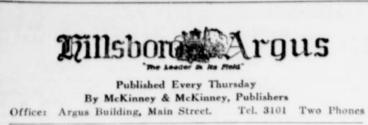
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### Official Paper of Washington County

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### NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern or corporation that may appear in the columns of the Argus will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongly use or injure any in-dividual, firm, concern or corporation, and corrections will be made when warranted as prominently as was the wrong published, reference or article.

## Advertising The Drive Wheel

(A Worthwhile Editorial Selected by the National Editorial Association) Roger W. Babson, the great writer on financial subjects recommends more advertising to encourage buying. When the surplus of mass production is consumed by mass consumption the retailers will begin to buy more from the wholesale merchant. Then the wholesale merchant will order from the factories. Then the factory wheels will turn to produce more and raw products will be needed.

Advertising is ideally fitted and competent to accelerate the circulation. It is the most effective known force for accomplishing the speeding up of money and thereby giving us more business at times when more business is the nation's greatest need.

There never was more money than there is today Banks hold, corporations hold it, the people hold it. That is the trouble, the money is held instead of circulated. A beautiful system of piping, a plentiful supply of fluid, but the whole mechanism fails to function for the want of the pumping power of publicity to tell the world of better goods, lower prices and greater service. We need a sound plan to reduce the choppy action of business and promote smoothness and steadiness of growth.

Advertising is the sorely needed governor of business. It requires no novel mechanism. All the apparatus is available. Though capable of illimitable improvement, the fundamental principles of advertising are clearly established; its practice is a wellknown art.

The basic cause at which the jobless should shake their fists is not that too few mills are running, but that too few advertising campaigns are running .--Wm. A. Summerill, Editor Record, Penns Grove, New Jersey.

## Johnson Bill Has Merit

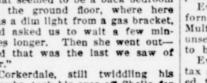
Although the Argus is using some billboard advertising it feels that the boards should be more rigidly regulated as to location if they are to remain in the economic picture. They are admittedly a traffic menace if placed so as to attract the motorist at curves and intersections. There are many things more sightly than billboards, but it must be admitted that in some places they are an improvement over lots that are grown to weeds and to hide other unsightly places. The bill introduced in the legislature by Representative Johnson would lessen the evil of advertising signs and billboards along Oregon highways and should prevent even worse abuses that are likely to develop unless the position of the boards are strictly regulated. The Johnson bill was drawn up in consultation with Robert W. Sawyer, former member of the highway commission, and will have the support of several organizations.

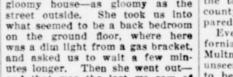
### THE HILLSBORO ARGUS. HILLSBORO, OREGON

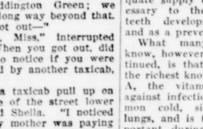
### Thursday, January 22, 1931











# Conservation Responsibility

(A Worthwhile Editorial Selected by the National Editorial Association)

The major conservation efforts in every field will have to come from organized society rather than from individuals. Let it not be assumed, however, that individuals have no responsibility. The state needs alert and vigilant citizens to support its program.

No government is going to rise higher than the people upon which it rests. Public opinion is the ultimate source of power. We need to develop a new psychology.

The men who built America thought in terms of profit. The men who are to preserve America, if it is to be preserved as a land of opportunity and progress, must learn to think in terms of civilization .- Hon. Theodore Christianson, governor of Minnesota, in Field and Stream.

Before the death of Governor I. L. Patterson there was considerable agitation for making Bald peak. one of Washington county's most scenic spots, a state park. Nothing has been said or done about it in the past year. A talk with the state superintendent of parks recently revealed that the demand for a tower on the peak was giving concern to state officials because of liability. Let us have Bald peak designated as a park and worry about the tower later, improvements will come when the Oregon motorist realizes what can be seen from the peak.

Congressmen that are working for the measure providing for the payment of the veterans' adjusted compensation certificates found difficulty in finding the chairman of the house ways and means committee for a discussion of measures. His whereabouts were unknown. The gentleman sought was W. C. Hawley, the Oregon representative, who holds such a powerful position by reason of length of service in congress. We wonder if the "big boys" that wanted tax refunds had so much difficulty in finding Mr. Hawley.

The State of Oregon has lost one of its most distinguished and philanthropic citizens in the death of Ben Selling, one of Portland's most prominent business and civic leaders for half a century. When Ben Selling gave to worthy causes it was with wholehearted goodwill and not with the thought that he should get some returns from his giving. He served as speaker of the house of representatives, president of the senate and was acting governor at one time. The whole state mourns with the people of Portland in the death of the Rose City's "first citizen."

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