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PORTLAND, TUESDAY, JUNE 29, 1915.

WITHIN A VERY SHORT TIME.

I therefore publicly and very solemnly call on the leaders of all nations to meet together and work promptly for the relief of their prostate country. I feel it cannot accommodate their differences and unite with this great purpose within a very short time.

It is well enough now to recall the words of the President of the United States, addressed on June 2, 1915, to the quarreling Mexican brigadiers of lost and lust. They have received the formal warning of their powerful neighbor with open scorn or with contemptuous silence. They have had experience with watchful waiting, and they believe it is inspired by feebleness, and not by patience.

"Within a very short time" does not give the Mexicans a great deal of latitude. It may be assumed that the President meant to follow warning with action. There is now no excuse of Bryan's presence in the Cabinet to justify flabbiness and weakness in our foreign policies.

THE REAL DECIDING FACTORS.

In forming our opinions as to the final result of the war, it is necessary that we do not permit the events of the immediate present, however momentous they appear, so to fill our field of mental vision that we fail to observe the development of the far greater and, ultimately, decisive factors. We must judge the war as a whole. Our conclusions must not be based on the present deadlock in the west and on the Dardanelles, on Toulon victories in the east nor on Italian progress in the south. They must be formed after taking into consideration not only the number of men, ammunition, guns and ships now arrayed against each other, but the means of replacing losses and adding the bulk of these resources to success.

This involves consideration of the ability to manufacture an ample supply of war material without respite until victory is won. It also involves ability to command the raw material and the money needed.

Recent events are important in this connection chiefly as showing what are the chief essentials to success. The Teutons won in Galicia because they had overpowering artillery and unlimited shells. The French and Germans are deadlocked in the west because they are about equally matched there. The British are unable to force a heavy toll upon Germany for keeping the Germans at a standstill, because they lack enough ammunition to match the Germans in artillery fire, much less to assume a general offensive. The meaning of this situation is plain. The chief elements of success are to be found, not on the battlefield, but in the factories at home.

Germany started at her maximum. She has now under arms practically every fighting man, according to the New York Sun's review of estimates from the various fronts. Her industries were organized and the whole nation was mobilized to supply the army with war material when the war began. She cannot increase her output and she probably uses up her accumulated supply of armament and of materials for its manufacture. The men killed or permanently disabled cannot be replaced with new men drawn from civil life. Austria too started at her maximum power, but her generalship and the spirit of her troops fell far below those of Germany. Hence she has suffered disastrous losses and has sunk much farther than Germany below her maximum.

France was the first to see the advantage with which Germany had started, and the German tidal wave was no sooner turned back at the Marne than France set to work to deprive her enemy of it. In September she began organizing all her workshops for the production of war material under law placing them and the men at the disposal of the state, the workmen to be moved about as national interests require. With foreign supplies of raw material available to make up her home deficiencies, she now produces as ample ammunition as her chief enemy. In material she has reached her maximum, while in men she has 1,500,000 in reserve.

Britain, as usual, entered the war unprepared. Nearly all her wars can be divided into three periods—the first of blundering and bungling, with deficiencies in both men and material at the front; the second, of keeping the enemy at bay with such men and material as she can hastily assemble and rush forward, while she really begins to fight the third, of actual fighting with all the men and material necessary to success. In this war the blundering and bungling was at home rather than in the field, and it imposed upon the army a super-human task. The second stage has just been entered upon with Lloyd George, as minister of munitions, mobilizing the nation's industrial forces in a manner peculiarly British. He has authority to use compulsion, but he keeps it in the background while he does everything possible to secure voluntary co-operation.

Lloyd George hopes thus to enlist enough men, such an overwhelming sentiment that he will enter into the position of commander-in-chief of each nation, that he might bear a certain ratio to population, wealth and the necessities of each case. Such a limitation would prevent any one nation from attaining so superior a degree of military preparedness that it could hold out long against all other nations combined.

Given these sound fundamental

conditions for maintenance of peace, a league of peace would have good prospects of success. It would insist that strong, "growing nations" grow with the rest, and that the overflow by migration to new developments be checked. It would forbid them to grow by grabbing their neighbors' territory and by subjugating the inhabitants. It would prevent any one nation from acquiring such preponderant military power that it could commit such aggression in defiance of the league.

THE INCREASING DEATH RATE.

For persons whose age is over forty the annual death rate is increasing. For younger persons sanitation and the prevention of the infectious diseases have lowered the rate. But for the diseases of mature life other measures are required. It is said by physician that about 80 per cent of the deaths of men and women above the limit of forty years might be postponed almost indefinitely if proper precautions were observed. We lose from diseases of the kidneys and circulatory system, including apoplexy and paralysis, about 410,000 persons every year. The victims are mostly men. Comparatively few women die of these maladies.

The United States Public Health Service tells us that the expectation of life after forty is less than it was thirty years ago, and this is due largely to the prevalence of diseases of degeneration." And the degeneration, as the warning goes on to say, can be traced back to sedentary occupations and "indulgences" such as tobacco, liquor and, particularly, overeating. The overladen dinner table sends more men to untimely graves than the winecup.

These diseases of degeneration, which are "increasing out of all proportion to the population, might be prevented almost entirely by temperature living and by exercise. We mean temperature living, moderation in food and drink, rational hours of work, adequate rest and recreation. Exercise to be of any value must be taken regularly and kept up persistently. Any man who wishes to live long and retain his health must make up his mind to work his muscles. He will get more good from outdoor exercise than from any other kind and Portland with its laws and gardens offers enviable opportunities for it.

