

The Oregonian

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PORTLAND, THURSDAY, SEPT. 30, 1915.

ONE FLAG.

A school for Americans—an Americanization school—is a good idea, for it has a great task to perform. It will not end with persuading foreign-born citizens to drop and forget their hyphen. It will have achieved its highest aim when it has made the hyphenated Americans—all Americans—of both sexes, native-born and foreign-born, that it is a privilege to live under the Stars and Stripes, and it is a duty, if there is need, to die for them.

It will be well to teach in the school for Americans that the Nation of one language, one flag, one loyalty, and one destiny. It will be worth while to show that a wise preparedness is far nobler and far safer than a formalistic patriotism, and a soft and complacent pharisaism which assumes and says that nothing will happen to us if we but turn the other cheek.

A true work will have been performed if it be taught that war is not the greatest of evils, but that the difference to or neglect of National duty is worse. So is a pretended Americanism which gives lip-service to this country and heart-service to another country.

If it shall be shown that patriotism is not mere word, and freedom not a mask for secret connivance with enemies, actual or possible, and liberty not license to defame the American Government and its President, and to defile American ideals and their real meaning, then the school will have more than paid for itself.

If the belief can be well grounded in all minds that the perpetuity of American institutions and the preservation of the American idea is the most important thing in all the world, that no country will be in danger from any foe, without or within. It is more important than the exaltation or downfall of empires or kingdoms, or monarchies, or dynasties, or states; more important than the triumph or failure of emperors, or kings, or czars, or sultans, or kings, or potentates.

An Americanization school to teach a real Americanism! Good. It is aside from the question to say that it should not be needed. But if it shall not be done, here or somewhere, God save the Republic!

AS TO KEEPING A DOMESTIC.

It would be interesting to know how many books of advice have been visited upon a patient world. Copious draughts appear in every known tongue, from Sanscrit to slang. Certainly there is not storage space in the whole of literature for the heavy volumes that have flown from the pens of sages and near-sages telling us just how to regulate our lives and direct every phase of our activities from cradle to grave. Do we contemplate matrimony, a career, or death, huge volumes of advice are piled up on the shelves grasp our halting shoulders and turn us into the straight path that leads direct to our goal. Of course no one ever accepts any of these noble ministrations to our untutored souls, but that fact does not deter our eternal advisers.

The latest seer to unravel one of the tangles of mortal existence has settled the complicated servant problem. Treatises, essays and dissertations on this complex topic have been evolved without number, but this is the first novel-size incandescent that has been turned into the cellar of our darkness on the subject. The author, a New York matron, enters into the servant problem with a zest, thoroughness and attention to detail worthy of Darwin in his quest of our origin. She tells all about servants from the fact that they are female biped mammals, on down to a description of their favorite amusement of quitting the job at dinner time after from one day to one week of service.

Whole chapters are devoted to the stimuli that incite them to this last-named activity. The principal considerations are described as long hours, lack of sympathy, small wages and a general lack of respect for their finer sensibilities. Their work is never done. Everyone in the household adds to their normally multitudinous duties. They are treated in many homes as serfs, rather than free and independent beings. When the thermometer registers below zero the servant must light the furnace, while the languid, luxurious male head of the household keeps to his warm comforts. She must split wood, carry coal, cook, wash, care for the children. Small wonder she falls victim to the eternal story of utopian homes where her labors will be lighter, and thus is kept moving from home to home in quest of the Holy Grail of pleasant servitude which she never finds.

In the average family that hires most of the domestics, and since the average family has gotten hopelessly into the habit of loading all the work and chores upon the servant girl, we fall to see where this latest proffer of helpful advice benefits anyone very much. We are inclined to fear that the servant problem remains unsolved, even in the face of a whole volume of elucidation. We fear that the millennium will find it unsolved—unless invention takes up the cause where volumes of gratuitous advice leave off.

IN AN EMPTY HOUSE.

Patrolman Long was perhaps a little quick on the trigger, but it is better to be safe than sorry. He and his fellow officers had at the peril of their lives undertaken to capture a dangerous criminal—a murderer, an outlaw, a man who was not only a danger to the bay and who was at war with his society and all its agencies. He had slain on sight Warden Minto, and he had all but killed the town marshal of Jefferson.

