TIMES EDITORIALS

Use a Little Psychology

The Pacific Coast Publicity conference has decided to spend $120,000 in the next two years to boom this region back east.

The delegates are to meet in Tacoma in October to lay out their advertising campaign in detail.

The Times wants to propose one line along which they might advantageously work.

Too often, in publicity campaigns, good money is frittered away in pamphlets and other "literature" which nobody reads.

The thing to do is to make the easterners pine and hunger for the west at a time when they are thoroughly disgusted with the east. And this, we think, is the way to do it:

Let the coast organization effect a connection with some publicity concern which has offices in various large cities in the east. There are a number of such. Supply this publicity concern with advertising "copy"—literature and pictures illustrative of our industrial and commercial potentialities, our scenic charms and our peerless climate.

Now, then, we're set.

* * *

Comes a heat wave over the east. Chicago, Cleveland, St. Louis, Cincinnati, Pittsburg, Baltimore and Philadelphia are sizzling. New York is prostrate. There is no relief anywhere—BUT HERE.

On a certain day a Chicago business man, having endured the torments of hell down town, staggers home to find his wife pale and haggard, the baby crying and fretful.

He picks up an evening paper. The headlines tell of deaths from heat prostrations, of frenzied crowds seeking relief—and not finding it—on the lake front—of heat madness, of suicides inspired by heat, of business stagnated.

And an advertisement hits him squarely between the eyes.

It reads something like this:

"U. S. Weather Bureau's Report for Today—Maximum temperature, Chicago, 105 degrees; maximum temperature, Tacoma, Wash., 75 degrees.

"On the Pacific coast they are having delightful weather under blue skies—warm enough for comfort during the day, but the evenings are cool. People sleep under blankets."

There's a picture of a picnic party on Hood Canal, another of motorists ascending to the perpetual snows of Mt. Tacoma. There are a few chatty, well chosen words about the things we have to offer the tourist who has sense enough to spend his summers in the northwest. Perhaps a word of the seashore, too, easily reached.

"Gosh!" says the Chicago business man. "I wish I were in Tacoma."

A night of tossing torment, followed by another day of torture; and that night another ad looks out of the printed page:

"U. S. Weather Bureau's Report for Today—Maximum temperature, Chicago, 104; maximum temperature, Tacoma, 73."

Wife reads it. She wants to come to Tacoma.

Do they come? DO FISH SWIM?

* * *

This is psychological advertising. It offers the easterner the thing he wants most, at a time when he wants it most, and at a time when he can't get it—at home.

It is honest advertising, too. For we really can give the sweltering or shivering easterner what he wants—weather comfort.

Incidentally, we tell them that the northwest is a good place to live as well as visit. Of the thousands induced to visit us, how many will decide to stay?

We offer this suggestion to the delegates to the publicity conference in the confidence that, if it is acted upon in a big way, it will bring big and lasting returns.

Cleaned Up

The Scripps papers stand for good government and there are numerous instances of record when they have thoroughly cleaned the Augean stables of municipal filth.

The latest is down in Los Angeles. Los Angeles, a city of half a million people, has been notoriously vice-ridden for two years. The Los Angeles Record undertook to place the responsibility therefor. It did, to its entire satisfaction. It fixed it upon the mayor and the city police. Then, the Record demanded that the mayor resign for the good of the public. The fight was a long and bitter one. The Record stood alone. The other great dailies of Los Angeles, hand in glove with the political forces which dominated the city, held aloof. The usual methods of intimidation, of coercion, of corruption, were attempted. The Record was threat-proof and bribe-proof.

Repeated efforts to "reach" the editor, were in vain. He was followed around by hired thugs; a $50,000 libel suit was filed against him; an action for criminal libel was brought; reporters were assaulted and jailed by the "guardians of the law."

Finally the show-down came. The Record produced its proof. The Los Angeles public, at last aroused, rallied loyally to the support of its fighting paper.

The mayor of Los Angeles, and with him all the unclean crowd, resigned.

LOS ANGELES won; it will have a house cleaning and a spell of purer politics. It it doesn't, the Record will again ask why and next time the answer will be prompt.

Great is the power of a straight newspaper.

If the Santa Fe railway corporation can safely declare a law unconstitutional and defy it, so can any individual. Pres. Ripley has set an example that may become "horrible."

What Next?

Great Britain and her allies have notified the United States that hereafter all unarmed submarines, such as the Deutschland, will be regarded as vessels of war not entitled to stay in neutral ports longer than 24 hours.

Having decided, to her own satisfaction, that the Deutschland is not a vessel of war this country should not be drawn into a controversy, but merely permit the Deutschland and similar vessels to remain in our ports, if they come again, as long as they wish to. It is merely a question of fact, not principle, as Washington says, and not open to argument.

