Walnuts at Scholls Are Weeks Early

SCHOLLS—Walnuts in this vicinity are of unusually large size and excellent quality. Picking will start about September 10 to 15, which is about four weeks earlier than former seasons.

Go on Tour

Several nut growers from here are planning to attend the nut growers' tour at Corvallis and vicinity during the last of this week.

Peggy Briggs returned home last Sunday after a week in Hillsboro at the John Stets home.

Mr. and Mrs. C. L. Rasmussen and daughter, Dorothy, of Portland were Sunday guests at the Sam Penny home.

Mr. and Mrs. Lloyd Murray and Mrs. Mary Kamyate visited the Frank Miller home in Cornelius Friday.

Miss Veona Russell, Wayne Anderson of Sherwood and Glen and Beatrice Andrews of Dundee spent several days last week camping at Three Rocks and attended the regatta at Devil's Lake.

Miss Dorothea Frewing of Amity was a Sunday guest at the J. T. McCann home.

Cronin Family Moves

Joe Cronin and family have moved from the Burt Wakefield place to a house on the Brown place near Laurel.

Jack Powers Honored

Miss Dale Powers entertained with a surprise birthday party for her brother, Jack Powers, Tuesday evening.

Delbert, Floyd, Philip, Charles, Kenneth and Wilbur Burke and Stanley Guild made up a fishing party to Rock Creek above Vernonia over the week-end. Stanley came home with a black eye, received in a fall on a snag.

Walter Seiffert, who spent several weeks witth his grandparents, Mr. and Mrs. Samuel Seiffert, returned to his home in Portland last week.

Mr. and Mrs. Ed Seiffert visited at the Mina Seiffert home in Portland last week.

Mrs. Grace Raynard and sister, Mrs. Nellie Barrett, with a brother, C. J. Crabtree, of Portland went to Dayton Sunday to attend a reunion picnic of former residents of that place. Plans were made to make the affair an annual event.

Mr. and Mrs. Earl Russell, Jack Russell and Mr. and Mrs. Gordon Thompson went on a tour of the beaches Sunday.

Mrs. Fred Graff and baby daughter, Diana, of Portland are at the C. W. Larkin home for an indefinite stay.

Mr. and Mrs. Wes Sandy of Sherman's mill spent Wednesday and Thursday with her parents, Mr. and Mrs. Ed Demmin.

Ray Moore is slightly improved after a relapse during the past month.

The Lawrence Ficken, Chris Suhrbrier, Frank Tounsing, W. G. Hesse families, Mrs. J. H. Moore, Mrs. Ed Albin, Mrs. Samuel Sieffert and Miss Lydia Sieffert, accompanied by the Bert Seiffert family of Portland, attended mission fesival services at the St. Paul's Lutheran church near Sherwood.

State Officer Visits

Mrs. Grace Christensen, president of Rebekah assembly of Oregon, will pay an official visit to Ruby Rebekah Lodge August 8. Mrs. Audrey Heaton, N. G. of Ruby Rebekah lodge, entertained after the meeting July 25 with an ice cream party.

J. M. Stretcher and family spent from Thursday until Sunday at the Harry Flint beach home and attended the Devil's Lake regatta.

Frank Rowell and family and Francis Rowell and family returned Sunday from a 10-day tour of the beaches and a fishing trip.

Charles Haynes, Louie Hatfield, Pat Murphy and Cecil Heaton spent the week-end on a fishing trip to Wilson river by way of Tillamook.

Charles Miller and family of Hood River visited at the F. G. Miller home, enroute from Woodburn, where they spent several days at the home of their son, Harold Miller.

E. G. Heaton and Mr. and Mrs. Ray Ego and three children, Mr. and Mrs. Richard Joyce, Mrs. H. K. Joyce, Mrs. Dick Taylor, Mr. and Mrs. Joe Ego, Robert Forsythe and son Warren, Mr. and Mrs. Sam Body, and Jean Taylor and family attended the community picnic dinner Sunday sponsored by the Mounain Home, Laurel and Kinton Brotherhood at the Evangelical camp meeting at Jennings Lodge. Bishop Epp from Cleveland, Ohio, and the principal speaker of the meetings, was an honor guest at the dinner. Mountain Home church camp includes Mrs. John Schmeltzer and daughter Helen, Peronice Ego, Lilly and Mildred Nelson, Mrs. Rena Courtney, Gladys and Shirley Taylor, Mrs. Rena Courtney, Mrs. Elvin Lorenzen and Barbara and Rev. and Mrs. W. E. Simpson.