There are persons who will say that Officer Christofferson was needlessly reckless in entering that empty Albany house, in the dark, to seek his quarry. It is not to be doubted that Hooker, if he could, would have slain him in a moment. We are inclined to think that had he taken it, it is the American way to hunt the desperado in his lair, and give him no possible chance either of escape or to take any other advantage of opportunity and delay. It is a soft and complacent pharisaism which assumes and says that nothing will happen to us if we but turn the other cheek.

A true work will have been performed if it be taught that war is not the greatest of evils, but that the difference to or neglect of National duty is worse. So is a pretended Americanism which gives lip-service to this country and heart-service to another country. If it shall be shown that patriotism is not mere word, and freedom not a mask for secret connivance with enemies, actual or possible, and liberty not license to defame the American Government and its President, and to defile American ideals and their real meaning, then the school will have more than paid for itself.

WHAT CONSTITUTES A CRIME?

What is the Oregonian's judgment of public opinion in Idaho, which has an enactment that goes so far as to make it a crime to possess liquor, whether sold or not? This law must represent a great preponderance of public sentiment for it was passed by an overwhelmingly wet Legislature. It is public sentiment cast in a different mold in adjoining states—Boise Statesman.

The Oregonian thinks the public attitude toward liquor and the saloon is substantially the same in all the Northwest states. It is doubtful if there is in Idaho, or in Oregon, a fanatical and vengeful general wish to send a man or woman to the penitentiary for mere possession of liquor. The Oregonian is inclined to believe that the reformer who would reform the drinker—at least the moderate or casual drinker—is not to put him behind the bars and keep him there. It may be deemed surprising that the Idaho law is not reform of the law, as it ought to be of any law.

The Oregonian is reluctant to express his views of the practical result of the Idaho law. But will not the best test to say that it has no great confidence in the intent of a wet Legislature to pass a perfectly dry law—or, rather, a workable dry law. If the Idaho law shall be enforced to the letter, prison is destined to be a refuge for many citizens who may be bibulous or merely unlucky. But we do not look for so unhappy an outcome.

UNEMPLOYED ON LOGGED-OFF LAND.

There is good sound sense in the criticism which City Commissioner Baker made on the plan of providing employment for the unemployed by turning to the Chamber of Commerce committee by the Oregon Society of Engineers. A man should not be asked to work for less than the going rate of wages merely because employment is offered as a means of relief to the unemployed. The going rate of wages for common labor is not as high as \$3 a day, as was assumed by the Central Labor Council when the county paying bonds were under discussion, nor is it as low as \$1.25 a day, as the engineers seem to assume. Fixing of such a rate brands the scheme as charity, not as business. The unemployed do not ask charity; they ask work that is worth doing at wages that are based on business, not on charity.

Another object of the engineers' plan is that it treats the clearing of logged-off land as a temporary expedient to provide employment in a time of depression. That work should be undertaken and prosecuted continuously as a business matter, on its merits. It should be undertaken on a large scale with proper machinery for cheap removal of stumps and for utilization of their many useful ingredients. Experiment has shown that the stumps can be produced from stumps and that they should realize enough money at least to pay the cost of clearing, if not to yield profit. Surely the time has arrived when the stumps can be produced in practical application on a business-like scale. Neglect to clear the great areas of logged-off land is a reproach to the West and is a violation of the duty which we owe to the country which we have talked so much.

economically and it would no sooner be finished than the logger would have agricultural land for sale, ready for the settler to plow and put in crops. In the work of colonization a leaf might be taken out of the book of the Canadian Pacific Railroad. That company did in irrigating great tracts of arid land in the Canadian Northwest, precisely what we suggest with regard to the logged-off land of the Pacific Coast—prepared the land for settlement. It then sought out in Eastern Canada and the United States desirable settlers and backed them financially until they had a crop which made them self-supporting. A logging company with ample capital could do the same thing. It could secure many settlers from among its employes by arranging to apply a portion of their wages as a payment on land. By pursuing this policy it could make two profits—one on the timber and one on the land—and instead of leaving the lands and a blight on development, it could leave a prosperous settlement of independent farmers.

TABBY UNDER SUSPICION.

Charges of a most appalling character have just been lodged against Tabby and Tommy. Our purring little bird is now an object of suspicion greater than war if we may believe the heinous charges lodged against them, and which charges are now under investigation by the National Association of Audubon Societies. Half the land lives a year or so charged against pussy—that and the loss of enough money every day to run our city for a year on an efficiency-crank basis.

