

Walter Givens
 Editor In Chief
 Fred Bartholomew
 Outside Man

The Weekly

Devoted to the stimulation of civic
 and community pride - the patroniz-
 ing of home industries - and the
 boosting of the Walter Givens Co.

BOOSTING SPIRIT

Vol. 1 No. 50

January 3, 1918

Estacada, Oregon

An apology



by "ye editor" (not the editor of
 the Boosting Spirit, but the editor
 of the News.)



As Walter Givens, so far as we know, is still conducting revival meetings at Coberg, Oregon and forgot to send in his advertising copy by mail, as promised, the editor has got to compose this ad, set up this ad, print this ad and mail this ad. and All on Thursday morning (press day) and with Tuesday a Holiday in this week.

Mr. Givens, according to son Denny, is reported to have gotten stuck in the mud of an Unpaved road near Coberg with Gay Drill's Maxwell car, later returning in his own Studebaker to help pull out the Maxwell. Denny says "Pa's Studebaker got stuck too and he says he's going to buy a Ford."

Anyway, according to the
 NEWSPAPER reports, the pro-
 German principal of the Coberg
 Schools resigned his Position.
 This occurred after Walter hit
 that town, so we presume he
 mixed patriotism in with religio-
 n, for the two go together and
 Walter can hand out a first class
 sermon on either subject.



If we remember correctly Walter did say something just before leaving about playing up that slogan of theirs about a—
"Satisfied cuss being the best ad, etc."

But to get back to this advertisement, we asked Fred Bartholomew what he wanted advertised this week and he claimed he was no ad writer, but did want this little FOR SALE ad put in somewhere

FOR SALE—heavy work Team, harness and wagon
 at T A Berg Un. C fred baRtholomew. eStaCAdA.



Fred further mentioned that while not being an advertising man, he did claim to be the best little Livestock Buyer and don't care who knows it.

Then rambled off something about 'nother carload shipment going out in a few days and tell anybody that's got any hogs, cattle, veals or sheeps to phone me at once.

Anyway- the Walter Givens Company, Incorporated deals in Flour, Feed, Groceries, Collections made by the 10th of the Month Following Purchase, Trade Acceptances, Courtesy, Prompt Deliveries, Etceteras.



(P. S.-If Mr. Givens don't like this advertisement and refuses to pay us for it-he had better stay home after this and write his own. The little pictures around the side are just put there to fill up space; Editor.)

The Walter Givens Company, Inc.
 ESTACADA, OREGON