Celebrate Golden Wedding

Mr. and Mrs. Jess Snyder will entertain in honor of her parents, Mr. and Mrs. Dave Fiske, from Multnomah in honor of their golden wedding anniversary Sunday.

Miss Wilma Herd entertained Friday evening in honor of Miss Gladys Nissen for her birthday. Twelve were present.

Ollidene Coe and Lee Schleusner of Portland visited at the H. T. Hesse home Sunday.

Mr. and Mrs. Clifford Trask and daughters, Ermal and Jeanie, and nephew, Bobbie Mills, went to Green's bridge near Jefferson to attend a reunion picnic of the Neal and Christman families and relatives Sunday.

Lyle Potter, Margaret Hansen, Mrs. Esther Hansen and Dorothy Snider spent the week-end at Nelscott beach.

Luther Miller, John and Ray and Flora Rueck, Frank Miller and Lilly Snider of Portland attended the regatta at Devil's Lake Sunday.

Scholls Epworth League will sponsor a delegation of ten at the league institute at Falls City, beginning Sunday.

Mr. and Mrs. Harry Reynolds and children went to La Center, Wash., on a picnic trip Sunday.

Miss Mary Lovegren is a guest of Miss Maribelle Flint at the H. L. Flint beach home for ten days.

Many Scholls Farm Union members attended the picnic at Rippling Waters Sunday.

Sunday guests at the Charles Haynes home were Opal Dodson, Marjorie Dodson of Hillsboro and Mrs. R. F. Castel of Aloha.

Mr. and Mrs. R. N. McClure, Jean McClure and Louise Murray spent the week-end at Rockaway.

Dish Shower Friday

Dish shower for the new kitchen at the church parlors, sponsored by Ladies' Aid, Friday.

Meet After Many Years

Mr. and Mrs. John Emmott of Portland called at the Andy Weller home Sunday. Mr. Weller and the Emmotts were neighbors in Sabetha, Kans., 40 years ago and had not seen each other since.

Mike McCann is using rock from the Laurel rock crusher for the basement to the new house he is building on the McCann place near the J. M. Stretcher place.

Miss Mata Stitt of Hillsboro spent last week at the Julius Christensen home.

W. C. Heaton, Doris Heaton and Mr. and Mrs. E. G. Heaton attended the McCredie benefit ball game in Portland Monday evening. The Heaton boys and Irvin C. Higginbotham, an ex-Beaver star, who played in the game, are old-time baseball pals, when they all played on the Scholls ball team about 25 years ago.

E. N. Smith of Pasadena, Cal., visited at the S. A. Gotter home Sunday.

Mr. and Mrs. Clifford Roth and son, Leland, of Portland and the Lewis Hulit and Harry Carter families visited at the Carl Wohlschlegel home Sunday. Miss Velma Wohlschlegel spent last week at the home of her aunt, Mrs. Lewis Hulit, of Newberg.

Ed Albin attended the wedding of his daughter, Anna Maria Albin, in Portland Sunday.

Good Yield Reported

The grain yields on the hill farms are better per acre than the valley land this year. On the George Treber place five acres produced 350 bushels of oats, and George Kirkpatrick reports 953 bushels of oats from 22 acres.

Work Resumed

Glenwood Lumber company, employing 30 to 40 men, resumed operations Thursday after an enforced shut-down because of the strike.

Dr. Chandler reports that his filbert crop will be ready for harvest about September 1, five weeks earlier thtan previous years. There is an abundant crop.

Clarence Phoenix of Idaho spent the week-end at the home of his brother-in-law and sister, Dr. and Mrs. William B. Chandlee.

Mr. and Mrs. C. Earl Stretcher and Louis Hesse started to Marshfield Tuesday on a vacation trip of several days.

