

THE NEWS

Published every Thursday by The Washington County Publishing Co., Incorporated.

Entered at the post-office at Forest Grove, Oregon, as second class mail matter.

Subscription \$1.00 Per Year
Advertising rates made known on application.

Official Paper of City of Forest Grove

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THURSDAY, JULY 11, 1907

WON'T YOU DO YOUR PART?

If the readers of every country newspaper, The News included, would acknowledge to the merchant that she or he saw it in the News, it would do both the merchant and the paper oceans of good. Advertising is one of the hardest problems that confronts the dealer. He has no positive proofs that his advertisement of a certain article is what actually sells it. Sometimes it is the fault of the paper and sometimes the fault of the customer. In the first place, if the advertisement fills his store with people, it is up to him to sell the goods. The paper has many times done its service but the merchant has failed in his; sometimes he is burdened with a poor set of clerks; sometimes the articles are not neatly and advantageously displayed so as to appeal to the customer; and sometimes the goods may not be just what the seeker of them expected. Secondly, and in many cases, firstly, the paper which gives the advertisement circulation, uses poor judgment in displaying the ad. so that it catches the eye and arrests the attention of the reader; sometimes the paper is poorly printed or unsystematically gotten up which tends to give it that "don't care" appearance. Thirdly, the reader of a paper who sees an ad. reads it, and immediately forgets it, is invariably neglecting a duty he owes to himself, for in every instance where there is an advertisement in any paper, it is a direct notice to you and is always meant for your good. How many times have you read in your home paper of an article or articles for sale which are reasonable, durable and economical, when you casually lay aside

the paper and forget all about it until you are perhaps, in that very store looking for some of the same goods—or whatever might have been advertised—and actually become astonished when you learn for the second time that the goods are there, and declare that you "didn't know you had them?" That sort of thing discourages the merchant to the point of declaring that advertising don't pay when in reality it was through your home paper you got your information. It discourages the publisher, and sometimes causes him to lose business that was actually profitable to the merchant.

Would you encroach upon your dignity to acknowledge that you saw it advertised? It would make the merchant happy and simply delight the printer, besides we believe you would feel just as good. We try every way to please you, why not you reciprocate? We go to every nook and corner to gather each little item and put it into the best language at our command—just to please you. We take every opportunity offered us—and some that are not offered—to put your name in print—just to please you. We sit up o' nights writing just such stuff as this—just to please you. We work sometimes on Sunday, wondering where we can get a good item—just to please you. Why, dear reader, you have no idea what we'd do or wouldn't do—just to please you. When the merchant and we do our part, won't you do yours?

John D. Rockefeller was last week apprehended by the authorities and led into court where he testified to his lack of knowledge of his own affairs. He believed, he said, that the Standard Oil Company refined oil, but didn't know whether they owned any refineries outside of New Jersey or not. Johnnie has paid so close attention to his Sunday School lesson here of late that the court ought to have known that he didn't know that.

It is strange that Uncle Sam can't send his fleet of ships to the Pacific coast without Japan "seein' things at night!"

EDITORIAL COMMENT.

The suspicion is abroad that Col. Watterson's tied-out candidate has slipped the bridle and scampered.—Charleston News and Courier.

Ambassador Bryce advises every man to have a hobby. Well, there's one bit of advice the president seems to have neglected to give.—Milwaukee Sentinel.

The weather is so hot that it does not look as if the several presidential candidates would be able to even saw wood with any comfort.—Philadelphia Press.

The Big Stick is well employed in "fanning" the soles of an isthmian canal commission that is asleep on the bench while high expenses go on.—New York World.

"Indiana is still talking about Beveridge," says an exchange. How on earth did Beveridge give her a chance to get a word in?—Atlanta Constitution.

Rockefeller may be temporarily hard up for money, but his cnauffur was able a day or two ago to pay a fine of \$25 for overspeeding.—Chicago Tribune.

Schmitz begs to be let out of jail on account of his physical condition. Naturally his physical condition would not be of the best, poor fellow.—St. Louis Republic.

President Roosevelt has spent the last few days fighting mosquitoes, and he will fully agree with every harsh thing the nature fakirs say about them.—Philadelphia Telegraph.

We hasten to announce that James Hamilton Lewis has at last said something sensible. He gives it as his opinion that what the Democratic party needs is fewer leaders and more followers.—Los Angeles Times.

William Allen White of Emporia, who claims to know President Roosevelt quite intimately, regards the statement that the president never uses any stronger swear word than "By George" as one of the richest jokes of the season.—Kansas City Journal.

HOWE'S OBSERVATIONS.

You can't correct a mistake by telling how hard you tried.

You hear of a good many romances through the divorce courts.

You never hear of anyone troubled with insomnia early in the morning.

A western man never thinks much of an easterner's ability to ride a horse.

