

# BEAVER STATE HERALD

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THE following little contribution by the Oregonian seems to be the general view of the new president, except by a few people who appear to think that the administration was changed to enable them to capture some soft snap. Coming from a paper of opposite political faith, it has such a complete list of desirable attributes that we must believe that even the opposition concedes the wisdom of the popular choice. It is to be hoped that the President's closing month of administrative work will be as universally satisfactory as has been his first.

By his breaking of precedents President Wilson has shown his determination to be governed by his own opinion as to what is right. He has already broken sixteen precedents and is giving us an example of Jeffersonian simplicity in practical operation and of directness in dealing with the people.

First to go was the inaugural ball, which had degenerated into a scandal. Then went the favorite barber, for the President shaves himself, as he washes his face and dons his clothes himself, like any other citizen except the idle rich. He has abolished the gold-lace uniforms of his aides, the draping of his box at the theater with flags and the playing of the National anthem at his entrance. He refuses to work on Sundays, will have only cold suppers on Sunday evenings, allows no intoxicating liquors in the White House and has declined to join the Chevy Chase Club, thus showing his fidelity to Presbyterian discipline. He declines to be a show when he goes to church, for a crowd gathered at the door to see him is a signal for him to go elsewhere.

In his official relations he has refused to follow old customs. He declines to waste time on office-seekers; if he wishes to see them, he sends for them. He accepts no dictation from politicians; he is the actual as well as the titular head of the Government and will follow his own judgment. When he has anything to tell the people, he says it directly and allows himself to be quoted without the former indirection of "it is said," or "it is stated on the highest authority." His Cabinet meets whenever there is business to do, not on set days, and its decisions are considered public property. He does not use the Executive order to set aside civil service regulations, obeying the law even when it goes counter to his wishes. The President's course thus far proves that he regards himself as the man hired by the people to do their work. He considers that the mere fact that his position is the biggest job in the country is no excuse for a lot of flunkiness and humbug, for the gratification of idle curiosity about himself and his family, nor for the invasion of his privacy or the waiving of his own tastes and convictions in social matters.

## THE PHILOSOPHY OF AVERHISING

The value of advertising is double, direct and indirect. The direct benefit arises through immediate returns given in the information given in the advertisement. This class of advertising applies especially to the small dealer and the big department stores. The articles named in the advertising appeals to the reader and he applies for the article which meets his requirement as to price and adaptability to his needs. This sort of advertising returns direct and is the sort that most dealers seek in giving publicity to their stock. It is the least satisfactory and productive of the two benefits of the publicity. The trade gained by it is generally limited as to value and the customer is not bound to return. The influence is only temporary.

The indirect return for advertising publicity arises through persistent playing up to ones customers a firm name, or a particular brand of goods, or merit in method of conducting business. The man who advertised Beeman's Pepsin Gum did not plaster barnside posters and paintings of the whole Beeman family, all over the country for the purpose of selling a few cases of gum. He expected the persist-

ent repetition of the Beeman name and pictures to become so impressed on the mental machinery of every man, woman and child in the country, that every time they thought of gum, "Beeman's Pepsin" passed before them and they asked for it first as a sort of reflex action. Second as the first thing to come to them through memory. The mental habit was developed of calling up that particular brand of gum whenever gum was mentioned.

This is the secret of successful advertising. No spasmodic advertising can bring the same results. The habit of thinking your way will not be formed by one, or two, or three, semi-annual displays. The secret of memory is repetition. The secret of habit in action and thought is also repetition.

