

DISCUSS METHODS OF ADVERTISING

Experts in Publicity Work Address Oregon Development League.

HOW BENTON COUNTY WON

B. W. Johnson's Paper Tells Story of "Boosting" Campaign—All Old Officers Are Re-elected—Tom Richardson Will Resign.

Practical result-getting advertising was the theme of most of the addresses delivered before the convention of Oregon's present-day state builders—the Oregon Development League—at the Marquam Theater yesterday.

The league will conclude its third annual convention with an informal conference of the delegates, who number between 500 and 600, at the Commercial Club rooms this morning.

All Officers Re-elected. The officers of the league, elected a year ago, all were re-elected by acclamation.

Every additional dollar invested in the county affords a source of revenue to the county or city in the way of additional taxes.

Secretary Richardson's annual report disclosed an empty treasury with obligations. He explained that every cent that had been raised for exploiting the state and its resources, had been expended in what was considered the most practical way.

Others of the Speakers. Other brief addresses were made by Peter Loggie, president of the North Bond Chamber of Commerce.

MAY KNOW OF THE MURDER. Two Italians Arrested in Connection With Rosenheimer Case.

NEW YORK, June 21.—Two Italian laborers, John Monita and Nicola Cardona, were arrested on a Third Avenue elevated train at One Hundred and Twenty-fifth street early this morning.

DAILY CITY STATISTICS. Marriage Licenses. BLASER-NAIR—Ezzard Blaser, 23, city; Olive Nair, 21, city.

Play Illuminated Baseball. Railroad office men will give an exhibition of illuminated baseball on Multnomah street tonight.

Brought in 1500 Answers. This advertisement took up about one-half-inch square single column set in newspaper.

Native booklet that I have ever seen in our correspondence with these Eastern people we impressed them with the idea that the Benton County Citizens' League is an organization of business men whose object is the advancement of the county, and that we are not in the real estate business, and as an organization have nothing to sell; that our prime object is to disseminate reliable information concerning the resources and advantages of the county.

As fast as the letters were received in response to our advertisements lists of the names were made up and turned over to the local real estate men and they mailed their "catalogue of Lands for Sale" to each of the 5000 persons whose names the league had secured.

Results Were Marvellous. From my information the results of this advertising were phenomenal. These replies cost only from 6c to 10c each and when you consider that we were advertising for people to come to Benton County and locate and invest from \$500 to \$20,000, the results are marvellous.

How to Conduct Campaign. I have no doubt that our experience has been similar to that of other communities in that the officers of the league have not had the financial support necessary to make the advertising campaign as successful as it might have been.

The class that is generally desired throughout the state consists of persons engaged in farming, building up the community and the towns will take care of themselves.

Every family who locates in the county will contribute from \$500 to \$1000 annually for living expenses, to say nothing of his expenditure for farm machinery and other equipment for his farm, it ought not to be difficult to get any live county in the state to contribute such a sum annually for judicial advertising.

Wife Visits the Jail. Heavily veiled and weeping, Mrs. Reynolds visited her husband at the County Jail yesterday.

Substance of Confession. "What I say now is God's truth. What I said to the District Attorney was false, as I believed Mr. Herbert would live. I loved George Herbert. We had known each other for more than a year and had been intimate for several months.

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BETRAYED BY KISS OF LIPS OF DEAD

Mrs. C. H. Reynolds Reveals Guilty Secret in Presence of Lover's Corpse.

MAKES FULL CONFESSION

Tells Coroner's Jury Every Detail of Her Intrigue With Professor George H. Herbert, Whom Her Husband Killed.

Lulu M. Reynolds, wife of C. H. Reynolds, has revealed to Professor George H. Herbert, betrayed herself by a kiss Thursday evening when she viewed the corpse of the musician who was shot and fatally wounded at her home Wednesday.

Two letters from Mrs. Reynolds were found in Herbert's coat-pockets after his death. They bear witness to the fact that the woman's confession is not a trick to save her husband from the gallows or the penitentiary.

Herbert's confession, which she made to the coroner's jury, was that she had kissed her husband on the lips of the dead man.

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A Law of the Land known as the Bottling in Bond Act, provides the public with a certain method of distinguishing REAL whiskey from adulterated or impure whiskies. Over the neck of each bottle of Sunny Brook THE PURE FOOD Whiskey

will be found the Bottled in Bond Green Stamp upon which the Government has printed the exact Age, Strength and Quantity of whiskey in the bottle. This Green Stamp is only found on whiskey that has been bottled under the direct supervision of U. S. Internal Revenue Officers.

frame dwelling, East Forty-third street, between East Harrison and Stephens, \$1000. J. J. SEATON—Repairs to dwellings, Hood street, between Lincoln and Harrison, \$800.

