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TUESDAY, JULY 18, 1922

IGNORING AN ALLY

Dr. Joseph C. Bloodgood, profes-
sor of surgery at Johns Hopkins and
one of the world's greatest authori-
ties on the subject of cancer, offers
as his matured opinion the statement
that this dreaded scourge can be
beaten and robbed of its terrors. But,
he adds, if this tremendous accom-
plishment in the direction of health
and longer life is to be made possible
the public must be advised of the
vital importance of early treatment.
In a statement printed in Sunday's
Register, Dr. Bloodgood says:

The press in this country can save
persons from death by cancer through the
frequent and continuous publicity of the
warnings of cancer which will bring people
for treatment in the earlier stages than the
entire medical fraternity combined.

Not until the profession and the public
understand the difference between early and
late treatment of cancer will the number of
deaths from cancer be reduced.

We have a treatment for early cancer. It
often prevents it. It usually cures it. It is
the same treatment we use for late cancer. We
have no other. This late treatment never
prevents and rarely cures.

We have, therefore, a trained medical
profession, experts in the recognition and
treatment of cancer, but as yet we have not
a well informed public; the latter depends
upon publicity.

That is a clear and definite state-
ment. The medical profession is pre-
pared to cope with cancer, provided
it can get at it while it is yet in its
early stages; but this cannot be accom-
plished unless the public is adequately
informed—and the public cannot be
adequately informed without publicity.

Yet the medical profession re-
fuses, except vicariously and at sec-
ond hand, to make use of the tre-
mendous power of publicity.

The reputable physician is barred
by his code of ethics from using ad-
vertising either to increase his per-
sonal practice or to add to the ef-
fectiveness of his profession, the ban
upon advertising being based upon the
fact that quacks make use of it to the
detriment of the public. But the
merits of certain remedies are dan-
gerously over-heralded by quacks, and
certain drugs, such as morphine, be-
come in improper hands a veritable
scourge. But, because of their abuses,
the medical profession does not re-
frain from their use. Their real
merit, in its eyes, is not obscured by
the fact that they may be misused.

As Dr. Bloodgood so forcibly sug-
gests, publicity has a definite and very
great value in coping with disease and
this value is not affected by the fact
that quacks make use of advertising
in improper ways—any more than the
value of morphine is affected by the
fact that it is often used improperly.

Advertising is a mighty power in the
modern world and in spite of the fact
that the physicians who refuse to em-
ploy it in their fight against disease
are animated by the highest motives,
we think they are mistaken. They
are refusing the aid of a potent ally.

RESISTANCE TO DROUGHT

Every report on Oregon crop con-
ditions that is issued deals at greater
or less length with the fact that an
unusual drought is in progress—a fact
which no one needs a crop report to
verify. There have been only scatter-
ing and very light showers since
early in May, and here it is past the
middle of July. Yet it is worthy of
note that complaints of short yields
are limited to the grain crops, culti-
vated crops in the Willamette valley
being in uniformly excellent condi-
tion in spite of the lack of rain.

In the agricultural regions of the
middle West, a similar period of
drought at this season would have been
disastrous to grain and cultivated
crops alike. Back there they have to
have rain about every so often, and if
they fail to get it the results are very
disagreeable indeed.

The soil of the Willamette valley is
astonishingly capable of retaining
moisture if it is properly handled. The
present drought—dating, that is, from
the last rain—of wetting the
ground to any appreciable depth—
is already some two months old, and yet

all cultivated crops that have been
properly cared for are in flourishing
condition. That is a testimonial to
qualities of Oregon soil that are worth
bearing down on.

SMALL SCHOOLS AND CITIES

It would be a fine thing if Presi-
dent Harding's expressed preference
for small colleges were considered
seriously by high school graduates.

The tendency in recent years has
been toward large colleges, at the ex-
pense of the small ones. As a result,
many of the larger institutions have
been crowded far beyond their cap-
acity for rendering good service. An
educational "plants," they cannot do
justice to themselves. Moreover, their
atmosphere is lost and their traditions
are swamped. Student bodies become
mobs, in which the individual is
merged and lost.

