

The Gold Hill News

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

F. Wallace Sears

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SATURDAY, JUNE 24, 1916

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Several years ago while working up the advertising patronage of a country paper it came to our notice that no matter how much we talked to the local merchant of that city about supporting his home paper he came back at us with the old time gag that "Advertising does not pay". He knew it did not because he had tried it — ONCE. This particular merchant we had in mind had a very fine prospect to make his store the meeting place of every woman and child in his section. He could have installed a waiting room for tired mothers with their babies. This one feature alone would have given him the lead over every other merchant in his city. Did he do it? No, for it was advertising and he had advertised once and it hadn't paid. Now suppose that merchant had followed the advice of the humble newspaper editor, what would have been the logical result. He would have been the talk of every mother for miles, and all this advertising at a very small cost. Just a few weeks before the above incident happened this same merchant was deluded into signing a promissory note disguised as an advertising contract and the deal was pulled off not by the local editor who was his friend but by a fly-by-night advertising fakir who made that his business. The contract called for an ad printed on a beautiful timetable to be placed on the walls of the local business houses. The fakir was in a hurry and would Mr Merchant please advance the money now and the timetable would be delivered by a printer in the next town. Mr Merchant never thought to ask why the job was not handled by the local printer. No, such a thing never entered his head. All he could see was the beautiful glowing word picture painted by our expert friend the fakir. The money was paid and time went by and no Time Tables. The merchant came to us and asked us to find out what was the trouble and we wrote to ten printers in all the surrounding towns and everyone told us that this fakir had worked the same deal in every town. We went to further trouble and found that this fakir had collected over \$60 in the town we were in and on an average of \$40 from each of the other towns and the merchants had nothing to show for it. Now this money had been spent for advertising that the merchants had not received. This was the reason why our merchant friend made the remark that advertising didn't pay. Now we leave it to you. What right did he have to say that he had ever advertised. He turned down his home editor who had a good paper and gave his money to a stranger who defrauded him. During the course of the year the home editor no doubt spent many dollars with the home merchant. Did the outside fakir spend any money with the home merchant? Not on your lonesome, that wasn't his way.

It has been our experience that the home merchant or in fact anyone in the locality of a local paper will do well to take council with the editor before they have business dealings in the advertising line with strangers. He is your friend because he has to live with you year in and year out. He doesn't dare to allow you to be skinned.

Speak gently, talk to a purpose, and you will be heard, heeded and remembered. Rave at random, and you will be forgotten.

What are you doing friends to boost your home community? Why not send your home paper away every week to some separate person. Tell them about this city and see if you can't get a new settler. If fifty people were induced to come to Gold Hill it would make quite a difference in our population. Try it.

Agitate for good roads. Agitate, agitate, agitate!

There are some things where the local merchant is high but it is a fact that the majority of cases when you compare quality for quality the Home Merchant can give you the best of it. Just try him.

"Love thy neighbor as thy self," but draw the line at his wife.

Can you name the cleanest and most beautifully kept town in this section of the state? And, too, do you know how far from the top—or bottom—of the list this town stands?

Why should you kick when your wife insists on her moral right to vote? She never makes a howl when you invade the kitchen and wash the dishes.

Just for a change, brother, why not step over into the bright side of life and speak of the good that there is in this town?

Keep your money at home, William, and some day it may be yours again.

OUR WOMEN

A TOAST

Now all together, in one great volume of sincerity: Here's to women—our women—women of our town and our country side! When God created the earth He also created man, and the birds, and the beasts, and the fishes, and the reptiles, and all of the other creatures and things of the earth. But with all of the myriads of His creation there was one thing lacking. The essence, the goodness, the purity of life was absent. He created woman. And woman—our women—are today His most priceless gift to this earth. Her nobility and purity are the brightest spot of existence. The sunshine of her soul floods the life of man with a radiance on the darkest day. Without her there would be no human life. Here's to woman—OUR women—the one great joy in the life of man.

The past week we saw one of the local people who had received a shipment from a mail order house. He took it to his local merchant and compared it with a similar article and found his local merchant was away cheaper on a much better article. This is not a lone case. There are hosts of such things every day and it seems a shame that people will not take the trouble to give the home merchant a chance to compare values and prices before they send money away. Try it friends.

