

The Oregonian

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Portland, Thursday, August 20, 1914.

WHERE DUTY CALLS.

The turmoil of the world through the great war and the acute anxiety of the United States that its position of neutrality be maintained at any cost, should be the sacrifice of honor to the National integrity, have led President Wilson to insist that Congress abandon its plan of early adjournment and remain in session indefinitely. It is a crisis that calls for the highest expression of patriotic devotion to duty from President down to the humblest citizen.

A NEAR-WAR EXPERT.

Some queer literary productions are doled out these days by a certain class of publications. The representative of that class here, has been away from Washington since April. He is the Representative from Oregon from the Third District (Multnomah County). He alone is deaf to the call to duty. By his persistent absenteeism, and by his flippant, irrelevant and untruthful statements to his constituents, he makes it clear that he thinks he can well be spared from Congress. He can be; but he is nevertheless derelict, and he ought to be held accountable to his constituency for what he fails to do in this important matter, as he fails in all other important matters.

CANCER HOUSES.

The British have an Imperial Cancer Research Fund which has just issued its annual report. Part of the report was written by Dr. Bashford, eminent cancer investigator, who is the subject of "cancer houses." There is a common belief that certain houses are infected with the cancer germ or virus and that they communicate it to their inmates. A person dwelling in such a house is supposed to be far more liable to acquire cancer than other people.

danger. Nobody really knows. It is all guesswork. The judicious will keep away from such a life.

TWO QUESTIONS.

Our displeased friend, the Salem Capital Journal, does not understand how, without inconsistency, The Oregonian can complain of dull times, unemployed labor and declining wages, while at the same time it enthusiastically and jubilantly proclaims the fact that the state bought a million dollars' worth of goods in Portland last week—"buyers' week"—and when it comments favorably upon the optimistic and confident speech of Mr. Mills as to the banking situation, it forgets that the barometer would tend to the Oregonian the consolation of being hopeful under adverse circumstances. We agree with Mr. Mills that the position of the country, so far as the banks are concerned, is fundamentally sound. We permit ourselves to voice when the barometer of trade shows an occasional sign of fair weather. What would our Salem friend have us do?

INCORRECT EXPRESSIONS.

A correspondent at Salem writes The Oregonian to inquire whether such expressions as "blacksmith shop, barber shop, carpenter shop" and the like are correct. There is no authority for any of them. He also asks the same question about "blacksmiths' shop, barbers' shop, carpenters' shop." These are also incorrect.

AMEND SHIPPING LAWS.

The bill now before the Senate permitting the registry of foreign-built ships without restriction as to age can only benefit the American merchant marine, if Americans take the opportunity to buy foreign ships and register them in this country. The United States is precluded by treaty from admitting to American registry ships owned by citizens of belligerents, and belligerents will treat as enemy's ships any vessels transferred within thirty days of the declaration of war unless they have passed into American ownership. Americans can, however, secure the rights of neutrals for vessels of belligerents which they buy and register in this country.

MARRIED VOLUNTEERS RESTRAINED.

The Canadian young man who would go to war is being required first to secure in writing the consent of his wife. This is a most desirable document. A married man is permitted to cast his lot with the British army and go forth in quest of adventure and the glories of war. This is a wise measure. It indicates that the Canadian government is more solicitous as to the welfare of wives and children than are many husbands and fathers.

NOT A SAFE GUARD.

One of the fanciful arguments in support of proportional representation is that its effect would be to shorten the initiative and referendum. Theoretically this is true, but in practice it would insure minority organizations proportionate representation in the Legislature which would result in the Assembly in "fair discussion of minority measures."

ALGEBRA FOR GIRLS.

We have just read in a contemporary some remarkable observations upon algebra. The author is a study for girls. He says nothing and apparently knows nothing about its value to boys. But that it is sadly injurious to girls he is convinced upon the authority of J. H. Francis, superintendent of the Los Angeles schools. Mr. Francis propounds the objection to algebra. The first is that "women absolutely and positively have no use for it." The only response one can make to this statement is that it isn't true. Women have as much use for algebra as men have. If they intend to be engineers, as many women do in these days, or if they are preparing to teach, algebra is indispensable to them. It is needed by a woman chemist as much as by a man chemist. A woman architect would find herself in sad straits without algebra, exactly as a man would.

knowledge to girls. It is foolish and often injurious to teach them subjects for which they have no aptitude and no use, but it is just as foolish and injurious to teach such subjects to boys.