It should be evident to any intel-
ligent person that a moderate-sized
institution, with no more students
than it is equipped to handle, can
often render better educational service
than more famous universities. More-
over, life in a smaller college is likely
to be far better for the student. There
he has a chance to develop himself.
Instead of contenting himself perforce
with being an unrecognized part of a
huge system, he can find play for all
his faculties participating largely in
student activities, living a full life,
nearly as distinguished for whatever su-
perior powers he may have, and
truly shaping himself for his future
life.

It is far better to be a "big frog in
a small puddle" than a small frog in a
big puddle." It creates self-reliance
and a self-respecting pride that will
help the young man or woman later
in many a hard place.

Nearly all of this reasoning applies
just as well to small cities as it does
to small colleges. Many an ambitious
young fellow has gone to a big city and
been swallowed up and lost, ending
his life in bitterness and disappoint-
ment, when by staying at home, among
his friends and neighbors, he
might have grown to success and hap-
piness by participating in the growth
of his community.

Big cities often breed small men,
with a false sense of their importance
gained from mere contact with num-
bers. Smaller cities, in spite of all the
slurs at "Main street," breed men of
a bigger average.

A Braintree, Massachusetts, man
was miraculously saved from death
when he clutched the smokestack of a
locomotive that had hit his car. He
would have been saved much less
spectacularly but much more satis-
factorily if he had stopped, looked
and listened before he tackled the
crossing.

A San Francisco garage manager,
who told the police that his wife was
shot by an automobile bandit, is held
on suspicion of having done the deed
himself. Car owners who have paid
his bills will doubtless believe the
"bandit" part of the story, anyway.

After reading about that Ohio min-
ister who eloped with a 19-year-old
girl and when caught asserted that
he'd rather stay in jail than return to
his wife and nine children, we're con-
vinced that capital punishment is
badly under-worked.

The nation's apple crop, the de-
partment of agriculture advises, is to
be larger than last year's. And the
lemon crop, as any reader of the po-
litical news can see for himself, will
be just about the average.

Premier Stamboulsky is said to
have failed in his efforts to find an
American girl willing to marry King
Boris of Bulgaria. Maybe they're
afraid they would have to drink Bul-
garian buttermilk.

The dye interests failed to secure
an embargo on foreign products,
which probably means that they're
blue enough without any more dye.

In these days of soft clothes and
hard-headed matches, the fellow with
rubber-soled shoes might as well give
up trying to "scratch 'em."

The league of nations is meeting
this week in London. If it wants to
try its hand at preventing war, it
ought to meet at Cork.

Earlier Days in Eugene

(From the Morning Register, July 18,
1903)

Edwin Lampshire, non-in-law of
Mrs. Edith B. Linton, of this city, was
drowned at Burns yesterday.

Market report: Butter, ranch, per
roll, 30 to 35 cents; butter, creamery,
per roll, 45 cents; eggs, 17 and 19
cents a dozen; potatoes, per bushel,
25 cents.

The contest of the will of the late
J. S. Covell, who bequeathed his prop-
erty to the G. A. R. to erect a monu-
ment, has begun in circuit court here.

His sister, Mrs. Caroline McLean, of
Palouse, Wash., is contesting the will
on the ground of insanity and influ-
ence.

T. C. Luckey, George Park, Harry
Huff, Frank and Joel Ware leave Sun-
day for a month's outing at Odell and
Crescent lakes.

Brick work has been completed on
the addition to the university dormi-
tory.

Mr. and Mrs. T. A. Gilbert arrived
home yesterday from Long Beach to
attend the ball games.

The Eugene Canning and Packing
company having put up 5000 cases of

The Office Cat

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PROBABLY RIGHT

"I see students at a western college
have discontinued their funny paper."
"Why?"

"Decided there was nothing funny about
going to college."

Here facts are sometimes even more
shocking than bare backs and bare knees.

THIS ELEVATOR GIBB
Fourth floor, going down—
Hardware, underwear and hose.

Third floor, going down—
Toys, tobacco, children's clothes.

Second floor, going down—
Linen, perfume, sports and shoes.

First floor, going down—
Gramophones, pianos, news.

Ground floor, going down—
Hats, books, dresses, furs and frocks.