Schumann-Heink has entered the lion's den of a movie concern at Los Angeles. High courage, but dare you enter the den of Los Angeles real estate agents?

Turning Out Flyers

The government aviation school at San Diego graduated seven army aviators last month and has turned out six more, thus far, in September.

If Uncle Sam will only supply the machines, he will have an army aviation corps pretty soon which will not be a standing joke abroad.

Too Bad J. P. Isn't Here

The dream of the late J. P. Morgan that United States Steel would go above par has been realized on the New York stock exchange. Since the war opened it has advanced $53 a share. The collossal fortune built up during the long, arduous business career of the late Morgan has been more than doubled in the last two years.

THE SCHOOL'-SBEGUN TIMES

LOCAL NEWS

Tacoma schools are running today.

It's going to be a fierce year.

Geography's been all mixed up, 'count of the war.

'Rithmetic's just the same as ever—hard.

Worst of all, the sun is shining outside and it's getting warmer.

Little lonely dogs are wandering about the streets, whining.

There's another circus coming.

11,888 kids are going to school in Tacoma Tuesday. That's as many as last year, showing that nobody's playing hookey.

Most of them had to prepare lessons they very first day.

The teachers didn't waste any time.

One kid in the fourth grade, Central school, told the teacher he liked his studies.

He had to walk home all alone.

A Whitman kid yelled out that he'd trade all his books for a roller skate and a wagon wheel. Nobody would trade.

Micky Murphy drew a picture of the teacher on the blackboard Monday. She caught him. She said:

"If it wasn't the first day at school, I'd punish you."

Micky said he knew that. That's the reason he didn't wait till Tuesday to draw it.

LETTER TO THE EDITOR

What are the three shortest months in the year?

WILLIAM M.

June, July and August; they go the quickest.

TELEGRAPHIC NEWS
(By Special Staff Correspondent.)

PUYALLUP, Sept. 12.—Billy Smith played hookey the very first day and caught an awful big bullhead.

FLASH: It got away.

AMERICAN LAKE, Sept. 12.—Archie Ryan says he is going to join the second regiment and be a soldier He says all they have to do is carry a bean shooter and go fishing.

(Editor's Note: Archie is well known as a very nice boy whenever he is in school.)

STEILACOOM LAKE, Sept. 12.—Slivers Douglas was wading in the lake today. He stepped on a turtle. It slid out from under him and Slivers took a bath. He will have to stay home for two days He will get well.

TO TRADE

A pair of shoes (one in pretty good shape) for some fish hooks.

A fourth reader for a bathing suit. (Must fit.)

One baseball bat, warranted not to split, for part interest in a speedy roller coaster.

GINCHY LOST TO BRITISH
(United Press Leased Wire.)

BERLIN, Sept. 12.—The village of Ginchy was lost to the British yesterday morning, it was officially admitted this afternoon.

MARGIE WALKS! TAKES A FULL DOZEN STEPS

Confessions of a Wife

I am really walking, little book. Yesterday, with the aid of a stout cane and dear Alice's arm, I walked from my bed to my wheel chair, at least a dozen steps! I was so happy about it that I cried.

Yesterday Alice went shopping for me. I am so tired of the negligees that have been my only wear last year.

"Alice," I said, "get me the plainest white tailored shirtwaist you can find and a dark blue serge skirt. I want white low sports shoes, dark blue stockings and a blue tie."

Alice looked at me a moment and laughed.

"Dear Margie," she said, "to think of you in plain sports clothes! You whom I have never seen except in these frilly fol-de-rols," and she held up one of my favorite green chiffon negligees. "Why, Margie, you will look like a college girl tennis player."

"Hardly, dear Alice. Do you know I have been married 10 years? I am getting along; soon I'll be 35 years old. Aunt Mary used to say if she could go back to the time when she thought she was at her best, physically and mentally, she would ask to drop back to 35.

"'Margie,' she said, 'from 35 to 40 are the great years of a woman's life. Then she is at the zenith of her beauty. She still has youth in that she sees no diminution of her purely physical powers to attract men and women. If experience has taught her anything, it is discrimination. She can pick the best because she knows the best.

"'Balzac has called 30 the dangerous age in woman, but that great sexologist means dangerous to men. Ellen Key puts the danger at between 45 and 50, but she, staunch feminist that she is, looks for danger only to the woman herself. I should say from 35 to 45 a woman is most dangerous to herself and to the men with whom she comes in social contact.

"'It is the height of her blooming; men see only her perfection, but she knows it is the beginning of the end, and it is a strong-minded woman who will not allow herself a little tiny fling then.

"'I wish I could be with you, Margie, then, to help you over the hard places.'"

Dear Aunt Mary! You, little book, know how I have missed her all these years. Mrs. Selwin is sweet and kind, but there is a certain emotional aloofness about her that makes me almost afraid to tell her all my silly little heartaches. But Aunt Mary always understood.

