### The Oregon Mist.

SUBSCRIPTION, \$1.50 PER YEAR.

St. HELENS, JANUARY 6, 1893.

WHY ADVERTISING PAYS.

It pays to advertise because it brings purchasers for what one has to sell. In this day and generation the good new enterprise on its feet. Not all understand, however, just why it cannot he cropped or its proportions greatly reduced after trade has once been induced to the advertiser's doors. One his usual announcements is drawn from the conditions of today. There tomers to tell ther neighbors that he be when no one did more than that—when that was the course pursued by dealers generally. Today, however, tive, and do away with laundry bills. the country is well supplied with newspapers patromzed by a good class of readers, thus furnishing excellent opportunities for invitation to trade, and enterprising business men take advantage of these opportunities; and when they once get in line it is difficult for them to discontinue advertising. In fact, to stop advertising would be looked upon by the people as evidence that they had gone out of business. For this reason, even after they have become well known, it is necesbusiness constantly before the public gins the year and looks both waystrade. If one enters the race he canand if a man expects to be a successful pany. business man he must get in the push

it: keep his banner on

Mist-erious Melange BY MESSY MOREIR.

Some one has written that "Woman is the finishing touch; man was only business man realizes the advantages an experiment." There were many of advertising in starting a new busi- experiments awaiting the finishing ness and its helpfulness in getting a touches during the past year, while many experiments were tried and found responsive to the touch. As I I can get to Hebrew these days." never was the victim of a leap-year marriage I cannot speak from experi ence, but I cannot see any good reason reason why he must keep on making why leap-year marriages should not result just as happily as any others.

ing the members-elect of the legislahad just received a large invoice of ture for clerkshipe." There are young new goods. Such a time could only ladies who understand practical economy. The toilets are simple, inexpensive and beyond all doubt very attrac-

> I notice in an exchange that there is a petition in circulation asking the legislature to make an appropriation for the construction of a fish ladder at Oregon City. Since fish have been so well provided by nature, why go to so great expense? Let them "scale" the falls without a ladder.

An exchange, under the heading, Meaning of Months and How They Came to Be Named," says that January was named by the Romans for sary for them to keep their names and their god of war, Janua. January be if they expect to retain a desirable toward the year just past and that just coming. As 'I was born at the front not hope to win if he does not run to door of January, this probably acthe finish-and there is no finish until counts for my looking both ways for he retires from business. The world Sunday. And I rise to remak, paren is full of men with energy and push, thetically, that I have heaps of com-

A Canadian newspaper calls atten-

hase words:

eyes failing, or is this a premonition of nervous prostration?" Then he rubbed his eyes and stared. "By all the gods! either I've got the blind staggers or Sing 10's on a royal toot? At that instant a scream came down the spout:

"Rush that proof blong, for heaven's ake! We're late!"

The proofreader groaned, galloped own the column, hesitated and then sperately thrust the slip into the tube, huskily murmuring, "I compared it with the copy, and that's as near a

That night the new space-writer surriedly wrapped up and addressed a copy of the issue, without a glance, and dropped it into the mail, with this

brief note: "My Onliest Sweet Dearest Marie: I send was a time, perhaps, when a man's sign over his own door was sufficient to call attention to his business, in connection with requests of his customers to tell ther neighbors that he out have hardly dared to voke before. Till

Miss Marie Cortlandt von Clifton glanced through the tender note blushed with pleasure, and hurriedly opening the paper, read :

When the breeze from the blue-bottle blustering bliss Twirls the toads in a toorcomaloc

And the whiskery whine of the wheedle Drowns the roll of the rattattatoo, Then 1 dream of the shade of the shally-

And the voice of the ballymolay,

Drink the smell of stale poppy-cods blun mered in blue, From the willy-wad over the day. Ah, the shuddering shee and the blinkety

blanks When the pung-luns fall fram the bough In the blast of a hurrican's hickety-hanks On the hills of the hocketty-how! Give the rigmarole to the clangery whang If they care for such fiddle-de-dee; But the thingumbob kiss of the whanger

Keeps the higgledy-piggle for me.