Basement, going down—
Fish, fruit, hair-cutting clocks.

Ground floor, going up—
Hats, books, dresses—read the rhyme.

Upward, downward,
Upward, downward,
Stop at six—
It's closing time.

Warden—"Who are you and what are
you charged with?"

Prisoner—"My name's Spark. I'm an elec-
trician and I'm charged with battery."

Warden—"Jailer, put this man in a dry
cell."

Among the Indians of Montana who have
received allotments recently are had lousy
and shute-lousy. Evidently the movie
crowd hasn't yet got a corner on yamps.

Did you ever notice that the only job of
digging potatoes that some of the unem-
ployed will take is digging them out of the
grave?

PAST MASTER
Irate Father—"I'll teach you to kiss my
daughter."

Insolent Youth—"You're too late. I've
learned already."

"Dancing means hugging girls," a preach-
er declares. Well, if they like a little mu-
sic with their love, what's the harm?

Some men resemble electricity in that
they are useful but dangerous.

WHAT SHALL I DO?

By VIRGINIA PAGE

Going on a Mental Diet

A young married woman, who asks
me, "How can I make my life joy
and sunshine at all times?" She has
the word of two doctors that she's in
perfect health after her baby's birth.

But she's "nervous." She has a hus-
band, 29 years her senior, who is "too
good" to her; and so also, she tells
me, are her mother, father and sisters.

She isn't idle. She has plenty of work
to do, and a beautiful home to do it
in. But "My thought," she writes,
"are always on myself, thinking this
or that may happen to me. If I have
the least little trouble or pain, I worry
about it." Her husband is losing pa-
tience, when she complains, he is an-
noyed, and tells her she just imagines
things.

Now, her question, "From a child,"
she states, "I have been like that.
I'm makes my mind constantly
dwell on myself and on my troubles.
Do you think there is danger
of my losing my mind? Can I over-
come this feeling? Then she adds a
question as to what she should "take
up." This she signs herself: "Wife
and Mother."

I am mighty sorry for you, my dear.
Not because you have any trouble, be-
cause your letter proves you have not.
But because you desire to be
happy, you are miserable; with every-
thing you need to be unselfish, you are selfish;
with every help to be healthy, you are
morbid. Because, also, the most ut-
terly wretched woman that I know,
who at 50 has lost the love of relatives
and friends alike, is without an inter-
est or a joy in the world, and whose
daily prayer that she may die is la-
mented by everyone that knows her—
beginning with you, my dear, and ending
with your way, some years ago. Doctors
examined her, too; and they can find
nothing wrong, mentally or physical-
ly. You are heading straight for the
same condition. And because you are
young, and because you realize what
this might do to you, I'll tell you the
remedy. Not that you deserve any,
but for the sake of your family.

Go on a mental diet. First, purge
your mind of being afraid. If you
think that this is hard, read the first
five chapters of Basil King's "Con-
quest of Fear." There is no religious
or philosophical theory in it. It is
just one of the widest-read books of
today, in which a well-known novelist
tells others how he cured fear in him-
self. Then go on your diet.

If you were too fat, you'd be for-
given certain things. When you
wanted them, you'd say: "I can't have
those. They're not on my diet." All
right; you leave off self-pity, in any
form, first of all; the desire for sym-
pathy, second; the desire to be
yourself, third. At the first suggestion
of "Oh, dear, I'm tired," or "I don't
feel happy," or "Oh, I'm so worried,"
or "I'm so afraid," or "I can't help
myself," you know, attend, your an-
swer has got to be straight to your-
self: "Cut it out. You're not al-
lowed this!" Just as if it were pota-
toes or candy or sodas. You're not al-
lowed to worry. You're not allowed
to pity yourself. You're not allowed
to say one word that will make some
one else say: "You poor dear,"—or
that is intended to bring that re-
sponse. Remember, not a word.

You must replace these things with
something, though, mustn't you? Very
well. Replace them with vigorous
statements. "I am not going to pity
myself." "I am going to help others."
"I am ashamed to think of myself."
Then—"How can I help loving people
when they are all so nice to me?" For
they will be, as they have never been
in their lives before; I'll promise you
that.