We have always known of pussy's penchant for birds. We have always watched Tabby stealthily approach Robin Redbreast with the blood lust in her eyes? Yet we supposed that it was exceptional for Tabby to accomplish her fiendish mission. Now we are advised that 500,000 little feathered victims each year in the gory claws of Fels domestica. Data have been gathered to this effect and if substantiated, something will be done about it.

For it is not a mere matter of sentiment. Our economists, horticulturists and entomologists have been checking the situation over and find that a total damage to trees and crops of \$500,000,000 is done each year in this country by insects. As everyone knows, the bird is the sworn enemy of the insect—at least the only one that gets results. We humans have a habit of mixing our sentimentality and our own interests so that while we rejoice when birds eat insects we weep when something eats the birds. The birds are not our enemies. At any rate, they are the beautifiers of our femininity, so they must be safeguarded at any cost. Tabby and Tommy may prove to be innocent of the charge. Or the accusations may turn out base exaggerations, wholly unwarranted by the facts. But in the meantime the bird is being exterminated and will not be until all the evidence can be collected. But even if Tabby and Tommy are cleared on the murder charge and are able to escape the inevitable muzzle, we would come forward with a misdemeanor charge that ought to be prosecuted vigorously. Pussy is notorious as a disturber of the midnight serenity. Corroborative evidence to this effect can be gathered from ninety million witnesses. Hence if the Audubon societies do not recommend laws against the bird, it is the sworn enemy of the insect—at least the only one that gets results.

ARTILLERY PREPARATION.

Artillery preparations for the great forward movement of the German line are important sectors of the German line must have proved a prodigious and expensive task. According to the French official dispatches weeks were spent in paving the way for the infantry to move ahead. While details are lacking it is plain that the French heavy artillery was put to the necessity of fairly unearthing the German advance elements from their underground fortifications. Thousands of tons of explosive shells must have been hurled from the rear of the French lines into the German sectors in order to dig the enemy out. With deep, heavily protected entrenchments, arranged in continuous lines and having a breadth as great as 4000 yards, a veritable hall of huge shells would be required. These shells, of necessity, would have to be confined to prescribed areas of the German sectors, since all the artillery in the world would prove unequal to the task of unearthing a firing line 300 miles in length.

Artillery fire alone cannot succeed in driving the enemy out. The function of the artillery is to prepare the way for an assault. When the French heavy guns had torn out several acres of trenches in a selected sector it then remained for the infantry to press the charge, supported by the small guns of the field artillery. The climax must be achieved by assault, by the determination to enter the hostile position regardless of the volume of resistance. Where the heaviest of modern guns leave off, the primitive knife thrust of the bayonet steps in. It must have tried the courage of the staunchest and most seasoned veterans to move forward in such a charge as the French lines made. The commanders have had to have the psychological hour when their artillery had gained the fire superiority and partially demoralized the enemy could not hope to fall upon a routed foe. The artillery preparations necessarily would draw heavy infantry supports from adjoining hostile sectors. The heavy artillery could not be expected to unearth and destroy the whole intricate entrenchments of the enemy. Hence the infantry would be forced into a death struggle of garden had rained from many a ridge and machine gun depending upon their field artillery behind and their own fire between rushes to beat down the enemy's fire volume. At the short ranges of assault in the present trench fighting they must have sustained considerable losses from their own artillery. It is inevitable that a short, low burst of friendly shrapnel will mow men down, but the competent commander pays no heed to this, as he knows the losses from such a source are trifling compared with what he would be compelled to sustain were the artillery to cease firing prematurely.

The psychology of the charge against a capable and entrenched enemy is comparable in a measure to that of making a run from one shelter to another during the course of a down-pour of rain. One knows he is in for a wetting, but other considerations render the wetting of lesser consequence. The commanders know in advance that they must sustain horrible

losses, but then human life must remain a secondary consideration in the grim business of war. The life of one soldier or of ten thousand men may be far less important than some definite objective which their loss may achieve. Such is the stern philosophy of the battle zone.

So the border raids were the work of a forgotten, but now new, Mexican party, which the Mexicans may call the Magonistas. In deciding which leader to recognize, the Pan-American conference had an embarrassment of riches—the Carranistas, Villistas, Zaplatistas, Huertistas, Magonistas, to say nothing of the Cientificos, who may yet rise again.