But bedroom gymnastics are better, far better, than nothing. It takes tremendous resolution to continue them a great while but they are worth all they cost. There are hundreds of city roofs that might be transformed into gymnasiums and recreation grounds with little cost and they would be extremely profitable on account of the open air they afford. There are plenty of ways to get exercise if a man is determined to have it. The only question is whether he thinks enough of his life to take care of his body. As matters stand, most men do not.

OUR COLLEGE MENTORS.

What should we do without the baccalaureate sermon with its superfine wisdom and dreadful warnings? To have all our faults held up to us once a year in a hundred college pulpits is a blessing which we ought to be thankful for. The healing floods of the commencement preacher's wisdom at least for a while. Perhaps this delightful effect would last longer if the sermons were a little more genuine. President Hadley's baccalaureate sermon was typical. The good man had uttered a word of warning and advice to our "democracy."

A democracy unwarmed by the annual college sage would go headlong to destruction in a few weeks. It might even fall into some of the troubles which distress the European monarchies, from which hitherto we have been exempt largely, of course, by following the counsels of the college orators. President Hadley thinks our worst fault is our proneness to "hasty speech" and the lack of self-control that naturally accompanies it. "We indulge in the luxury of righteous indignation without full information as to the fact or adequate calculation of the consequences."

The instinct to be a cave man is strong in the healthy boy in midsummer and given the bank to tunnel he cannot resist the call. He knows nothing of the danger and would scorn it if he did. This is the period when parental wisdom must be the only guide.

Organization has reached its limit in the National Speech Artists' Association, which met in annual session at San Francisco yesterday. Popular ideas confined these things to the asylum, but many seem to have escaped.

No doubt no doubt. And the fault is one to repeat of in sacking and ashes. But we have the consolation of knowing that other countries are just as bad or worse. "Hasty speech" is quite common everywhere, even in Germany. Occasionally our sister nations do even worse than to "feel indignation" without full knowledge of the facts and consequences. They plunge into war now and then without counting the cost. Silly as we Americans are we have managed to keep out of the big war thus far. And if our college advisers are faithful in dealing with our shortcomings perhaps we shall stay out of it.

Despite the keen sense of our failures which always comes over us at commencement time we are, upon the whole, peaceful, prosperous and happy, a good deal more than can be said of some nations. The United States with all her faults we love her still. Like George Eliot's Mrs. Poyser, she imparts a certain comfort and security to our lives which is worth a good deal of more showy merit.

HONESTY IN ADVERTISING.

The recent convention of the Associated Advertising Club of the World recorded a marked advance in the ethics of advertising. Reputable newspapers are now conducted on the theory that it pays to tell the truth in advertising as well as in news columns. They hold that advertising of quacks, fakes and swindlers does them an injury far exceeding in money value the sum they receive therefor. Their maxim is now the old schoolboy adage: "Honesty is the best policy."

The good will of a newspaper consists not only in its readers' confidence in the completeness and accuracy of its news; it consists also in a reputation for the reliability of statements contained in its advertising columns. Not necessarily the more confidence an advertiser has in his statement the more benefit it confers on the advertiser, for the more it will incite the reader to buy. If side by side with an actually truthful advertisement there appears another for an obvious fraud or one which looks "fishy," the doubt raised as to the newspaper's reliability will extend to the truthful advertisement and the firm which has been paid for it loses part of that for which he has paid.

Fortunately for the Russian army, this is a good season for walking.

These rare days in June are crowding to get into the calendar.

A moral duty lies heavily on every fan to go out to the park.

Now, Beavers, two of the three series, no less.

The Jitney seems to be eliminating itself.

"Beat it, Huerta!"

led not to grow if the country started at that and worked up to a million. Red tape, union rules, war profits all are to be cast aside in the supreme effort to produce so many guns and shells that a constant stream will pour into France and the Dardanelles, and that Russia's deficiencies may be made up.

Russia began the war with more troops available than either of her allies, but with less means of supplying them with material. To her shortcoming in this respect are mainly due her defeats in Galicia. In the space of one hour 200,000 shells were fired at the Russians. In the battle on the Don, says the correspondent of the Novoye Vremya;

At dawn the Germans alone, 700,000 shells were fired at the Germans within 24 hours. Waves of high explosives swamped our trenches, broke among the divisional staffs and regiments and the regiments retreated column. The curtain of bursting shells rendered the enemy's trenches impossible to bring up teams to remove the guns.

To meet such storm, Russia increased her production of munitions sevenfold within the first half year of the war, prohibition alone having increased the productive capacity of the men 30 per cent. She has now begun organizing all her factories for war, seizing those owned by Germans and calling all specialists and technical students into service. But she is so far behind her allies in manufacturing that she will not be able to supply for a large proportion of their supply.

Italy, having had ten months within which to prepare before entering the fray, was amply supplied. By watching the war she could see and apply its latest lessons. She started at her maximum efficiency with her industries already organized for war and with abundant material accumulated.

These being the essentials to success, it can be gained by a nation of inferior resources only by starting at the maximum efficiency and by gaining such rapid and complete victory as to deprive the enemy of his resources, to acquire them and to turn them against him. Japan started with this advantage over Russia, but after this advantage over Russia, but after this

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