

The Gold Hill News

PUBLISHED EVERY SATURDAY AT GOLD HILL, JACKSON COUNTY, OREGON, BY

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TERSE TRUTHS OF LOCAL ADVERTISING

COLUMN AFTER COLUMN of country newspaper space has been consecrated to the ceaseless war against those horse-leeches of community prosperity—the price-quoting, price-cutting, dollar-draining houses of the thick, well thumbled, catalog. That these availed little to abate the evil is due, largely, to the fact that the object of editorial solicitation, the timorous country merchant, was content to chew the bitter cud of undisturbed reflection in his customerless store. There wasn't any fight in him. Isolated exceptions to the general rule are dazzling their bankrupt brother tradesmen with a success that is wholly unexplainable to the latter.

Anything that the country newspaper might say was generally agreed to be based upon a selfish regard for its advertising columns. It was conceded that the proprietor of two stands of type, a hand press, and a concrete imposing stone, was a presumptuous duffer who missed his proper calling as a stone mason, and had little business and less sense to attempt a dictation of policy to that pillar of community commerce—the corrugated country merchant.

So serious, nathless, has the unrestricted growth of catalog trade become, that it concerns no longer the individual interests of the local paper and the local merchant, but becomes a matter of first importance to the whole community. As such it is attracting widespread attention, and keen observers everywhere are decrying its growth, while devising means to combat and retard it.

Here are a few suggestions from a preacher with a punch, the Rev. F. J. Milnes, president of the National Indoor Game Association—(which isn't a society for the promotion of poker, Jasper.) The viewpoint of this clerical crusader and economist is at least unbiased:

"Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

"Mr. Merchant, just store this under your hat—every country town that has a daily or weekly newspaper is missing a harvest if its merchants do not make it their mail order catalogue. Every inch of it should be used. It is a gold mine. Mind you, it should be the cut price catalogue, with a good illustration and a catchy description of every article of merchandise carried in stock in your town, no matter whether it be a package of onion seed, a gas engine, hay scale or a flannel shirt, and every article shown should be quoted at a price that compares favorably with the prices in the advertisements of the city concerns.

"There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores out of business, as far as orders from that locality are concerned. Their advertisements should resemble a catalogue, not bill poster's efforts. Every merchant should make it a point to advertise his goods and prices, instead of his name."

BRIEF NEWS OF OREGON

The ninth annual meeting of the Oregon Retail Hardware & Implement Dealers' association is to be held in Portland January 27 to 30.

Senator Chamberlain will ask the president to renominate Alex Sweek as Minister to Siam as soon as Mr. Wilson returns to Washington.

Investigations at Copperfield disclose the fact that youths were able to get liquor from local saloons, and that gambling was run wide open.

A. M. Crawford, now serving his twelfth year as Attorney-General of Oregon, has formally announced himself as a candidate for the republican nomination for governor.

Grant B. Dimick of Oregon City has announced formally that he will seek the republican nomination for governor of Oregon at the primary next May.

Marshfield and North Bend, which protested against the delay of the new dredge Michie at the Columbia bar, are promised it shall proceed to Coos Bay as soon as it is given a satisfactory working trial.

The organization committee of the federal reserve banking plan will meet in Portland in February to examine this district as a possible point in which to establish a regional reserve bank.

Salmon packers have protested to Senator Chamberlain against a provision in the bill introduced by Representative Lafferty requiring labels on canned salmon to show the date of packing.

Governor West has been notified by the department of the interior that his suggestion that the state and fed-

The Alaska Fishermen's association is urging the retention of the division of Alaska fisheries, practically abolished by the secretary of commerce in his estimates. The Portland chamber of commerce has telegraphed Senator Chamberlain to the same effect.

The Astoria National bank has been designated as a government depository. Funds of the war department for defraying expenses at the forts about the mouth of the Columbia will be deposited at the bank when the required bonds are filed.

The Albany commercial club has requested the Oregon delegation to drop all plans for the improvement of the Willamette river excepting the one establishing a three and a half foot channel between Oregon City and Corvallis.

That the farmers of the Pacific coast are annually spending \$5,000,000 unnecessarily for grain bags, and that the farmers of no other part of the United States are so foolish, was the statement made to the graingrowers of Umatilla county in convention at Pendleton.

Representative Hawley has taken up with the agricultural department the establishment of an animal quarantine station at Portland. If the matter receives favorable consideration, Mr. Hawley will ask congress for an appropriation to establish and maintain such a station.

Declaring that the evidence in the cases of Mrs. Effie Creswell and Stella Morgan, inmates of the state industrial school for girls, convicted in his court of attempting to poison the other inmates and attaches, warranted a thorough investigation, Circuit Judge Cleeton reconvened the grand jury and ordered it to make a thorough investigation of the institution.

Overdrafts (Secured & Unsecured)

B. H. L.

The Last Camp.

Black brant across the near sky talking, with night stealing up to the tent—and the great purple shadows stalking, each with its dark head bent. . . . The heart of a lad is high and happy, the face he sets to the trail is keen—so I rode on the roan, behind my pappy, and the gray trail stretched green. . . . Seems I can hear the teamsters joking, creak of harness and rattle of gear, almost scent the chip-fire smoking—heaven above us, it's sixty year! Jason, my pappy named me—only, he named me, but could not know that I should be grizzled and lonely with never a fleece to show. Pappy, who never saw the last pass, with the high sun sloping to sea—a whisper hummed thru the thirsty grass, and took him away from me. I mind how Death in the twilight slipped through the spokes of the rearmost cart, and the grim war-arrow, 'sidian-tipped, droye to his staunch old heart. I've lived to the name that he gave me—as Jason I took the quest—but I never could end it, to save me, or give me a few years' rest.