Georgia recently executed legally a 14-year-old negro for the customary crime. His victim was an 8-year-old white girl. His offense was great and deserved fit punishment; but in hanging him the State of Georgia appears to be playing with child murder. What that state and many others need most is a penalty that can be administered by a surgeon.

From London comes the smug announcement that the British have put an end to submarine warfare. Washington strongly hints that it was our matchless diplomacy that did the feat. But we more than suspect that submarine warfare has been modified before it has been put to rest. It is a new and more really important result.

If those men who had dynamite in a wagon hit by a train at Bend had dropped the stuff, there would have been a disastrous result; but as the wagon was hit first and the explosive thrown out, it did not go off. Dynamite is full of this kind of idiosyncrasy.

At last we have the explanation of the Welsh coal miners' strike. They could not get the unpatriotic example of their employers, who paid bonus dividends with money gained from their country's need. They should be pilloried.

Possibly Gaffney, Consul-General at Munich, talked too much in criticizing the Administration. At any rate, they are not his friends. There is a good Democrat somewhere who needs the job.

By decision of the United States Court at Detroit, the up-to-the-minute grocery now can give bargains in breakfast food. This is one instance that shows how the anti-trust laws help the consumer.

Allies and Teutons each are claiming victory in the latest drive. It's all a matter of viewpoint in the early stages of such a battle. We must wait some time for the net results.

Stars and Starmakers

By Leone Cass Baez. A CTRESS who has just wedded a star correspondent frankly admits that she "wanted to get into the war zone." Well, there aren't enough war correspondents to go around, girls, but any of us can get into the war zone all right all right by just marrying anybody else.

The account says that after a courtship covering three years Eleanor Flower, actress and dancer, and Gregory Mason, war correspondent and magazine writer, were married last week in New York City on the steamer Kurak, of the Russian-American line, for Europe. The bride is going to study dancing in the Fine Arts building, permission having been granted by an imperial order of the czar himself, which is considered quite a distinction in these war-ridden times.

Mr. Mason is sailing to Europe as correspondent for the Outlook. When Miss Flower returned from Canada, where she had been playing, she told him that she was going to Russia and the usual her to accompany him to the altar first. Gregory Mason is the brother of John Mason, now playing in "Common Clay" at the Stuyvesant Theater.

Mr. Mason's grandfather was the founder of the Mason & Hamill Piano Company. George Mason's commission to go to the front came rather abruptly and this was partly the reason why the marriage took place sooner than was expected. While his wife studies Moscow, he will fulfill his mission with the Russian army.

Frances McHenry telephoned to ask what has become of the Boy in Blue who all the while, writes in a large sense, Dummo, Francisco. The lad in khaki has taken his place and not even Kipling can rhyme that word with anything.

A former companion of several years ago was revived lately, when Florence Roberts passed again to John Cort's management. Under Mr. Cort's direction she will be seen in a comedy entitled "The Claim," by Frank Dars. The story is a romance of Arizona.

Miss Roberts' last previous appearance here under Mr. Cort's management was in "The Strength of the Weak," and she made a pronounced personal success. Since then she has been appearing in vaudeville and in stock.

Laura Hope Crews has a mind of her own and she speaks it occasionally. Here are a few spade words from the brilliant dramatic star: "If there is any one thing more than any other that gives me a large sense of fatigue, it is the fool advice given to women about how to make round places out of flat, and straight lines out of curved, the drawbacks being a part of their estate of flesh and blood. The girl who is shy in length is told to stretch. The girl who is short and stretching, she who is rotund in front or back, where fullness has a right to be, is provided with a straight jacket that keeps her as stiff as a poker the rest of the day. If her chest is maldentity, oils and rubbings are suggested. The girl who is fat is told to stretch. If her neck and arms are pipe-stemmy, out of doors for her from sunrise to sundown, and work and food that would make an ox an anarchist. What with putting grease on their faces, splints on their sides, suits and shoes that are too tight, and a long lead, the wonder is not that so many give up hope and fall into despair, but that so few do. The fact that somebody gets good money out of this kind of writing does not relieve the matter in the least. It is a matter of the surest, an indirect advertisement for some article of supposed help, and therefore more blamable.