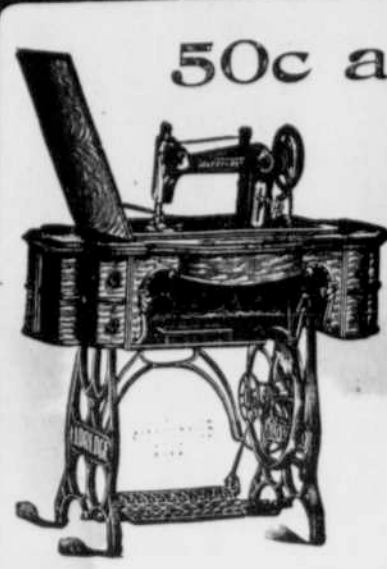
Among a thousand men, there are only two or three who are really leaders.

The citizens of every dead town claim it was "sold out" by a railroad company.

Some men remember a favor this way: Where they got it when they want another.

Some men are mean enough to tell their wives how well things are cooked at a restaurant.

Hope is sometimes as useless as worry, but the hopeful man feels better than he who worries.



50c a WEEK BUYS IT

This high class drop head sewing machine bought by us in large quantities, thus enabling us to sell them at a very low price.

\$60 machine for \$25

We will send this machine to your nearest railroad station with freight prepaid for \$3.00 and \$2.00 in monthly installments till \$25.00 is paid us.

Why send east or to Portland when you can buy at home just as cheap.

GOFF BROTHERS

Forest Grove Oregon
Sole Agents for the White Sewing Machine in Washington County.

They say a woman can't keep a secret. Ever try to learn a woman's age by direct questioning?

There are no songs or orations about her, but the hen has done more for the country than the eagle ever will.

You needn't take any pains to give the devil his due, he'll get it.

All that can be said of some people is that they are "good company."

Some people seem to want their horses to scare at automobiles, so they will have a grievance.

Hit John Barleycorn every time you get a chance. Even behaving his best, he is meditating mischief.

We have noticed that when a woman hears that another woman was never in love, she says: "Bah!"

Entirely too much attention is paid to the affairs of the heart and not enough to the affairs of the liver.

The new neighbors next door always turn out better than their furniture looks when it arrives on a wagon.

The only time the average family horse shows off to advantage is when it is taking part in a funeral procession.

If you run into a stone wall, go 'round it; don't back off and butt it, and keep at it as long as you can stand.

Which Would YOU Rather Do?

According to the Washington County (Oregon) News, published by A. E. Nourse and J. F. Woods, formerly of Anoka, old potatoes are worth their weight in gold in that region at present. The few that it has been possible to obtain have sold for \$3 per sack. New potatoes, when obtainable, cost 3½ cents a pound. Don't our old Anoka friends wish they were back in the land of spuds and other blessings?—Anoka, (Minn.) Free Press.

What "other blessings," such as the following from the same issue as the above?

The fierce electrical storm of Saturday and Sunday mornings wrought havoc with the service of the telephone company and even now a number of lines are out of working order." And again: "Lightning started a blaze in John Swanson's barn a couple of blocks northeast of the depots, Saturday morning which resulted in the structure being burned to the ground." And further: "Lightning struck T. M. Sullivan's residence and played havoc with the plastering and wall paper besides clipping off splinters of the mopboards, window casings and picture moulding. The occupants of the house were all stunned." Some were unconscious. "Even neighbors felt the shock across the street." And again: "Wm. Burcham's residence was struck during the storm doing considerable damage." No, brother, we'd rather pay twice that price for spuds than try to dodge your lightning bolts.

Remains Interred Here.

The remains of Francis William Ingles, who was drowned June 29 at Houston, arrived here Monday and were interred in Buxton cemetery. Young Ingles was only 23 years old and was employed with a surveying party when he met his untimely death, reports on which are quite meager here. His father, who has preceded him in death, was one of Forest Grove's respected and influential citizens, having built the business block now occupied by Roe & Co.'s furniture store and Nicholson's grocery. The deceased, who grew up here was well liked and had a host of friends. The Ingles family moved from here some six years ago. He leaves four sisters and two brothers.

Died.

Miss Agnes Jasper died at her father's home at Verboort last Sunday evening of heart failure after an illness of several months. Miss Jasper was 32 years of age and was born in Wisconsin.

The funeral was held Tuesday morning from the Catholic church of which Miss Jasper was a member, and was well attended. Father Verhaag preached the sermon and interment was in the Verboort cemetery. Deceased leaves a father and mother and four sisters and four brothers.

GALES CREEK

Robert Lilly returned to Portland Sunday.

John Heisler and daughter went to Portland on Monday.

Nellie Johnson of Forest Grove is visiting friends on Gales Creek.

Bud Ranes and family are visiting friends and relatives at Gales Creek.

Miss Eva Fletcher of Forest Grove visited relatives on Gales Creek last week.

R. P. Lilly, who has been spending a few days in Portland returned home Monday.

Miss Mattie Clark who has been visiting in Portland returned home Monday.

The Fourth of July celebration proved to be a great success. Every one had a fine time.