It is the pilly-pododdled and allgobung When the lollypop covers the ground; Yet the poldiddle perishes punketty-punk When the heart-jimmy coggles around, bottle advertisement, If the soul cannot snoop at the giggle



SPECIAL PRIZES FOR EACH STATE

# F. R. CHOWN

First and 9 Salmon Street.

PORTLAND

il be necessary for that paper to a sort of Fourth of July move on If to secure printing material with hier to do the work by the time the ad is completed. Following is the original proof with the secure printing material with hier to do the work by the time the ad is completed. Following is the original proof with be made a county clerk of Columbia county, at 8 original proof with the made of the county clerk of Columbia county, at 8 original proof with the made of the county clerk of Columbia county, at 8 original proof with the made of the county clerk of Columbia county, at 8 original proof with the county clerk of the co ad is completed. Following is the aragraph alluded to:

"It has been stated that at the present time eight men are working on the railroad. If that is a fact, an early completion of the road may be looked for. It is estimated that the eight men can build it in eight hundred and eighty-eight years. That is quick for "t Astoria."

Specimen Cases.

S. H. Clifford, New Cassel, Wis., was a to troubled with Neuralgia and Rheumatism, his Stomach was disordered, his Live was affected to an alarming degree, appetite fell away, and he was terribly reduced in both Gazette tric Bitters cured him. respon-

Edward Shepherd, Harrisburg, Ill., had dence is a running sore on his leg of eight years' r Colum-standing. Used three bottles of Electric of the U. Bitters and seven boxes of Bucklin's Arnidown the ca Salve, and his leg is sound and well.

e. A few John Speaker, Gatawba, O , had five large a reef on Fever sores on his leg, doctors said he was w a thing incurable. One bottle Elertric Bitters and he ancient one box Bucklen's Arnica Salve cured him lace of the entirely. Sold at Edwin Ross' Drug Store.

Bucklen's Arnica Salve.

The Best Salve in the world for Cuts. Bru Sores, Ulcers, Salt Rheum, Fever Sores, Tetter Chapped Hands, Chilblains, Corns and all Skir traptions, and positively cures Piles, or no pay required. It is guaranteed to give perfect satisfaction, or money refunded, Price 25 cents per box. For Sale By Edwin Ross.

Notice for Publication.

Homestead entry No. 2122, for the neld of see 17, 16 n., 2 w. He names the following witnesses to prove his continuous residence upon, and cultivation of, said land, viz. under section 2504, 8. 8.; J. M. Archibeld, Samuel Fowler, John Jaques, Lawrence Archibeld; all of Reuben, Celum bin county, Oregon. J. T. APPERSO, d2j6 Register.

Notice for Publication. Land Office at Oregon City, Oregon,

NOTICE is hereby given that the following-named settler has filed notice of his inten-tion to make finni proof in support of his claim, and that said proof will be made before the County Clerk of Columbia county, at Bt. Helene Oregon, on January 20, 1885, viz: EDWARD BLACK,

Homestead entry No. 6825, for the nw 14 of sec 29, t & n. r 2 w. Hs names the following wit-nesses to prove his continuous residence upon and cultivation of, said land, viz: Ed. A. Cush-man, Christian Felber, Frank Hishop and E. M. Collius, all of Reubon. Columbia county, Ore-gon. [d9]13] J. T. APPERSON, Register.

Notice for Publication.

Land Office at Oregon City, Oregon.
December 26, 1892.

NOTICE is hereby given that the followingnamed settler has filed notice of his intention to make flush proof in support of his claims
and that said proof will be made before the
County Clerk of Columbia county, at 8t. Helens
Oregon, on February 14, 1893, vis: HENRY TIMONEN.

Homestead entry No. 65H, for the why of elections 25, 18 n. r. f w. He names the following witnesses to prove his coulinnous residence upon, and cultivation of, said land, vis: Gustal Hendrickson, Oscar O. Walssenen, Peter Sonmella, Peter Wattson; all of Clatakanie, Oregom. d3073

Motice for Publication.