"One might suppose that women with as much brain as a fishing worm would know that fresh air, sunlight, exercise and a good night's sleep are the best things to do for their health. To talk to women who try to make one wrinkle grow where two are entitled to time, and who think straps are going to make them willowy and happy, would be as useless as to argue with a tree box."

W. C. T. U. "SAFE AND SANE" BODY

President of Temperance Workers Says Remark on Tobacco Users a Jest. PORTLAND, Sept. 29.—(To the Editor.)—The W. C. T. U. is a perfectly safe and sane organization carrying on its work along educational lines, and helping to enforce prohibition by creating public sentiment in favor of it. I always supposed the American audience knew a joke when they heard it, but the dead seriousness with which my jesting remarks were received was a surprise.

If such a scheme was practical it would never have been mentioned until the law had gone into effect, and cases had come before the court for decision. Public opinion may be won as a joke. As to the ground for the remark: The only printed form for the purchase of ethyl alcohol from a pharmacist, granted by an imperial order of the czar himself, which is considered quite a distinction in these war-ridden times. The physician who writes a prescription cannot be a user of a narcotic drug. No one who addicted to the use of narcotic drugs can purchase any ethyl alcohol for medicinal, mechanical, scientific or pharmaceutical purposes, or for external application.

If the use of narcotic drugs debarred one from purchasing pure ethyl alcohol for external applications, what might a court decide in regard to the purchase of spirituous, yinuous and malt liquors for internal application? No prophet has ever been able to forecast certainly how the law would enter any law. At the present time lawyers are wrestling with the question whether "or" spells "and" or not.

A prominent attorney stated in a public meeting that all affidavits must be kept on file, open to the inspection of any officer or citizen, but he was mistaken. The amended measure, as passed by the Legislature, eliminated the word citizen and only a justice has the right to inspect the files. Having converted the majority of the prohibitionists into the theory of prohibition, we are now going to do our best to make them fall in love with the practice of it and we are going to do it in a womanly way—so let no one be disturbed.

MATTIE M. SLEETH, President Multnomah County W. C. T. U.

SUFFRAGE TILT CASTS SHADOW

It Gives Hint of What to Expect in Politics of Future, Says O. C. PORTLAND, Sept. 28.—(To the Editor.)—It is enough to make an angel weep to see the members of the Congressional Union washing their dirty hands in public, as has been done recently. Who would have thought that the lady voters who were heralded as about to inaugurate a millennial era of good things, and whose names and connivance were to be forever banished from political life could themselves have been guilty of using their hands in connection with the corrupt practices of the past? It is a sad day of disillusion for us public idealists who thought we were giving this wicked old world a boost upward by presenting, with our best compliments, the vote to the ladies. It says that the women are, after all, just like the people. I don't know how to look for just as much chicanery and subterfuge in our politics as we have in our domestic life. We misguided idealists might indeed have foreseen this, for is not all history full of instances of the acquisition of our independence, and of political and diplomatic relations? Depend upon female cleverness to devise means of indirection of brilliant origin.

And yet this little temptress in the Congressional Union has its interest in the shining address of woman's suffrage by Federal amendment in decided disapproval, with her hair down and her rouge off. O. C. MOTHER'S SON.

MOTHER FOR MILITARY TRAINING

It Will Teach Boys Many Things Parents Have Failed to Impart. PORTLAND, Sept. 28.—(To the Editor.)—May I have a little space to thank you for your splendid editorial September 28, headed "Patriotic Mothers?" Your article and the letters from "Anna Read" and "An American Mother" express just the true condition of many a mother's mind on this question. "I did not raise my boy to be a soldier," but it has been my earnest endeavor from his earliest childhood to instill into his mind and heart a strong feeling of true patriotism. I have tried to teach him to love his country as he does his mother and to be ready to protect its honor as he would hers. Motherhood spells sacrifice and service just as much in 1915 as it did in 1776 or 1861; and should his country need him, I would proudly give my son, my most precious possession, and should he not respond willingly to his country's call I should feel that I had failed utterly in my task of making of him a desirable citizen. Let us have training in the grade schools, military training in the high schools, or any other legitimate methods of preparedness and self-defense, to the end that our sons, should they be needed to defend our country, may go forth equipped for the task. MRS. STACY STOWELL, 834 Corbett street.