LET us hope the little meeting held last Friday evening will result in a permanent organization of a club for this section of the city that will live to do effective work. There have been several attempts to organize "push clubs," "booster clubs," and "commercial clubs" in this part of town and so far they seemed to fail because, chiefly, they were too heavy. They started out with too much lung power and not enough purpose. They were temporary expedients. We have now reached a time when we ought to maintain a permanent club. Sellwood club has proven to be a force. Rose City club has grown to be one of the strongest organizations in the whole city, and it gets results. Tremont has organized a live club and it proposes to force the issue—will the city grant them a park? If the city officials refuse to promise them support they propose to vote solidly in opposition to the proposed bond issue for park extensions. Why not? Arleta, Tremont, Woodmere and Lents will help to pay the proposed bond issue and if they are not to receive any local benefit why should not the fifteen or twenty thousand people who will be called on to contribute to the fund, oppose it. It is no more than natural. A park in this section of the city will cost a trifle above the cost of the land. Clearing will be high at a hundred dollars an acre. Another fifty dollars will put it in fine shape and down to grass. A few hundred for seats and playground devices will suffice to make it complete. A concession to a confectionery stand will pay the cost of upkeep.

And Lents people are interested in this. They will get their portion by being organized. They have the promise of a local playground. They will get it if they go after it. What was done by the Parent's club last year can be better done if larger numbers are interested. Let us lay aside our personal interests for a time and consider community interests. In the end these will be personal interests—when taxes are paid.

THE Bulletin is preparing to issue a special edition which if all goes well, will be sent from the press in July. It will contain about 40 pages, and will contain a lot of good information about the order in this state, the people who belong to it, and of business and industrial conditions. The farmer will have his share in it. There will be a number of good articles on the work of the order in the state. Personal writeups will have an important place in the issue. space for advertising

will be especially valuable and should you know of anyone who might be interested in assisting us with this issue with a little advertising space you will be doing the Bulletin a favor by telling them of the Special Edition. It is highly important that all the grangers in the state be interested in this "Special" and that every locality have its place in the edition. Get a cut of your grange hall, special drill team, officers, leading farmers, and with a little writeup it will help to make a fine magazine.

A RECENT issue of the Telegram expresses a spasm in regard to the injustice of the new "Blue-Sky Law." The particular complaint is that it is going to cripple the mining industries of the state by limiting the promoting companies in the sale of development stock. Well that would not be so bad. There is a probability that more people have been robbed by mining stock promoters than any other form of legalized thievery. About what percent of the mining stock sold has anything but promotion back of it? Any amount of stock is sold where there is no mineral and no one ever thought there was. Far over half of all is of this quality. And that is not all. This sort of stock is generally sold to people who never saw the property, and never could. Poor people buy the majority of such stock. If it were really valuable no poor man would get a chance to buy it. The fellow who is able to investigate such property does not let a chance at it pass. By all means put the screws to the mining stock operator.

TWO Constitutional amendments within a year. Just think of it, and it has not been so long since we heard them saying the Constitution was next to unchangeable. But the Income Tax Amendment has become a Law, and it now requires only the acceptance of one more state to make the direct election of United States senators a constitutional provision. Pennsylvania just assenting, being the thirty-fifth state to fall into line. Which state will have the distinction of completing the requirement?

## The Hot Bed.

It is such a laborious process to raise cabbage and tomato, as well as other early plants, from seed sown in boxes in the house, and it is so little work and expense to have a hot bed. In many localities where the Rural Spirit goes, this should be done at once. Make a small one of two sash if you can not afford more; it will pay well. In the warmer sections of the country it is now time to make the hot beds, but it should not be deferred later than the middle of March in any locality.

Fresh horse manure mixed with an equal amount of straw, chaff, or leaves should be used. Clear manure is too heating, but usually there is enough of the straw with it as it comes from the stable. Stir occasionally for a few days before putting in the frames so as to break up all lumps. This is for the foundation and should be two feet deep in the frame. It is well to dig down a foot before placing the manure and then build the frame high enough to give the right depth to manure and soil and give room for plants, building higher on side to allow a slant and have the slant to the south. In dry climates, the whole depth of manure may be dug out, so as to save the boards. Tramp the manure in firm, making a little higher in middle. Put on sashes for a day or two so as to let manure warm up, pouring on a little water to hasten the process, if necessary and then cover with from six to eight inches of fine, rich soil and then let that warm up.