Joecille Peters of Moro is spending several weeks at the home of her grandparents, Mr. and Mrs. W. L. Peters.

Mr. and Mrs. C. O. Kellogg and Mr. and Mrs. J. A. Buckley, former neighbors of Mr. and Mrs. M. B. Bozarth in the Irvington district, Portland, visited at the Bozarth home Sunday.

Mr. and Mrs. John Hitchcock were Sunday guests at the Rollin Meyers home at Laurel.

E. O. Klineau went to Portland Monday to act as one of he pallbearers at the funeral of Mrs. Mary Jane Mechem.

Aleen Hutchens and Shirley Carlsen are visiting at the Mrs. Edna Jones home near Oregon City this week.

Scholls Woman's club was represented at the county federation meeting at Cornelius Tuesday by Mesdames H. E. Sutherland, Francis Rowell, S. S. Stearns, J. M. Stretcher, C. W. Trask, and Julius Christensen. Mrs. Rowell was appointed junior membership chairman, Mrs. Stretcher, music chairman Mrs. Elizabeth Reed of Scholls, chairman of poetry and literature; and Mrs. Sutherland, financial secretary.

M. E. Sunday school will meet at 10 instead of 11 this Sunday morning. There will be no preaching service at 11. Evening service as usual.

Beaverton Grange Puts on Program

BEAVERTON—The lecturer of Beaverton Grange presented the following program at Pomona Wednesday night: Instrumental solo by Helen Godfrey, vocal duets by Katherine Denney and Genevieve Carter, Scotch dance by Ida Felsher and Evelyn Williams, vocal solos by Samuel Lawrence Jr., a play entitled "The Ghost of Crooked Lane" with the following cast: A. M. Kennedy, Mamie Downing, Genevieve Carter, Beatrice Hanson and A. S. Funston, and a musical reading by Mrs. A. P. Christenson entitled "Home."

Mrs. Paul Menegat of Scappoose entertained with a shower in honor of Mrs. William Campbell at the home of Mrs. M. H. Metcalf recently. The guests were former classmates from Pacific university.

Officers of Beaver chapter, O. E. S., and their families enjoyed a picnic dinner on the lawns of Mr. and Mrs. S. B. Lawrence Friday in honor of those having birthdays in July.

Boy Scouts of the local troop have returned from Camp Meriwether. Badges were awarded the boys for life saving, camping and canoeing, scholarship, swimming and textiles.

Several cases of scarlet fever and whooping cough have been reported in Beaverton.

Let the advertisements help you make your shopping plans.

PEP Changes Line Rulings

With the permission of the Public Service Commissioner Thomas, the Portland Electric Power company has filed new line extension rules to be made effective on or after August 1. These new rules differ from the old in that all line extensions involving delivery charges and/or guaranteed monthly revenue will be placed upon the "free" or tariff minimum basis after having been in service five years, according to R. R. Easter, local division manager. These rules not only affect all future line extensions of the company's service, but also those line extensions which are now in existence, he said.

"All customers who have contracted for service involving guaranteed minimum monthly revenue and/or delivery charge on extension that have been in existence five years on August 1, will thereafter receive service upon tarriff minimum basis and the delivery charge will be eliminated," declared Easter Wednesday. "In those cases where extensions have been in existence less than five years on August 1, the customers thereon will continue to be billed upon the original contract until the five-year term will have been completed, at which time service will be rendered upon regular published tariff minimum charges, the delivery charges being cancelled.

"In the case of customers having equities in line extensions, upon their signing waivers, the amounts of their equities will be credited to their lighting accounts, against which current bills for service will be allowed until this credit is used up.

"In adopting this new policy favorable to rural and farm customers, the company anticipates the return of normal times and as a further aid in promoting this much desired condition, its rural service department will co-operate more closely with the company's customers in the application of electricity to farm problems that the use of its service may be a still further aid to the farmer in restoring his income."