THE JULY SCRIBNER NEWS-STANDS IS ON THE THE Last Busting At the Bow-Gun By L. A. HUFFMAN

GIVES A VIVID PICTURE OF REAL COW-BOY LIFE AND BRONCO-BUSTING—REMARKABLE PHOTOGRAPHS OF WILD HORSES IN ACTION

General Debility and Indigestion Cured

Mrs. Charles Barnes, of Easton, Md., writes us that she has been cured of indigestion and weakness, after months of suffering, by Duffy's Pure Malt Whiskey.

Like thousands of others who are overjoyed at being cured she is anxious to let every sufferer know of the great good derived from this wonderful medicine, which is a form of food already digested.

She writes: "I have been taking Duffy's Pure Malt Whiskey for quite a while, and am very much stronger and feel better than before I commenced taking it. I can heartily recommend it as a fine medicine for one who is weak and run down. It is good for indigestion. In my own case I had acute indigestion, and now I do not suffer from it like I did. I am still taking your valuable medicine and intend to do so right along."—MRS. CHARLES BARNES, Easton, Md., Jan. 31, 1907.

Duffy's Pure Malt Whiskey. Is distilled wholly from malted grain by a most expensive method which has never been made public. This private process insures quality and flavor. Its softness, palatability and freedom from those injurious substances found in other whiskies make it acceptable to the most sensitive stomach.

The Handy Doctor in Your Vest Pocket

Enamel Box—When carried in your vest pocket it means Health-Insurance.

It contains Six Candy Tablets of pleasant taste, almost as pleasant as Chocolate.

Each tablet is a working dose of Cascarets, which acts like Exercise on the Bowels and Liver.

It will not purge, sicken, nor upset the stomach. Because it is not a "bile-driver," like Salts, Sodium, Calomel, Jalap, Senna, nor Aperient Waters.

Neither is it like Castor Oil, Glycerine, or other Oily Laxatives that simply lubricate the Intestines for transit of the food stopped up in them at that particular time.

The chief cause of Constipation and Indigestion is a weakness of the Muscles that contract the Intestines and Bowels.

Cascarets are practically to the Bowel Muscles what a Massage and Cold Bath are to the Athletic Muscles.

They stimulate the Bowel Muscles to contract, expand, and squeeze the Digestive Juices out of food eaten.

They don't help the Bowels and Liver in such a way as to make them lean upon similar assistance for the future.

This is why, with Cascarets, the dose may be lessened each succeeding time instead of increased, as it must be with all other Cathartics and Laxatives.

Cascarets act like exercise. If carried in your vest pocket, (or carried in My Lady's Purse), and eaten just when you suspect you need one, you will never know a sick day from the ordinary ills of life.

Because these ills begin in the Bowels, and pave the way for all other diseases, "Vest Pocket" box 10 cents.

Be sure you get the genuine, made only by the Sterling Remedy Company, and never sold in bulk. Every tablet stamped, "OCC."

FREE TO MEN MEDICAL BOOK FREE. Love, Courtship, Marriage and All Diseases of Men explained in plain language. The wonderful book tells everything you want to know and everything you should know.

State Medical Institute. 202 Second Ave., South, SEATTLE, WASH.

C. GeWo. The Well-Known Chinese Root and Herb DOCTOR.

Has made a life study of roots and herbs, and in that study discovered and is giving to the world his wonderful remedy.

NO MERCURY, POISONS OR DRUGS USED. HE CURES WITHOUT OPERATION, OR WITH IT.

He guarantees to cure Catarrh, Asthma, Lung, Throat, Rheumatism, Nervousness, Nervous Debility, Stomach, Liver, Kidney Troubles; also Lost Manhood, Female Weakness and All Private Diseases.

A SURE CANKER CURE. Just Received From Peking, China, Safe, Sure and Reliable.

IF YOU ARE AFFLICTED WITH DELAY, YOUR DAYS ARE DANGEROUS. If you cannot call, write for symptom blank and circular. Inclose 4 cents in stamps.

CONSULTATION FREE. The C. GeWo Chinese Medicine Co., 162 1/2 First St., Cor. Morrison, Portland, Or. Please Mention This Paper.

HAND SAPOLO FOR TOILET AND BATH. Fingers roughened by needlework catch every stain and look hopelessly dirty. Hand Sapolio removes not only the dirt, but also the loosened, injured cuticle, and restores the fingers to their natural beauty.

MEN ONLY. 25 years' experience; cures quickly and permanently all nervous, blood and general debility, sexual, mental, nervous, and physical losses, catarrh, blood poison, sexual weakness, nervousness, and all other ailments. Examination free.