Try this for a week, and don't fall
down on it once. Then extend your
diet-period to two weeks, then to a
month. At the end of that time, I
give you my word of honor, nothing
will induce you to go back to the old
way of thinking; you'll be so happy.

Listen to this, from a girl who got
the "diet-list" privately:
"I think it was the most helpful and
comforting letter I ever read in my
life.... I am finding my way.
I have my courage back now; or as my
doctor would say, my nerves are
strengthened. I'm going back to work and
I'll enjoy it. And I want to tell you
that I will be happy.... And that was
written by a girl who has no home, no
husband, no lover, no child; none of
the things you have. But they'll all
come her way some time; and she'll
deserve them and know how to appre-
ciate them. So will you. I know it."

Divorce Status Defined
EUGENE, Ore., July 17.—(To the
Editor.) In your issue of Wednesday
you stated that Mahel C. Achey was
granted a divorce from Henry Achey
on the grounds of cruel and inhu-
man treatment. She sued me for di-
vorce on the grounds of non-support
and cruel and inhuman treatment. I
filed a counter claim and was granted
the divorce instead of her. Will you
please make this correction.

—HENRY ACHEY

Mrs. Axtell Tendered Support

SEATTLE, July 17.—Mrs. Frances C.

Axtell of Bellingham, will file on the

Republican ticket for United States

senator at the primary election next

fall. Meeting here tonight with rep-

resentatives of the state federation of

labor, non-partisan league, railway-
men's political club and allied groups.

Mrs. Axtell was formally tendered the

support of these organizations and

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Syrup of PRUNES

accepted it. She was voted the en-
dorsement of this organization at a
meeting Saturday night. Mrs. Ax-
tell says she will issue a formal state-
ment of her candidacy later.

The Dead
T. W. C. Spencer, chief engineer,
6515 Satecent avenue, Northeast, Se-
attle.

N. L. Nilson, third assistant en-
gineer, San Francisco.

The Henry T. Scott was bound from
San Francisco to Seattle.

The Harry Luckenbach was steam-
ing from Seattle and other Puget
Sound ports for New York via San
Francisco. She had loaded at Port-
land. Both vessels carried full car-
goes of freight.

The vessel sank within five minutes
after she was struck and before its
crew could lower life boats. All who
perished were drowned. It is believed
during the rush of water after the
pro of the freighter took a hole in
the side of the smaller vessel. Life-
boats put out by the Harry Lucken-
bach picked up twenty-one members
of the Scott's crew clinging to wreck-
age.

FOUR DEAD TOLL OF
FIGHT IN MINE FIELD
(Continued from Page One)

men who attacked us were killed.
There were at least eight, for I am
sure I saw that many bodies. There
may have been others out in the
woods the through which they ran when
we went up the hill. I know a lot of
them were wounded but, of course,
it will take some time to get the ex-
act number as the loss seriously
wounded were helped away by their
friends."

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Confederate General Dies
OPELKA, Ala., July 17.—General
George Paul Harrison, former com-
mander-in-chief of the Confederate
veterans and at 22 years of age the
youngest brigadier general ever com-
missioned by the Confederate states
died at his home here today. He was
81 years old.

Pet Cat Causes Tragedy
WINFIELD, Kan., July 17.—Un-
happily because his wife chastised their
three-year-old son, Otto, for teasing a
pet cat, Daniel Goode, 40, a farmer
near Atlanta, Kan., 25 miles northeast
of here, last night beat his wife with
a club, seriously but not fatally,
drowned his son and mother-in-law,
Mrs. Carry Newton, 65, in a nearby
creek, and then killed himself with a
rifle.

METHODISTS HEAR ATWOOD
TOO MANY PRODIGAL SONS IN
WORLD, SPEAKER DECLARES

Declaring that the purpose of the
Knights of Pythias was to promote a
closer relationship between man and
nature, and reminding his large audi-
ence that the work of the church was
to improve man's relationship to
God, Frederick S. Atwood, of Min-
neapolis, supreme prelate of the
Knights of Pythias, addressed a great
gathering in the First Methodist
church last Sunday.

Mr. Atwood said that there were
too many prodigal sons