Christian Endeavor Rally Held Orenco

(By Mrs. Hugh Burdette)

ORENCO—Washington county Christian Endeavor officers conducted a rally in the community church Friday evening. Miss Dorothy Howes, county president, was in charge. Rev. T. C. Duncan conducted the devotional period. James Henderson, a prominent Christian Endeavor worker of Portland, gave the address. Divisional conferences were held and announcements made regarding the summer conference at Turner August 20 to 26. Interesting musical numbers and a closing watch completed the program. About seventy-five Christian Endeavor members from over the county were present.

Miss Lorene Woodward of San Francisco is expected home Saturday to spend her vacation.

Mrs. W. F. Hunter and Mr. and Mrs. Lawson Auld of Hillsboro visited at the E. Head and P. Gardner homes of Quatama one evening last week.

Mr. and Mrs. Jack Rogers spent Saturday in Portland visiting friends.

Mr. and Mrs. Thomas Ireton of Portland and Mr. and Mrs. John McIntyre of Gresham visitedt at the F. J. Meihoff home Sunday.

Mr. and Mrs. George Ford and sons Billy and Junior of Kelso, Wash., visited Mrs. Ford's brother, G. A. Robson, and family Saturday evening.

Service Changed

During the month of August there will be no 11 o'clock service at the community church. The Sunday school will be continued as usual.

Sunday guests at the Fred Wolff home were Mr. and Mrs. R. E. Parsons and Mr. and Mrs. Emil Ritter of Portland.

Miss Lillian Tetzloff of West Union spent Sunday with Miss Ethel Bella.

Vernon Garrett of Portland is spending a few days with his grandmother, Mrs. S. L. Carlyle, while his parents are away on their vacation to Vancouver, B. C.

Mrs. Agnes Bryant is spending the week with friends and relatives in Portland.

Mr. and Mrs. Blake Shaw and son of Portland visited Mr. Blake's sister, Mrs. Anna Berry, Saturday.

P. H. Edlefsen and Miss Marie Guerber of Portland visited Mr. and Mrs. B. A. Mitchell Sunday.

Mr. and Mrs. Fred A. Thompson of Salem visited at the George Persons home Sunday.

Mr. and Mrs. Laurence Hill visited Mr. and Mrs. Mark Perrigo in Forest Grove Saturday.

Mr. and Mrs. Tom Perrin and two children of Helvetia visited at the S. W. Baughman home Sunday.

Mrs. S. L. Carlyle attended a birthday dinner at the home of her daughter, Mrs. C. M. Alexander, of Thatcher Thursday evening, celebrating the anniversaries of Mrs. Mary Beach and Mrs. Alexander, which occur on the same date. Mrs. Carlyle remained witht her daughter until Saturday.

Medford Persons and Dale Baughman spent Saturday evening and Sunday at Zig Zag.

Mr. and Mrs. Lynal Thayer and family of Yamhill visited Mr. and Mrs. Karl Wilhelms Sunday.

Let the advertisements help you make your shopping plans.

Real Estate Transfers

J. W. Connell (Sheriff) to W. W. Patterson, 20 acres T1S R2W.

Gaston Cheese & Milk Co. to Carnation Co., part Section 35 T1S R4W.

William B. Chandlee et ux to William B. Chandlee, Inc., 31.49 acres Section 4 T2S R2W.

J. W. Connell (Sheriff) to Minnie McLaren, Lot 3 Woodland Acres No. 2.

G. C. Terry et ux to Vincent Heinrich et ux, part William McLinn D. L. C. 67 T1N R1W.

Byron L. Bunnell et ux to E. L. Vasbinder, Block 14 Echo Heights, Tigard.

William Robinson to Oliver Taylor, 10 acres Section 9 T2S R2W.

Mark Gensib et ux to Jacob Schneider, Lots 11 to 16 Block 2 Hillsboro.

George R. Baker et ux to Cinita Nunan Knowles, 4 acres W. W. Graham claim 39 T2S R1W.

J. W. Connell (Sheriff) to Cinita Nunan Taylor, part Block 1 Hillsboro.

Walter Saftenberg et ux to C. F. Elk et ux, part Lots 9, 10 and 13 Garden Home.

Helen A. Clark et ux to Mabel E. Griffin, part of Section 1 T1S R1W.