Prepare the soil for seeds by raking with fine rake and then sow seed.—Rural Spirit.

## A New Pie.

Chop together one cupful of cranberries, one cup of seeded raisins and one cupful of mixed nuts and figs. Stir in one cupful of granulated sugar, a tablespoonful of flour, a salt-spoonful of salt, three-quarters cupful of water and one teaspoonful of vanilla. Scatter chopped nuts over the top and bake in two crusts.—Home

No personal consideration should stand in the way of performing a duty.—Ulysses S. Grant.

## NOTES OF THE W. C. T. U.

Seleebey says Ruskin is the real founder of political economy as it was Ruskin who said, "There is no wealth but life." It is a fine statement to lay hold of in these days of child labor conventions and factory investigating commissions. It might be well for us, perhaps, to run over to the public library and dip into something of Ruskin's just to discover what other good things he may have written.

Splendid things are being spoken in high places these days. It was in his inaugural address that President Wilson said those who had used "the great government we love x x x had forgotten the people." Humanitarians and philanthropists have seen these tendencies and cried out against them. Our W. C. T. U. workers in the department of Labor, not only in the United States but throughout the world, have sought to turn the current of injustice, and to these workers the attitude of our chief Magistrate is most pleasing. "We have not hitherto stopped thoughtfully enough to count the human cost," said President Wilson. "The cost of lives snuffed out, of energies over taxed and broken, the fearful physical and spiritual cost to the men and women and children upon whom the dead weight of it all has fallen pitilessly the years through."

What more generally gracious and sincere than that the daughter of this man, who, in the midst of preparations for the inaugural (when other maidens similarly situated have been engrossed with matters pertaining to their personal appearance,) should have gone to Albany, N. Y. to attend a hearing on child-labor bills presented to the legislature by the state factory investigating commission, lending the influence of her presence toward the betterment of human beings.

April 15 is the date for the next meeting of Mt. Scott Union which will be held at the home of Mrs. McKinley.

Mrs. Morehead was the hostess this week. A number of interesting things were disposed of in the way of accumulated business.

The very latest chain we have heard about is a chain of drug stores. The reason we have heard about it is because its president, Mr. Liggett, who resides in the east, has issued an order that no intoxicating liquors of any kind will be sold in any Liggett store in the United States or Canada.

## FORGET IT!

Are you ever puffed up with inordinate pride  
And think that your standing is high?  
Are you ever convinced that deep woe would betide  
If you were to suddenly die?  
Do you ever imagine the whole world would pause  
If you were the one in the hearse?  
Forget it — the world wouldn't wobble, because  
It would probably miss others worse.

Are you ever obsessed with the feeling that you  
Are sure the main spoke in the wheel?  
Do you ever insist that great honor's your due,  
And to you all mankind should kneel?  
Do you ever opine that when you are called hence  
'Twill cause the machinery to break?  
Forget it — the hole you will leave's is immense  
As a needle withdrawn from the lake.

Are you working away as your talents require,  
And doing the best that you can?  
Are you honest and square? Does your soul never tire  
In loving your own fellow man?  
Are you meeting each duty, however humble your lot?  
Are you standing strict watch on your post?  
That's enough—though we all will be quickly forgot,  
It is you that the world will miss most.

## SCRATCHES IN HORSES.

Scratches often called "grease heel" or eczema, often become a chronic disorder, with thickening of the skin around the fetlock, leaving a decided blemish.

This trouble usually comes from excessive dampness, due to muddy roads.

## PAINS IN THE STOMACH

If you continually complain of pains in the stomach, your kidneys are out of order. Neglect may lead to dropsy, kidney trouble, diabetes or Bright's disease. Thousands recommend Electric Bitters as the very best stomach and kidney medicine made. H. T. Alston, of Raleigh, N. C., who suffered with pain in the stomach and back, writes: "My kidneys were deranged and my liver did not work right. I suffered much, but Electric Bitters was recommended and I improve from the first dose. I now feel like a new man." It will improve you, too. Only 50c and \$1.00. Recommended by all dealers.