Will I, little book, be happy or unhappy at 35? Just now I am neither. I am indifferent to everything that makes for psychical change.

(To Be Continued.)

Read the Classified Ads On Page 7.

Personal and Social

The Ladies' Auxiliary of the Brotherhood of Railway Firemen will give a social card party Tuesday evening at Odd Fellows' hall, East 25th and C streets.

The Ladies' Aid society of the First M. E. church will hold its first meeting of the year Wednesday afternoon at 2 o'clock with Mrs. C. A. Palin, 645 South Steele street.

The regimental band will give a concert of dance music at American lake pavilion, on the south side of the lake, every evening except Sunday, when a sacred concert will be given.

The Woman's Missionary society of Bethany Presbyterian church will meet with Mrs. W. L. Edwards, 4409 North 44th street, Wednesday afternon at 2:30. All women of the neighborhood are cordially invited.

Mrs. N. Olson and Mrs. A. B Horn will entertain the Aid society of Our Savior's church in the church parlors Thursday afternoon at 2:30.

The Woman's Guild of St. Luke's parish will resume its weekly work meetings Wednesday afternon in the parish house. A large attendance of the members is specially desired.

PANTAGES
PIRINKOFF AND ROSE
8—ROYAL HAWAIIANS
BEAUMONTE AND ARNOLD
"THE CRIMSON STAIN—NO. 2
AND FOUR OTHER ACTS

ANSWERS BY CYNTHIA GREY

¶ Miss Grey answers all letters of inquiry by mail when postage is enclosed.
¶ Letters of general interest are answered through this column unless the correspondent requests that they not be.
¶ Miss Grey receives callers at the office from 11 o'clock to 5 o'clock on Wednesdays.

Q.—I have been going with a young man friend for over a year. I have not gone with anyone else, but we are not engaged. The other night he took me to a dance, and because I danced with a man he did not like he gave me my cloak check and would not take me home. He wants me to promise not to go with any other young man. I do not care to confide my troubles to any of my friends, so I feel that you are the only one who can advise me, Miss Grey. HAZEL.

A.—Drop his acquaintance. Just so long as girls submit to such tyranny, men will be guilty of it. All the girls of your set ought to unite to ostracise the man who took a girl to a party and then refused to take her home. And just think what it would mean to marry a man with such a disposition.

Dear Miss Grey: Some time ago one of your correspondents inquired if there was any flag that could be hoisted above the Stars and Stripes, meaning in this country. There ought to be one, the flag of Humanity, or the flag of Universal Brotherhood should wave over every flag in the world.

And, instead of formulating new wars by teaching our children hatred of other nations, miscalling it "patriotism," we should teach them international good will; really and truly Universal Brotherhood of all mankind. If we would stop breeding future wars, we must teach our youth the spirit of one of the early peace pioneers, who proclaimed: "The world is my country, and to do good is my religion."

A CITIZEN OF THE WORLD.

Q.—An elderly gentleman friend of mine is going away soon and I should like very much to give him something he might enjoy on the train. I do not know whether he cares for reading material. Don't you think that a basket of fruit might be nice, as he has no relatives who would think of such things. If so, what would be the nicest way to fix it, and in what?

BELLE.

A.—I think the basket of fruit would be lovely. Pack oranges, apples, bananas and grapes artistically in a fancy fruit basket and place in a pasteboard carton or heavy paper bag.

TURN TO THE CLASSIFIED WANT ADS ON PAGE 7 FOR RESULTS. SEE PAGE SEVEN.

McMillan Bros.
Two Prescription Drug Stores
BROADWAY DRUG STORE
1111 Broadway
(2 Stores North of Horgan-Parker Co.)
FIDELITY DRUG STORE
949 Broadway
Fidelity Bldg.
BABY NEEDS FOR LESS
WEDNESDAY

$3.75 Horlick's Malted Milk for	$2.89
$1.00 Horlick's Malted Milk, for	79c
50c Horlick's Malted Milk	39c
50c Nestle's Food	38c
$2.50 Dennos Baby Food	$1.89
65c Dennos' Baby Food	53c
75c Mellen's Food	57c
5c Nipples, 3 for	10c
10c Baby Castile Soap, 2 for	15c
10c Soothers	7c
25c Cuticura Soap	18c
Mennen's Tacum Powder, 2 for	25c
35c Fletcher's Castoria	23c

Kodaks, Cameras and Supplies.
Printing and Developing.