SUMMONS

No. 10331

In the Circuit Court of the State of Oregon, for Washington County.

The California Joint Stock Land Bank of San Francisco, a corporation, Plaintiff,

vs.

Joseph C. Hare (sometimes known as J. C. Hare), Elinor G. Hare, William B. Hare (Also known as W. B. Hare), Edna A. Hare, Commercial National Bank of Hillsboro, Oregon, E. L. Johnson, Trustee, E. L. Johnson, Etta L. Johnson, Glenn H. Bigelow, Vernal Bigelow, Lloyd E. Bigelow, Etta Bigelow, Margaret Ruth Linklater, Francis W. Linklater, Margaret Linklater, Samuel Edward Linklater, Ethel Linklater Franklin, Donald Franklin, Kenneth A. Linklater, Kenneth A. Covell, Kenneth A. Covell Jr., Thomas Edward Covell, Kenneth A. Linklater as Administrator of the Estate of Dorothy Linklater Covell, deceased, Kenneth A. Linklater as Guardian of the persons and estate of Kenneth A. Covell Jr., and Thomas Edward Covell, Minors, Kenneth A. Linklater as Executor of the Last Will and Testament and of the Estate of Zula W. Linklater, deceased, J. E. Hattrick and Laura Hattrick, Defendants.

To Glenn H. Bigelow, Vernal Bigelow, Margaret Ruth Linklater, Francis W. Linklater, Margaret Linklater, Samuel Edward Linklater, Kenneth A. Covell, Kenneth A. Covell Jr., and Thomas Edward Covell, Defendants:

In the Name of the State of Oregon: You, and each of you, are hereby summoned and required to appear and answer the complaint of the plaintiff filed against you in the above entitled Court and cause, in the office of the County Clerk of Washington County, Oregon, within four (4) weeks from the date of the first publication of this summons, the date of the first publication hereof being the 2nd day of August, 1934; and if you fail to so appear and answer the said complaint in this suit, the plaintiff, for want thereof, will apply to the Court for the relief demanded in its said complaint, to-wit:

That plaintiff have and recover of and from the defendants Joseph C. Hare (sometimes known as J. C. Hare), and Elinor G. Hare, Commercial National Bank of Hillsboro, Oregon, and E. L. Johnson, Trustee, and each thereof, the sum of $15,727.77, with interest thereon at the rate of six (6%) per cent per annum from April 15, 1933, interest at the rate of eight (8%) per cent per annum on $230.75 from October 15, 1933, interest on the further sum of $230.75 at the rate of eight (8%) per cent per annum from the 15th day of April, 1934, and the further sum of $704.78 paid out by plaintiff as taxes upon the real property hereinafter described, with interest thereon at the rate of eight (8%) per cent per annum from June 20, 1934, and the further sum of $1500.00 to be allowed the plaintiff as attorneys' fees, besides the costs and disbursements of this suit; and

(b) That the mortgage described in the complaint on file in this suit, executed on or about August 2, 1920, by the defendants Joseph C. Hare and Elinor Hare, his wife, to the plaintiff, in consideration of the sum of $27,500.00 then loaned by the plaintiff to the said last named defendants, be foreclosed and the property therein described, or so much thereof as may be necessary, sold to satisfy the amounts found to be due to the plaintiff, and the costs of sale. Said mortgage was recorded on the 2nd day of August, 1920, in the Mortgage Records of Washington County, Oregon, in Book 87 at page 146, and describes and covers the following real property situated in Washington County, Oregon, to-wit:

Portions of the South half (S½) of Section Seven (7) and of the Northwest quarter (NW¼) and of the East half (E½) of Section Eighteen (18), Township One (1) South, Range Two (2) West of the Willamette Meridian, particularly described as:

