were up for consideration.

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Little Editorials on Business

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The Long and Short Boys. There are two classes of business enterprises. One is the concern established 15 or 25 years ago, or longer. It has grown slowly and gradually without advertising, until today it may be doing a business of several million dollars, earning and paying dividends of 10 to 15 per cent.

Little Editorials on Business

A representative of the Oregonian called on one of the Long Boys last week to talk advertising. The concern was established 30 years ago.

Little Editorials on Business

During the last three years the business hasn't grown very much. The general manager was almost persuaded that he should advertise his business, when suddenly he was inspired to let go the following remark:

Little Editorials on Business

"We are holding our own and making money. The heads of this institution are getting along in years, and we are happy and contented. If we should start advertising we would find ourselves worrying over the outcome."

Little Editorials on Business

"But you can't get away from the fact that competition is crowding you closely," returned the Oregonian man. "The old man in this business will retire some day and leave the business to their children or to the younger men of the company."

Little Editorials on Business

"You may think you would be committing a sin against your present organization to saddle them with what you think will be a cause for worry, but if you neglect to make use of the tremendous power of advertising you may find later that the sin of omission is by far the greater wrong to your stockholders."

Little Editorials on Business

Then the Oregonian man named three competitors of this concern who were unknown to the public 15 years ago. One of them is a prominent advertiser who has outstripped this old non-advertising concern twice over.

Little Editorials on Business

These examples of what the Short Boys have done made the Long Boy ask a lot of questions, which prolonged the interview, and, as a result, this old concern may try the modern methods of sales promotion by advertising to the consumer.

Little Editorials on Business

There are no mysteries or boons about advertising. It doesn't mean spending money any more than sales promotion means spending money. Advertising and sales promotion are one and the same.

Little Editorials on Business

This newspaper can be of valuable service to you. Let us help you with your selling problems.

Little Editorials on Business

Statistics of London. London Standard. The London County Council in its statistical abstract for 1913-1914, furnishes the following concerning London: Population, 4,511,000; inhabited houses, 870,000; birth rate, 24.6 per 1000; death rate, 13.5 per 1000; rateable value, \$25,000,000.

Ant of Malay Peninsula.

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London Tit-Bits. In the Malay Peninsula an English naturalist has discovered a species of ant that makes its nest in the fleshy stems of ferns that grow on the limbs of trees high in the air.

Ant of Malay Peninsula.

The ferryman on the Stx needs more boats. American tourists are getting over their hysteria.

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Get your health tested and live longer. Mr. Krebs' idea of dollar hops suits Oregon.

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Young Seal Heads for Boat. Boston Herald. Boyce Lake captured a baby seal off Lobster Rock, Lynn, Mass., after a fight with the mother seal. The young seal headed for his boat thinking it a big fish, but when Mr. Lake pulled the smaller seal, for catching the mother sought until the shore was reached.

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