Developing any roll	10c
Any pack	25c
Prints	3c to 5c

Toilet Preparations at Little Prices

Colgate's Tooth Paste	20c
Lyons' Tooth Powder	17c
Revelation Tooth Powder	17c
Sanitol Tooth Paste	17c
Kolynos Tooth Paste	17c
Santox Tooth Paste	16c
$1.00 Bottle Jardin de Marie Toilet Water	69c
50c oz. Perfume, any odor or make	35c
25c Pond's Vanishing Cream for	17c
50c Milkweed Cream	35c
50c Stearn's Freckle Paste	33c
50c Sempre Giovine	35c
50c Canthrox Shampoo	35c
50c Peroxide Cream	33c
50c Sage and Sulphur Hair Remedy	30c
$1.00 Santox Hair Tonic	69c

(We recommend this as the best.)
Our prescription departments are in charge, at all hours, of competent, skilled prescription pharmacists. Bring us your prescriptions and pay less.
Free Delivery Except on Sale Goods.

TODAY'S MARKET PRICES

WHAT RETAILERS PAY

POULTRY	
Hens, live, light	12@14c
Hens, live, heavy	15@16c
Ducks, live	11@13c
1916 springs, live	16@16½c
Geese, dressed	12@14c
BUTTER, EGGS, CHEESE	
Fresh ranch eggs	34c
Washington chees	17c
Tillamook	17c
Wash. creamery butter	34c
Swiss dom.	26c
Cream brick cheese	22c
WHOLESALE MEATS	
Heifers	12c
Mutton, wethers	14c
Hogs, sides	17½c
Dressed hogs	14½c
Steer beef	12½c
Ewes	13c
Spring lamb	16½c
FRUIT	
Lemons	$5@6.50
Bananas, lb.	5c
Oranges, by size	$3.50@4.75
Cherries, local	10c
Gooseberries, lb., local	2@2½c
Loganberries, crate	$1.15
Apricots, crate	50c
Blackberries, crate	$1.00
Cantaloupes, crate	$1.00
Pineapples, doz.	$1.70@2
Plums	$1@1.50
Cal grape fruit	$2.75@3.00
Peaches, Wash.	65@80c
Watermelons, lb.	1¼c
Prunes	$1.25
Currants	$1@1.25
Pie Cherries	5@6c
Red raspberries, crate	85c
Bartlett pears, box	75c@$1.75
Grapes	$1.25@1.50
New Yellow Transparent apples	85c
New Gravensteins	$1.50
Peach plums	85c
Crabapples, box	$1.00
Winesap apples	$1
Nectarines	$1.25@1.50
Huckleberries, lb.	7c
VEGETABLES	
New potatoes, local, ton	$22
Onions, Oregon, lb.	2c
Carrots, sack	$1.25
Lettuce, head, doz.	50c
Radishes, local, doz. bunches	20c
Rutabagas, cwt.	$1.65
California peppers, lb.	8c
Spinach, retail, lb.	5c
Cucumbers, doz.	15@25c
Beets, sack	$1.25
Tomatoes	50@75c
String beans, lb.	8c
Peas, lb.	10c
Turnips, sack	$1.25
Cabbage, home grown, lb.	1½c
Green Corn, doz.	25c
Sweet potatoes, lb.	3c
Celery, doz. bu.	75c
Oregon cauliflower, doz.	$1.25
Eggplant, lb.	5c
Summer squash, lb.	2c
Rhubarb, lb.	2c
FLOUR	
Amocat	$8.40
Pyramid	$6.65
Drifted Snow	$6.65
Olympic	$6.65
Occident	$9.50
Keystone full wheat	$6.50
Lyon's Best	$9.60

HAY AND GRAIN	
Corn	$43@44
Bran	$ 28
Mixed Timothy	$23@23
Whole Oats	$35
Barley	$37
Middlings	$36
Shorts	$30
Timothy	$21@22
Wheat, ton	$45@46
Alfalfa	$15@16
Rolled Oats	$36
Hops, 1915 crop	8@10c
Hops, 1916 contracts	Nominal

SEATTLE ROUTE
Steamers Tacoma and Indianapolis for Seattle
Leave Municipal Dock, Tacoma, 7:15, 9:00, 11:00 a. m.; 1:00 3:00, 5:00, 7:00, 9:00 p. m.
Leave Colman Dock, Seattle 7:00 9:00, 11:00 a. m.; 1:00,3:00, 5:00, 7:00, 9:15 p. m.
Fastest and Finest Steamers
Eight Round Trips Daily.
S. S. JONES, Agent.
Offices Municipal Doc. M. 3445

MEN

Consult a Physician Who Specializes—Who's Whole Practice Is Practically Limited to Your Particular Ailments

I charge nothing for consultation. My fees are very low and you can pay as able in weekly or monthly installments. Do not let money matters keep you away. Call and talk it over with me.

Dr. W. F. Blair
952½ Pacific Avenue
Tacoma, Wash.
Hours—9 a. m. to 5 p. m. daily; Wednesday and Saturday evenings, 7 to 8 o'clock; Sundays, 10 to 12 only.