

Seventh Democrat to Occupy White House as President Is Woodrow Wilson

PRESIDENT WILSON was born in Staunton, Virginia, December 28, 1856, the son of Rev. Joseph R. Wilson and Jessie Woodrow Wilson. He was christened Thomas Woodrow Wilson, but dropped the Thomas before entering college. He studied at a private school in Columbia, South Carolina, at Davidson college, in North Carolina, at Princeton college, now Princeton university, and in the law school of the University of Virginia.

He practiced law in Atlanta, Georgia, in 1882 and 1883. He returned to his studies, attending Johns Hopkins university 1883-5.

He was married June 24, 1885, to Miss Helen Louise Axson of Savannah, Georgia. There are three daughters, Margaret, Jessie and Eleanor.

He became associate professor of history and political economy in Bryn Mawr college in 1885 and served there until 1888. As professor of history and political economy, he went to Princeton university in 1890. Two years later he was elected president of Princeton university. This position he held until 1910, when his political career really started.

In 1911 he began his term as governor of New Jersey, which title he resigned shortly before being inaugurated as president of the United States of America.

He was nominated by the democratic national convention at Baltimore July 2, 1912, for the office of president and was elected November 5, 1912.

Woodrow Wilson is the seventh democrat to hold the highest place in the trust of the American people. The first was Andrew Jackson, who took office in 1828. After him came Martin Van Buren, who was inaugurated in 1836. James K. Polk swore to uphold the constitution of the United States in 1844, as did Franklin Pierce, in 1852. James Buchanan, 1856, came next. There is a long wait before American history tells of another democrat's being in the White House. Grover Cleveland's presidential career extends from 1884 to 1892.



Essex Troop of New Jersey, Inauguration Escort, and President and Mrs. Woodrow Wilson

Things You Have Forgotten

There Are Plenty of Interesting Stories in History of Which the Books Say Little

(This is the first of a series of brief sketches of historical incidents that are half forgotten, featuring reminiscent matter. The series is to deal with things that everybody might know, but are not part of general information. For instance, everybody knows how America was named. Certainly, but just how? Read what's to come.—Editor.)

FOUR hundred and six years ago, in 1507, this continent received its name, America. It was a German scholar who decided that the vast, newly found land across the seas was old enough to be named. He was the one man in the world with the wit to see the possibilities of a continent named America and the only one with such a sense of sympathy that it made his heart ache to see a half-grown country—almost big enough for long trousers—running around unclassified. The name of this unknown great was Fr. Martin Waltzemuller, who hailed from Freiburg in Breisgau, and was a professor at St. Die in the Lorraine. Despite the fact that he gave us a name that is now a matter of national pride and is liked by everybody but those who come here from lands of oppression to make over our rules of liberty into regulations for unregulated license, you see no monuments to Herr Waltzemuller. His classic features are not shaped in Parian stone, nor does his intellectual and earnest visage adorn the label of even a moderately good brand of cigars. Martin Waltzemuller has been sadly neglected and something should be done in the way of presenting a substantial mark of esteem to him, or, at least, to his widow, if she has been left in want, as is more than often the case with the relics of literary gentlemen.

In naming America, Martin went at it in the regulation way. He wrote a book, which he called a geography, and in it he placed a cute pink smudge and labeled this America. In his introduction, he said: "And the fourth part of the world having been discovered by Amerigo or Americus, we may call it America." That was all, but the name stuck like a burr and now, more than 400 years later, seems as fresh as ever. Martin certainly picked out a name that wore well.

Within the remarkably brief time of two years, the English had heard of the new name, America, of which they were destined to take a more defined interest afterward. Sebastian Brant was the first Briton to use the new

name. In his "Shipp of Fools," he first spoke of America in English. More than likely, he alluded to us sarcastically, as English writers still do. Herr Waltzemuller was alluding to Americus Vespucci, of course, when he said, "having been discovered by Americus." His geography is now out of print, on account of trifling inaccuracies in general detail. He thought it was about 17 miles from Boston, Mass., to Tonopah, Nev., and that any non-paralytic could throw a dog from San Francisco, Cal., to Pekin, China. Subsequent exploration disproved these ideas. THORNHILL.

If I Should Die

If I should die tonight,
And you should come to my cold corpse
and say,
Weeping and heartsick o'er my lifeless
clay—

If I should die tonight,
And you should come in deepest grief
and woe—
And say: "Here's that ten dollars that
I owe,"
I might arise in my large white
cravat
And say: "What's that?"

If I should die tonight,
And you should come to my cold corpse
and kneel,
Clasping my bier to show the grief
you feel,
I say, if I should die tonight,
And you should come to me, and there
and then
Just even hint 'bout paying me that
ten,
I might arise the while,
But I'd drop dead again.
—Ben King.

UNDER THE MISTLETOE.

"I like your cheek," he said, kissing
her.
"Don't be facetious," she responded
coldly.—Life.