Other Nations Seeing Us United World

Be Slow to Antagonize Us. PORTLAND, Sept. 28.—(To the Editor.)—Nothing your frequent allusions to the song entitled "I Didn't Raise My Boy to Be a Soldier," as an American, whose ancestors served in the Continental Army in our war for independence, the War of 1812, the Mexican War and numerous relatives in the Union armies, during the Civil War, and in the Spanish-American War, I would like to suggest that the services of some of our song writers be secured to reply to the above named song with one under the caption of "I Didn't Raise My Son to Be a Lifer." AMERICAN.

Twenty-Five Years Ago

From The Oregonian, September 20, 1890. Merchants are complaining of the inability to get freight cars to handle their business.

Senator Dolph says he had intended to attend the recess of Congress in Oregon but the session has been so prolonged that he will remain in Washington.

Spokane is assured of the baseball pennant as the result of yesterday's game with Seattle. Tacoma, Seattle and Portland finish in order, having won 25 games and lost 62.

Seattle—J. F. Cordey, of Portland, bought the Madison Street Theater here.

London—John Morley scored Balfour and the government last night in an address, in which he said the Tipperary prosecutions have cruelly blighted the hopes of the Unionists.

The bonds for the railroad to Astoria are almost disposed of.

The Rummel mine on Klamath River is turning out \$500 to \$600 a week.

"Two Nights in Rome," featuring Joseph Grismer and Phoebe Davis, played at the Marquam Grand last night and "Ten Nights in a Barroom" held forth at Cordey's.

The matter of publishing a paper in the interests of the Christian Church of the Northwest took definite form last night when the Northwest Christian Publishing Company was organized.

Hali a Century Ago

From The Oregonian, September 30, 1888. The Copperhead newspapers continue to draw parallels between the great revolutionary movement whereby we acquired our independence, and the recent attempt on the part of Southern conspirators to divide our country.

North Carolina furnished 112,150 men to the rebel cause. Of this number 80,000 are disabled or dead.

W. H. Newell has disposed of his newspaper at The Dalles, to Messrs. Halloran and Cowne, of that place.

A census of Cleveland, Ohio, shows its population has increased from 42,550 to 53,585 in the last five years.

F. Bartels and A. Breyman have published notice of dissolution of partnership.

The following telegram came from Salem signed by J. H. Mitchell: "Savings clause held good; Sunday law sustained. Gold taxation sustained."

The decision on the saving clause reversed Judge Shattuck's decision as to the circuit court of this country. The gold taxation refers to laws for the collection of taxes in gold. These provisions were intended to pay the taxes with greenbacks after nine-tenths of their neighbors had paid theirs in gold, will be disappointed.

Spencer Hall, the collegiate institute and boarding school for young women at Milwaukie, Or., has begun its 15th session. Miss Jane Gray is principal.

TEACHES LOVE OF COUNTRY

Mother Wants Son Trained So He Can Respond if Country Needs Him. PORTLAND, Sept. 28.—(To the Editor.)—May I have a little space to thank you for your splendid editorial September 28, headed "Patriotic Mothers?" Your article and the letters from "Anna Read" and "An American Mother" express just the true condition of many a mother's mind on this question. "I did not raise my boy to be a soldier," but it has been my earnest endeavor from his earliest childhood to instill into his mind and heart a strong feeling of true patriotism. I have tried to teach him to love his country as he does his mother and to be ready to protect its honor as he would hers. Motherhood spells sacrifice and service just as much in 1915 as it did in 1776 or 1861; and should his country need him, I would proudly give my son, my most precious possession, and should he not respond willingly to his country's call I should feel that I had failed utterly in my task of making of him a desirable citizen. Let us have training in the grade schools, military training in the high schools, or any other legitimate methods of preparedness and self-defense, to the end that our sons, should they be needed to defend our country, may go forth equipped for the task. MRS. STACY STOWELL, 834 Corbett street.

Definition of an Optimist.

"What an optimist!" "A man who tells other people not to worry when things are coming his way."

"Yours for Increased Business"

Mr. Storekeeper, make up your mind that you are going to do more business this year than last year. Resolve to take advantage of every opportunity to attract customers. Decide to advertise if you can, and, above all else, resolve to take advantage of the other fellow's advertising. When a manufacturer is advertising his brands in the newspaper—push those particular brands. Get the benefit of the manufacturer's newspaper advertising.