The ranges swam hazed in the noon-light, the rivers whispered me on, so I sought it into the moonlight and the age-long hours of dawn. The Greek, he sailed with some other folk—and I never had but old Jim, when the tardy powder must have its joke, and the ledge lurched down on him. Look—how the dying sunlight taunts me, shimmering, glimmering sweat-won gold, till the old dream rises again and haunts me—sixty years, and I'm growing old. Up from the canyon walls, slow creeping shadows of purple and gray—the night with her dim eyes is weeping the light wrung out of the day.

Jason, he named me—I reckon on he knew what he was about, for the untrod ranges still beckon, and my fire dies down and out. Night with her dark wings fluttering, falling, the black brant calling across the moon, up from the gulches the shadows crawling, with the tree toad throating a tune. . . . Jason, my pappy named me—God! I've found it! The fire flames high and clear, till it signals the hills around it . . . all trails end here.

Near Neighbors

Riverside.

You ought to see Al Wolverton's pigs now.

Mrs. D. H. Slead was in Medford shopping, Wednesday.

Miss Alice Harper is making a two weeks visit with friends in Ashland.

C. D. Wolverton drove to Medford Tuesday on business, returning Wednesday.

Mr. and Mrs. Carley are out from Medford this week visiting their daughter, Mrs. Porter.

Mr. and Mrs. Cook, of Grants Pass, were guests last week at the home of Mr. and Mrs. Richard Swacker.

Mr. and Mrs. Chas. P. Champlain welcomed an eleven pound boy at their home Wednesday, January 7th. He is named Charles Pope Champlain.

Mr. and Mrs. D. H. Slead entertained Mr. and Mrs. Lynn Smith and Miss Dorothy, of Gold Hill, and Mrs. Corey and daughter Eleanor, of Seattle, at dinner Sunday.

A large number of the Recreation club attended the regular meeting Thursday, which was held at the home of Mrs. Short on Foothills creek. Guests of the club were Mrs. McQuoit and Mrs. Bert Jones of Foothills creek, Mrs. Carley of North Dakota, Mrs. Hughes of Canada and Mrs. Dinwiddie who is spending the winter with her daughter Mrs. Little. The study of Domestic Science was dropped and a new course of study for the next three months is to be outlined by Miss Alice Harper and Mrs. G. B. Alden.

Brief News of the Week

Of about 11,000 Texas children examined during 1913, 46.3 per cent had hookworm, according to the annual state hookworm report.

The United States forest service is experimenting with ammonia bombs for extinguishing forest fires.

The Iowa state conference of the Progressive party, after a two days' session, declared itself opposed to amalgamation with any other party.

The United States stands second among the powers in the matter of naval expenditures for last year. Great Britain leads. Seven great countries expended \$797,948,000.

Sixty-six state institutions of California will use the parcel post exclusively for transporting freight which amounts to \$40,000 to \$50,000 annual charges.

Board of education of Chicago discontinued practice of teaching sex hygiene in the schools until the people have had a chance to vote on the question.

Resolved--

That 1914 will see this store still in the forefront of Jackson county mercantile establishments—with a continued square deal for every customer



LANCE & COMPANY

Spend a pleasant evening at



The BoN-ToN

AUTOMOBILE & GAS ENGINE REPAIRING

A Specialist in this work, as well as any detail of General Blacksmithing, etc.

CHARLES KELL
Blacksmith

Professional Cards

W. P. CHISHOLM, M. D.
GENERAL PRACTITIONER
GOLD HILL, OREGON.

A. E. KELLOGG
NOTARY PUBLIC
Phone 36 Main
GOLD HILL, OREGON

A. E. KELLOGG
GOLD HILL, OREGON
Embalmer and Funeral Director
Complete line of burial robes, caskets, etc.

FUNERAL CAR
Office Phone: Home, 9—M; Residence
Phone, Home 2—K; Pacific 46—Main

DR. ARTEMAS W. DEANE
DENTIST
GAS ADMINISTERED
RIALTO BUILDING, MEDFORD

FOR SALE—40 acre stock, poultry or fruit ranch, all tillable black loam, 10 acres cleared, valuable timber on part. 8+ miles north of Gold Hill. Price \$25. per acre. Inquire at The News office.

D. H. MILLER

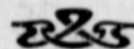
Headquarters for

Hardware Stoves Tin, Granite and Aluminum Ware Garden Tools
Haying and Heading Tools Builders' Materials and Tools Roofing
Building Paper Paints Oils Varnishes Brushes Glass Crockeryware
Large Assortment of Queensware As fine a line and assortment of

Fishing Tackle

As there is in the county Cattaraugus Cutley Guns Ammunition Picks
Shovels Miners' Supplies Powder, Fuse and Caps Base Balls and
Afts, and Bats. My Stock is complete in every line and my prices are right

Remember the place to purchase these Goods is



D. H. MILLER'S

"Good quality goods and
Prices Right"

Iron by Electricity
Late Model Electric Irons. Guaranteed 5 years, now

\$3.50

We will send you one on trial

CALIFORNIA-OREGON POWER
COMPANY :: MEDFORD, ORE.

HOT EATS FOR COLD DAYS

Hot Chili Hot Coffee
Hot Tamales, Saturdays
Hot Drinks Hot Lunches
Served at all times

Bunte's Chocolates - Tobaccos, Etc.

AT TURNER'S