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an adjunct or safeguard of direct legislation. It is a proposal to sacrifice direct and definite representation by making the Legislature's constituency widely scattered and unknown to him. In exchange for representation based on population, residence and well-identified constituency, it offers representation on the basis of the Legislature's general political beliefs and on a constituency throughout the state unidentified except as having so much numerical strength.

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DIAGNOSES FAIR FROM CERTAIN

For That Reason Contributor Questions Value of Dr. White's Plan. PORTLAND, Or., Aug. 19.—(To the Editor)—He who views ever so much at variance with those of the ordinary medical man, one cannot help but marvel at the impenetrable assurance of those doctors on whom falls the duty of acquainting the public with the policies of the American Medical Association. Dr. Calvin S. White's views as reported in last Sunday's Oregonian are as fair an example of this as has been reported in many years.

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MORE QUANTITY THAN QUALITY

Commercialization Extends to General Literature as Well as Poetry. MULTNOMAH, Or., Aug. 19.—(To the Editor)—One who devotes any time to study and reads the Oregonian must remark from time to time that the editorials as the one entitled "Commercialized Muse," published recently.

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Little Editorials on Business

The Value of a Trade-Mark. The trade-mark is the manufacturer's "coat-of-arms." As the aristocratic families of Europe are known by their heraldic emblems, the American manufacturer is known by the trade-mark on his product. It is a mark of identification, the assurance of quality, and a guaranty of value. No trade-mark yet devised was worth very much until it was advertised. To name a piece of merchandise is like naming a child. In either case the name isn't worth very much until it stands for something. The President of the United States is one of the products of the Wilson family. His name didn't make him any different from any other baby, but now most any man in the United States would be glad to take the name and place of Woodrow Wilson. Uneda Biscuit is a product of the National Biscuit Co. When it was named it wasn't much different from any other soda cracker, but now the Uneda trade-mark is worth several million dollars. Any cracker manufacturer could increase his sales a thousand-fold with this name on his package. There are just two things that make a trade-mark valuable. The first is the good, honest quality of the article that bears the name, the second is advertising. Honest values and advertising must go together. There are probably many lines of hosiery as good as Onyx Hosiery, but few lines have as large a sale. The Onyx trade-mark has been consistently advertised. The owners of the Onyx are not manufacturers, but jobbers. The label H. S. & M. or Alfred Benjamin in a suit of clothes means something to the wearer and to the dealer, as well as to the manufacturer. The Keen Kutter brand on tools and the trade-mark on the heel of a shoe stand for unvarying quality and honest values. The well-known advertised trade-marked merchandise is sold without question or argument concerning its value. The great American consumer is buying the things best known to him. This is human nature. The largest selling lines of food, clothing, and other necessities, as well as many of the luxuries, bear the brand and trade-mark of the manufacturer. For over 50 years The Oregonian has been a big factor in creating a demand for these articles. As a consumer it will pay you to ask for and insist upon having advertised goods. As a retailer with a trade-marked line of your own it will pay you to advertise the goods to the homes reached every day by The Oregonian. If you are a manufacturer or a jobber we will be glad to help you extend your market and increase the consumption of your trade-marked product. You can make your trade-mark more valuable to you, to your dealers, and to the users of your goods. Lightning Rods. Wait Street Journal. According to a bulletin of the Ontario Department of Agriculture, 13 years of investigations demonstrate that lightning rods are now 94 1/2 per cent efficient in the province. In the state of Iowa the rods are 95.1 per cent efficient, and in Michigan 95.9 per cent. Total lightning claims paid by insurance companies on rodded buildings in the United States last year was only \$4484, while on unrodded buildings, which were of the same number, they paid \$241,965. In Ontario, out of every 2000 farm buildings insured, 43 are rodded. Yet out of every 300 struck by lightning in 1913 only three were rodded buildings. But don't let the agent put up rods that run through glass insulators. According to the Ontario bulletin, they should be in metallic connection with the building and no insulators should be used. Growth of Western Canada. Toronto Globe. It is predicted that by 1915 Western Canada will produce 400,000,000 bushels of wheat annually. The population of the province is rapidly increasing and there is serious apprehension that it will not be possible to handle the enormous crop. The Better Part of Valor by Dean Collins. My grandfathers were of Irish bluff, And Teutons tough and Britons bluff, And Highland Scotmen wild and bold, But still I guess I'm better off.