Soon 'twill be the time of year when we can revel in the joys of sunshine and flowers and perfumes,—and bugs and gnats and mosquitoes. Oh, joy!

No one man ever knows it all, altho it is hard to convince a few of this fact.

Automobiles are like people—the cheap ones are the noisiest.

SCHEDULE			
West Bound			
Train No. 13	9.27	A.M.	
" " 15	3.15	P.M.	
" " 257	7.20	A.M.	Local Freight
East Bound			
Train No. 14	8.57	A.M.	
" " 16	5.06	P.M.	
" " 258	2.25	P.M.	

OF INTEREST

Our business with other neutrals has increased so greatly during the last two years, that for the nine months of 1916, an increase of \$270,000,000 is reported in all classes of merchandise over the same period of 1914. Five great customers did business as follows, in millions: Canada 288, Mexico 32, Argentina 37, Brazil 23, Chile 12. This war has united the Americas as has heretofore been impossible.

The times require iron-hearted men. Character is the first essential, and character is founded upon strong moral and religious convictions.—Emperor William

Your Little Wife
Who plans to make your future bright?
Your little wife.
Who cooks to tempt your appetite?
Your little wife.
Who tells her friends that you
Are one grand husband thru and thru?
Who's the best girl you ever knew?
Your little wife.
Who pats your cheek when you get home
Your little wife.
Who smooths the thin hair on your dome
Your little wife.
Who looks at you, her blue eyes clear?
And, snuggling to you extra near,
Says, "This is pay-day, ain't it dear?"
Your little wife.
—Wm F Kirk N Y Journal.

Now Is The Time To Secure YOUR READING MATTER.

This Offer May Be Withdrawn At Any Time - So Get Your Order In Before It Is Too Late.

Gold Hill News has made special arrangements with the publishers of the following magazines, whereby we are able to give our readers the benefit of a big saving on their reading matter for the coming year. New or renewal subscriptions will be accepted. Even though your subscription does not expire for some time you take advantage of this magnificent offer and your time will be extended from the date to which your subscription is now paid.

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discusses as no other publication even attempts every phase of farming, encouraging open and free discussion of all questions of vital importance to our readers. Its attitude towards the California Land problem during the past few months has been the topic of discussion throughout the State.

The articles published regularly in each issue by Luther Burbank, the world's greatest plant creator, have also been of vital importance to the upbuilding of this paper, as have the articles by Bailey Millard, Editor; Harris Weinstock, California State Market Director; Elwood Mead, Professor of Rural Instructions of the State University; William E. Smythe, Dr. Harvey W. Wiley and many others too numerous to mention.

Orchard and Farm is recognized as the most helpful, practical and reliable Farm Journal in the country to-day.

THESE THREE

and

the Gold Hill NEWS

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Those in arrears can also profit in this by calling at this office and getting our special offer.

Short Time ONLY



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It is the magazine of poultry and rural industries. It is bright, up-to-date, and gives the poultry public what it wants—news, new ideas, up-to-the-minute articles by the best authorities in the industry. It is the leading and best known poultry magazine in the West. Size 3 1/2 inches—36 to 44 pages. The regular subscription price of the California Poultry Journal is 50c per year, published monthly.

WOMAN'S WORLD

With its two million subscribers, may be justly called the favorite among all the woman's publications. While its subscription price is moderate, the quality of its contents puts it in a class with the magazines that cost very much more. The most famous writers in the country contribute to its pages, well-known artists supply the illustrations, and the many departments are conducted by experts nationally known. It is the only low-priced magazine in the first rank.



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Alvah E. Kellogg—Clerk

DR. R. C. KELSEY

Gold Hill Hospital

Gold Hill, Oregon



A. E. Kellogg

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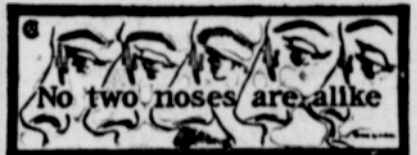
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