Commencing at a point 3.34 chains East of the Southeast corner of the Sigler Donation Land Claim No. 42 in said Sections, Township and Range for a place of beginning, and running thence West 3.34 chains to the Southeast corner of said Sigler Donation Land Claim, thence North and along the East line of said Sigler Donation Land Claim a distance of 40 chains, more or less, to the South line of Ivan Konigan land to east window weight, thence North 81° 35' West 2034 feet more or less to the center of the Tualatin River, thence down said river and tracing the center line thereof to a point in the Northeast quarter of the Southeast quarter of said Section Eighteen (18) due South of the place of beginning, thence North 30.61 chains to the place of beginning and containing 332.27 acres more or less; together with all and singular the privileges, appurtenances, tenements, hereditaments, easements and rights of way thereunto belonging or usually enjoyed with said premises or any part thereof, and the reverson or reversions, remainder and remainders, rents, issues and profits thereof;

And also all the estate, right, title and interest, homestead or other claim or demand, as well in law as in equity, which the mortgagors had August 2, 1920, or thereafter acquired, of, in, or to the said premises or any part thereof.

And also together with all other rights of every kind and nature, however evidenced, to the use of water, ditches and canals for the irrigation of said premises to which the mortgagors or said premises had August 2, 1920, or thereafter became entitled, and also together with all shares of stock or otherwise, in any canal company or water user's association attached to said land for the benefit thereof, then owned or thereafter acquired by said mortgagors; and

(c) That the said mortgage be decreed to be a first, valid, prior and subsisting lien upon the said real properties; and

(d) That any claim of right, title, interest, estate in or lien upon the said real properties, or any part thereof by any of the defendants in this suit, or either thereof, or any person claiming by, through or under them, or either thereof, be decreed to be inferior and subordinate to the lien of the said mortgage of the plaintiff, and that any such claim of right, title, interest or estate in or lien upon the said real property be forever barred and foreclosed, save and except the statutory right of redemption as by law provided; and

(e) That upon a sale being made under the decree of foreclosure to be entered herein the purchaser at such sale be let into possession of said real properties so sold, and that a certificate of sale issue to the purchaser in the usual form, and that upon the expiration of the period of redemption, if no redemption is made, a sheriff's deed in the usual form issue to the holder of the certificate of sale; and

(f) That the plaintiff, or any other party to this suit, or anyone else, may become a purchaser at such mortgage foreclosure sale; and

(g) That defendant E. L. Johnson, Trustee, and Commercial National Bank of Hillsboro, be required to account for and pay into the registry of this court the rentals collected upon and for the said mortgaged premises for the years 1933 and 1934, and all rents upon said premises hereafter collected, including all profits and emoluments from said premises, that the same be paid over to the plaintiff, to be applied in satisfaction of the sums herein found to be due to the plaintiff, and that a receiver be appointed in accordance with the provisions of the aforesaid mortgage, a true copy of which is attached to the complaint on file in this suit, to collect, for the use and benefit of plaintiff, all rents and profits from the said mortgaged premises pending the foreclosure of the said mortgage and the sale of said premises under the decree to be entered herein; and

(h) For such other and further relief as to the Court may seem just in the premises.

This summons is served upon you by publication thereof once each week for four successive and consecutive weeks in the Hillsboro Argus, a newspaper of general circulation printed and published in the City of Hillsboro, Washington County, Oregon, by authority of an order of the above entitled Court, the Honorable George R. Bagley presiding, which order was made and entered upon the 28th day of July, 1934, and which order, among other things, directed the service of summons be made upon you by publication as aforesaid, and which order directed that you appear and answer the complaint on file in this suit within four (4) weeks from the date of the first publication of this summons.

The undersigned are resident attorneys of the State of Oregon and their place of residence and post office address follow their respecive names hereon.

Date of first publication August 2, 1934.

Date of last publication August 30, 1934.