First Hen—What a ridiculously giddy
creature that young Miss Dorking is!
Second Hen—Oh, she's young yet.
Wait till she has known the sorrow of
sitting for three weeks on a china egg
and two door-knobs—she'll sober down
then.—Tit Bits.

A woman is more or less backward
from a literary point of view when she
reads the last chapter of a novel first.

Solving the
Problem
of a

Better Living—More Money For ALL on the Coast

For years, the cry has been, here on the coast, "BUY A FARM OR ACREAGE, AND YOU'LL MAKE A GOOD, EASY LIVING." In a measure, this is true. But the fact remains, that to get the most out of a farm or piece of land, or out of a store, or whatever other profession or business we may be in, THERE MUST BE SOMEONE WHO WILL BUY THOSE THINGS WE HAVE TO SELL.

The man who buys these things is practically always the man who cannot produce them himself.

Here in the West, we need more men who are engaged in manufacturing enterprises—men who work in mills and shops. These men and their families need all such things as are now produced on the coast and must buy them of those nearby who produce them.

It is plain, therefore, that to reap the greatest amount of good from the business in which we are engaged, THIS BIG WESTERN COUNTRY MUST BE MORE PERFECTLY BALANCED IN THE LINES OF BUSINESS IN WHICH ITS INHABITANTS ARE ENGAGED.

Did you ever stop to think

That only a very small part of the manufactured goods that we buy every day of our lives are made here on the coast?
The people who should be using those things which we produce are not living near us. Just think what it would mean to the small farm owners alone if most of the furniture, cereal foods, clothes, etc., which they buy were made right here at home by men who, in turn, were buying their vegetables, butter, eggs, etc! Think of the advantage to every man, woman and child who now lives here if, with mills and factories located along our rivers and in our cities, large and small, thousands upon thousands of families were living here—employed in these mills! The result would not only be a better market for what is now produced, but a better price on those manufactured articles which we are buying every day. Instead of paying for high transportation rates from the East, the raw materials would be manufactured into the finished product and sold right here at home. It is plain that what we need is more and larger manufacturing institutions. The result in increased prices for what we produce and cheaper prices on the manufactured goods we have to buy is sure to follow.



Prosperity Problem Solved

The question is, "How can we get to that state?"
The answer is simple.
We, ourselves, are responsible for the present condition—for the shortage in mills and factories.
We are to blame because there are not right now thousands upon thousands of families drawing good weekly pay envelopes, enabling them to put a large amount of money into circulation among us. It is our own fault that we have to pay excessive prices for many articles. It is our own fault that we send our raw products East to be made up, then bring them back here and pay Eastern factories and Eastern cities to make what we ought to have made right here.
The factories on the coast are anxious to go ahead—to enlarge, to employ thousands more of men. But the territory in which they can sell their output is limited to this coast alone, in almost every case. They cannot compete with big Eastern manufacturers. They cannot sell in the Eastern markets. In many cases, they have not the large amount of capital to advertise extensively, even in this, their home territory. They cannot go into the papers and magazines and convince you that the goods they make are as good if not better, as cheap if not cheaper for you to buy, as Eastern made goods.

We know it is the desire of almost every family on the coast to boost for coast made goods, because it helps every family living here. It means better times, more money for everyone, better property values and increased prosperity if we can make our own manufactured articles from our own raw products and keep the money circulating among ourselves.

In the past, however, it has been impossible for us to know the Pacific Coast made products. We could not ordinarily tell whether what we wanted was made on the coast. To let everyone know plainly, in advance, whether a product is made on the coast, manufacturers are now uniting and using the stamp which is shown here to designate a coast made article. *Whatever you wish to purchase, ask for such an article bearing this stamp. Almost everything you can think of that you may need is made on the coast and made well. If you boost for it, the result will be that such factories making such products can grow, can give work to more people; can help YOU to better times.

Better Living Conditions for All

Show this article to your friends. Tell them what it means to everyone on the coast. Explain to them how it means money in their pockets if they will Demand this stamp on every article they buy.
Ask your dealer to show you this stamp on the goods he wants to sell you. Remember, every time you insist on an article bearing this stamp, you are helping several Pacific Coast families—Your Own, and all those interested in that product.
DEALERS: Ask your jobbers to supply you with goods bearing the Pacific Coast Products Stamp. Your customers will be asking for them.

Special Prize Contest

Win Part of This
\$10.00 Each Month

Write a story of not to exceed 500 words on the following subject: "HOW THE PACIFIC COAST IS PROFITED BY BOOSTING FOR COAST MADE GOODS." Send in your story not later than the 25th of the month, together with two stamps cut from coast made goods. The stamps will be like the one shown herewith, though they will be of different sizes. Prizes will be awarded and announced the first of the next month. First prize, \$5; second prize, \$3; third prize, \$2.

Co-Operative Advertising Association of the Pacific Coast

303 Phoenix Building

PORTLAND, OREGON