

ADVERTISING, Publisher. SUBSCRIPTION RATES. DAILY. Weekly.

SUCCESSFUL ADVERTISING. The advice given general advertisers to overlook the local press and advertise only in the magazines and metropolitan dailies will result in a great many failures among those who accept it.

Take W. L. Douglas, the \$3 shoe man, he secures an agent in practically every town in the United States and booms his shoes in the local press.

Only during the present month, a grocer who does not believe in advertising, informed the writer that the advertising of "Schilling's Best" tea, biscuits, coffee, etc., was an outrageous blackmailing of the retail grocer.

The retailer store is the place for the sale of any general article and the people to reach by advertising are the patrons of your goods and let the people know that your articles can be obtained in the regular line of trade and you will do a successful business.

The appointment of Harold M. Sewall as governor of Hawaii would not be a good taste nor the most fitting that could be made. Sewall is somewhat of the chronic office-seeking variety of American public men.

The political pot is beginning to boil furiously in Honolulu already. That great American institution, the political boss, has within a few days appeared in the arena in the person of F. S. McCook.

For several issues the Compostellian has been publishing what purports to be a biography of Napoleon. In the current August issue, the editor, J. Brisben Walker, states the argument in support of the genuineness of the history.

La Grande has the most wide awake and progressive Commercial club in the state of Oregon and this club secured that city a \$500,000 sugar factory that is in turn making La Grande the most prosperous and rapidly growing city in the state.

R. C. Judson, industrial agent, says Oregon is too exclusively given over to wheat growing, and advocates the development of other agricultural industries. He is an enthusiast in flux and sugar beet culture and believes Oregon exceptionally well adapted to the successful growth and manufacture of these products.

Mr. Judson bases his opinion on a broad experience and careful research and his ideas mean much to Oregon's prosperity. When wheat was worth upwards of 70 cents, we were all right, but when it drops below that price we are all wrong.

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GOLD AND COIN BONDS.

The Oregonians say "an important milestone in the nation's financial progress is passed in the sale of Great Northern New York's new bond issues of \$12,000,000, drawing 3 1/2 per cent interest."

Men are leaving the Kloneks as fast as they can get away, sacrificing outfits at any price. There is lack of transportation facilities and many of the men have no means. The boat has thoroughly burst.

Roseburg has raised \$2500 to buy some land for the Southern Pacific railroad company, the company agrees in return to enlarge the round house and build a new station house, some time in the sweet by and by.

Food supplies are plentiful in Porto Rico, and as soon as the inhabitants get a full supply of American flag buttons they will be among the happiest people in Uncle Sam's large and growing family.

About 100,000 seasoned Spanish troops will be returned from the colonies, and the Carlists will be apt to find such a large body of soldiers inconvenient to deal with at the beginning of a revolution.

The press associations of Oregon and Washington will hold a joint session this month at Spokane. Probably 300 representatives from the press will be present. The next year's session should be held at some point in Oregon.

Up-to-date advertising is the principal ingredient in successful business. Don't advertise for the sake of contributing a few growing dollars to the support of a newspaper. Advertise as a business proposition to increase your own sales.

Large and successful business enterprises have been and are being daily built up by advertising. But this truth does not stand alone. The enterprising, capable, advertising local business man is the one that captures the trade in his vicinity.

The wheat crop of the Willamette valley is only average, which is disappointing inasmuch as all indications pointed to a larger yield. In Eastern Oregon and Washington the yield is as good as was anticipated.

Admiral Sampson will receive \$100,000 prize money from the government for the part he took in the battle with Cervera's fleet off Santiago harbor, while Captain Clark, of the battleship Oregon, will receive only \$500.

The Washington volunteers are very much dissatisfied at not being sent to the front in the Philippines, and will organize a stubbers' resistance, which they felt up the greater part of the day.

Recruits for Companies C and D, Pennsylvania volunteers, now at the Presidio, San Francisco, mutined and refused to drill because they were not supplied with suitable food. It is said they will be court-martialed.

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PEACE NEGOTIATIONS ARE PROGRESSING

WASHINGTON, Aug. 11.—The conference yesterday between the French Ambassador, M. Cambon, and Secretary of State Day did not reach a final conclusion, nor was anything agreed to that would bind either the United States or Spain, but the negotiations proceeded to a point where an agreement was almost reached which would terminate hostilities.

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The Spanish note is said to be divided into five points or heads, namely: Cuba, Porto Rico, Ladrones islands, occupation of Manila and appointment of a commission, which are treated in the order named. So far as could be learned no mention is made of the Cuban debt.

The American conditions as to Porto Rico, the Ladrones, Manila, etc., are treated at some length, and the topics are treated as follows: The topics will require the full text to show how far the language used may be construed as an acceptance.

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IN OUR CORNER WINDOW

You will find displayed a line of Summer and fall weight woolen Dress Goods. We offer you these goods at 40c per yard while they last. "A word to the wise is sufficient."

We are satisfied with Small Profits. During the month of August our store will close promptly at 8 o'clock P. M.

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Have You Seen Our Lady's 'IVANHOE'? Up-to-date in every respect. Adjustable Steel Handle Bars. Celebrated G. & J. Detachable Tires. A beauty and the price only \$35.00. It's a CORKER. Take a look at it. We have again opened our Routing Department with a line of New Wheels. MAYS & CROWE. For Sale. A choice stock ranch of 360 acres all fenced, 300 acres under good three-wire fence, with plenty of wood and water, about 50 acres in cultivation, and eight acres in orchard and vineyard, two barns and some outbuildings. This ranch is equally as good for raising or for raising stock. Located 47 miles from The Dalles on Catenow creek. Price \$200. Apply at this office or at the farm of J. A. FLETCHER.