Land Office at Oregon City, Oregon,
December 26, 1892.

NOTICE is hereby given that the followingnamed settler has filed notice of his intention to make final proof in support of his claim,
and that said proof will be made before the
County Clerk of Columbia county, at 5t. Helens
Oregon, on February 14, 1892, viz:
OLOF HEMELA,
Homestead entry No. 6648, for the lot 2, sec 22, t
8 n., r4 w. He names the following witnesses to
prove his continuous residence upon, and cultivation of, said land, viz: Oscar O. Waisonen,
Samitz Johna, Hendrick Waisenen, Henry Timonen; all of Clatskanie, Oregon.

Notice for Publication.

Notice for Publication.

Land office at Oregon City, Oregon,
December 25, 1992.

NOTICE is hereby given that the following
named settler has filed notice of his intention to make final proof in support of his claim
and that said proof will be made before the
County Clerk of Columbia county, at St. Helens
Oregon, on Fobruary 14, 1893, viz:

HENDRICK WAINENEN,

Homestead entry No. 7080, for the aw's of see 28, 18 n. r4 w. He names the following witnesses to prove his continuous residence poor, and cultivation of, said land, viz: Occar O Naissnen, Henry Timonan, Olof Hiemein, John Tulve; ali diotic. J. T. APPERSON, Megist

re Puzzle, NO. 140 FIRST ST

# 10 PER CENT. DISCOUN SALE

We offer a Decount of 1 We must have more room. ent. on every suit and overcoat from regular Marked Price

\$10.80 Boys' \$10.00 Suits Men's \$12.00 Suits. . . . . 12.15 15.00 16.20 1800 18,00 22.50 ... 27.00 30.00 4 05 4.50 Overcoats. 6.75 9.00

This reduction is for the entire stock. Our goods marked in plain figures. During this sale we take ten per off from every article.

Every garment warranted. Money refunded for allo returned, if not soiled.

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140 First Street, Corner of Alder Portlan )

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INSURANCE COMPANY,

Albany, Or. AUTHORIZED CAPITAL SECURED CAPITAL,

PAID CAPITAL FARM PROPERTY A SPECIALTY.

ARDWARE All Losses Promptly and Gatisfactorily Adjsted. For particulars apply at the office of Moore & Col or Tu Mar off

> EVERDING & Front Street Portlad Or. - DEALERS IN

# Guano, \$20.00 Per Ton,

A CHEAP FERTILIZER. Land Plaster \$2.25 Per Barrel.

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CASH STORE!

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Crockery, Glassware.

Boots Shoes, Laties' Dress Goods, Queensware. Jurnishing Goods,

LUMBER. SHINGLES, ETC.

Produce Taken in Exchange.
It Will Pay You to consult Our Prices. RAINIER. OREGON.

# PIANOS and DRGANS

A fine stock of renowned KIMBALL and celebrated HALLET & DAVIS Pianos and reliable KIMBALL Organs can always be seen at my salesroom,

All instruments are bought from manufacturers direct, and sold at lowest prices for CASH or or EASY PAYMENTS

Old Pianes and Organs taken their full market value in art pryment for new ones,

Call and see me or write for Catalogue and prices be-

LAWSON MOORE LAND, O

hen Water-

iving in As-

Thompson badly damisk. Let the ge."

In the County Court of the State of Oregon, is for Columbia county. In the matter of the state of Moses Mc. Grew, deceased.

Notice is hereby given that Nansy A. Moore, which administrative of the estate of Moses McGrew, the administrative of the estate of Moses McGrew, deceased, has filed in said court ler final account and petition for distribution of the residue of said estate; also that said court has appointed Saturday, the 7th day of January, 1893, at 10 o'clock A. M. of that day and the contract finting. If so, where any send all persons interested may appear and contest the same. The following is a description of the said residue of the first owner. The said estate now ready for distribution, to wit; The e½ of se½ and sw¼ of se¼ and se¼ of sw¼ of section 13, 15 n, 7 3 w Columbia county, Gregon, and containing 160 acres.

Administrative deceased.