CLARK & CLARK, R. R. BULLIVANT, Attorneys for Plaintiff. Residence and Post Office Address: 1012 Yeon Building, Portland, Oregon. 24-7

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ENJOY the clear, rich pictures that Kodak Verichrome produces. It's the film that will give you better vacation snapshots than ever. Let us supply you with the size that fits your camera. Then, return the exposed film to us for prompt developing and printing.
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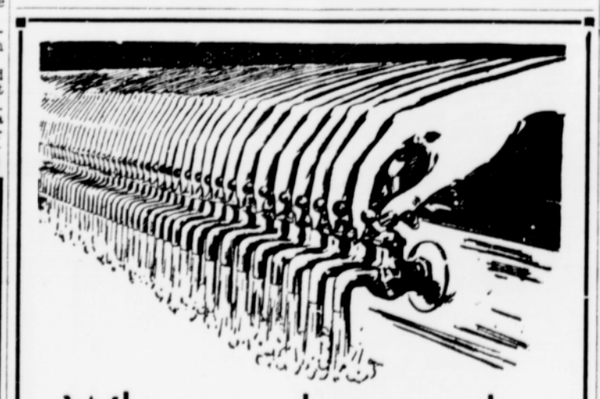
When a thousand hands turn a thousand faucets
From 7 to 9 each morning is "rush hour" for your water company. The company's facilities are called upon for extra service to meet the early morning demand for water.
From 5 to 6 in the evening there is another maximum demand. But whether it is rush hour or "three o'clock in the morning" your water company provides a dependable water service.
OREGON-WASHINGTON WATER SERVICE COMPANY
RICHARD E. WILEY, Manager

WHAT YOU CAN DO with $50

OWN a fine radio . . . take a short vacation . . . join a golf club . . . enroll in a business school . . . have all your needed dental work done . . . buy a fine gift for someone near and dear . . . leave it in the bank and watch it grow.
You can get more out of $50 EXTRA because it isn't subject to the demands of your day-to-day budget.
The easiest way to get $50 extra is to start saving a dollar or two a week now at the
FDIC MEMBER
Commercial National Bank
"The Largest Independent Bank in Washington County."
Hillsboro, Oregon

Regular Advertising!

From a speech by C. W. Johnson
Oakland, Nebraska, Merchant

I have been in business 27 years and seldom miss an issue of the local paper with an ad of some kind.

I believe the constant spitting of a machine gun does more executing than the occasional boom of a big Bertha. Its spat-spat shot gets results. So it is with advertising; the small ad run every week is better for results than the large ad run hit or miss. Consecutive advertising gets the business.

We are told that American business now has hit the bottom, and that things will be better. Now is the time to advertise our wares and get the public to start buying. There are all kinds of advertising schemes, and I have dabbed in them all, but the advertising in the local newspaper is best and gives largest results for money spent.

Put more time in writing your ads, and then talk it over with the printer. It pays in the long run to spend this extra time.

Create a desire to possess, in your ad, and it will get the business.

If you had a whole bushel of chain links it would not pull a load. Put them together in a continuous chain and you have a strong and powerful thing with which to pull a load. So it is with advertising. Link your ads together, run them in a continuous string, week after week, and you will produce results.

Make it an investment by giving it due thought, careful consideration and definite planning.

According to figures computed by the Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research the following percentage of gross sales are usual and correct for advertising expenditures for successful retail stores.

How Does Your Advertising Investment Compare with the Average?

	Per Cent		Per Cent
Dept. Stores	1.9 to 3.1	Hardware	1.0
Grocery Stores	1.0	Cleaning and Dyeing	3.3
Haberdashers	3.3	Jewelry	3.1
Women's Wear Shops	3.1	Meat Markets	1.0
Furniture	6.3	Florists	5.0
General Merchandise	1.5	Millinery	2.2
Drug Stores	1.0	Music Stores	3.3
Shoe Stores	2.9	Restaurants	3.1
Electrical Shops	2.7	Specialty Shops	3.8

While every line of business is not represented here, you will be able by comparison to determine the amount that you should invest in advertising in your business.

Advertise in the
Hillsboro Argus
With Which is Combined the Hillsboro Independent

4%
HOME MANAGEMENT
This home managed institution has no subsidiaries, affiliates or merger combinations of any kind.
All directors have been with the Association since it was founded.
For soundness, security and safety, an investment here is unexcelled.
WHY NOT HAVE THE BEST?
SAFE

RELIABLE
Washington Savings & Loan Ass'n
J. M. PERSON, Manager
Savings & Loan Bldg. Hillsboro, Oregon

BIG SLASH in **Philco Radios**
Come and See
Lester Ireland & Co.
Hillsboro, Oregon