## DO YOUR BUSINESS WITH A GOOD BANK

4%  
Interest Paid on Time Deposits

A bank account means more than the dollars you put into it, when you make up your mind to start.

A banking connection means a lot to every young man. Banking relations—financial friends—are needed before launching in any business. If you think we can help you call on us.

## The Multnomah State Bank

U. S. POSTAL DEPOSITORY

Lents, - - - Oregon

## The Best Light At The Lowest Cost

ELECTRIC LIGHT is the most suitable for homes, offices, shops and other places needing light. Electricity can be used in any quantity, large or small, thereby furnishing any required amount of light. Furthermore, electric lamps can be located in any place, thus affording any desired distribution of light.

No other lamps possess these qualifications, therefore it is not surprising that electric lamps are rapidly replacing all others in modern establishments.

## PORTLAND RAILWAY LIGHT AND POWER CO.

Main Office Seventh & Alder Streets

Telephones Main 6688 and A. 6130

## CLASSIFIED

### WANTED

BOY WANTED—Apprentice by over 16 years old wanted. Apply Lents Sheet Metal Works.

WANTED—Boys may be had and sometimes girls. The older ones at ordinary wages and others to be schooled and cared for in return for slight services rendered. For particulars address W. T. Gardner, superintendent Boys and Girls Aid Society of Oregon, Portland, Ore. tf

### FOR SALE

LOST—Child's silver frame glasses. Finder please leave at Herald office.

FOR SALE—Good pure bred Brown Leghorn, White Leghorn, and Barred Rock eggs for setting. Eggs guaranteed fertile. H. O. Bowman 3-4 mile east on Gilbert E. and beyond Prune Orchard, three blocks north.

FOR SALE—Rhode Island red eggs for hatching, 50c setting, 202 8th Avenue North.

FOR RENT—Gresham, Cor. Division and Cleveland, 5 acres, good orchard, house and buildings belonging to good place, city water, \$150 cash. Phone 414. H. Nelson, Boring Route 2. 2-t

FOR SALE CHEAP—Two corner lots, five blocks to car. Good terms. Also gas stove with warming closet. Mrs. Ernest Peck, five blocks Northeast of school in Faxon Park, Lents. (3-t)

FOUND—Silver band ring, along Foster Road. Owner call at Mt. Scott Publishing Co. office, pay for ad and take property.

FOR SALE—Golden pheasant \$1.00 each, by taking bunch. Irwin Thorne 4th Ave. First house N. Baptist church.

FOR SALE—Thoroughbred white leghorn and white Pekin duck eggs for setting. Inquire of Otto Katzky. tf

FOR SALE—Calkins Strain S. C. White Leghorn baby chicks, eggs for hatching and some stock for sale. Prices reasonable, satisfaction guaranteed. Address Calkins Poultry Farm, Lents. Gresham Car, Gilbert Crossing. Phone 2/24. tf

Buy your furniture of Lents Furniture Co.

FOR SALE—Thoroughbred Barred Rock eggs. \$1.50 per setting of 15. W. E. Thomas, one mile N. E. school house. Box 405 B, Lents.

S. C. White Leghorn eggs for hatching \$1.00 per 15, 55.00 per hundred. Also a few good Cockerels for sale \$1.50 each. Tom Morgan, 2 blocks North 1 block West of Lents station. 5 t.

FOR SALE—Three good adjacent lots in Arden Park. Level, in cultivation. Bargain for home location. Enquire of Mr. Scott Pub. Co. Lents.

LUMBER—At our new mill 1 1/2 miles southeast of Kelso. We deliver lumber. Jonsrud Bros. c

FOR SALE—One fourth acre, cleared, in Walden Park. Five dollar payments. Enquire at Mt. Scott Publishing Co's. office.

FOR SALE—Newspapers for wrapping or kindling. Mt. Scott Pub. Co.