Richard Ranes was able to be on the celebration grounds in his invalid's chair the Fourth of July.

Mr. and Mrs. Parks of Washington, are visiting her parents, Mr. and Mrs. Lousignout of Gales Creek.

Mr. Crowthers had the misfortune of having his house burned down Saturday. The fire caught from the chimney and the roof was ready to fall in before it was discovered. The house and all that was in it burned to the ground.

NEWPORT.

Carl Christian arrived Saturday evening bag and baggage and will remain two months.

Charles and Raleigh Walker arrived Friday evening and expect to remain two months down by the sea.

The summer crowds are coming in earnest now and from the present outlook it will be a record breaker.

Monday evening brought a large crowd from Forest Grove. Among them were Mr. and Mrs. Walter Sears, Mr. and Mrs. Elmer McNutt, Mr. and Mrs. Thomas Roe, Mrs. C. O. Roe and son Bruce and Miss Kerr.

Sick in Far Away Land.

Word has been received from the Sandwich Islands that Emerson Baker, whose home is at Hillside is very sick with typhoid fever.

He was taken down with the fever some time ago and was getting along nicely until he suffered a relapse. His nurse writes that he is very sick but has a good chance for recovery on account of his rugged constitution.

Young Baker formerly attended Pacific University and was noted for his hard work and perseverance. He went to Stanford two years ago and has been taking a three years law course in the California institution.

After school he went to the Sandwich Islands to sell scopes and views and it was while at this work that he took down with the fever.

Auction Sale.—I will offer at public auction on the premises, 1 1-2 miles east and 1 mile south of Gaston, near the Hill school house, on Saturday, July 20, beginning at 10 o'clock sharp, the following property to wit: Brown horse, weight about 1100; bay mare, weight about 1200; one suckling colt; 8 No. 1 milk cows all giving milk; heifer coming 2 yr.; bull coming 3 yr. 6 last spring calves, 3 old sheep and two lambs; large brood sow and 10 shoats, Milburn wagon size 2 1-2, hack, cart, Van Brunt grain drill, disc, 16-in. riding stirring plow, 3 walking plows, 1 8-in., 1 12-in., 1 14-in.; corn cultivator, lever harrow, hay rack, sled, 3 set double harness and 1 set single harness, outfit blacksmith tools, set of carpenter tools, spray pump and barrel, 2 cross cut saws, garden drill, garden hoes, rakes, shovel, spades, post augurs and hay fork, car and rope, grind stone, 2 barrels vinegar, 3 barrels, scalding vat, fanning mill, good pump, new cider mill and other articles too numerous to mention. Terms of sale:—All sums \$10 and less, cash. Over \$10 six months' time, notes at 8 per cent. interest, with approved security. Property to be settled for before being removed. Free lunch at noon.—C. W. Ring, administrator. J. W. Hughes, auctioneer; Geo. Naylor, clerk.

—Emory grinding done at the Miles Purdin Shop, First avenue.

Summer Specialties

Talcum Powders,
Cold Creams
Massage Creams,
Foot Powders etc.

Kodaks and Supplies at

Dr. Hines' DRUG STORE

Our new

Refrigerator

insures the best

Tender, Juicy, Steaks

Roasts and Stews,
Sausage and Bacon

All kinds of Fresh

Vegetables Groceries

W. F. SCHULTZ

Good Eatables

at
Low Prices

Everybody knows that we keep the best Meats to be had, but this is to remind you to give us a call.

Saelens & Co.

FOREST GROVE

WE SELL THE---

NATIONAL COLUMBIA RACCYCLE RAMBLER PRINCETON } Bicycles

For cash and on the installment plan.

Repairing of all kinds

L. J. CORL & SON

Forest Grove, Oregon

—Dr. C. L. Large reports a son born to the wife of Andrew Thomas of this place, the 6th inst. Parties desiring the attendance of Dr. Large in this class of cases will greatly oblige him if convenient, by engaging his services two or three months prior to the expected event.

—Money to loan on farm security. W. H. Hollis, Forest Grove, Ore.



MID-SUMMER SALE



WHITE GOODS

—of—

We are overstocked this season in White Goods and we will make every effort to move them while the season is right. We will move them when everybody wants them. We are not going to wait until the season is over but "will strike while the iron is hot." It is to your interest as well as ours to get in while the stock is complete, and lay in your supply at prices that are right. This sale does not only include white goods but all summer wash goods which we are offering at



10 and 25 per cent off; 10 per cent off one lot Ladies' waists; 25 per cent off on a large stock Men's and Children's straw hats.



That's the Way Our Prices Run

Ladies & Gents Shoes and Oxfords

A full assortment of the best styles in all sizes and widths. Patent colt, vici kid and gun metal oxfords with welts and light weight soles. Military or Cuban heels. Plain or tipped toes; all new lasts.

We Will Buy Your Country Produce

NELSON B. LaCOURSE
Forest Grove Oregon

THE BIG ECONOMICAL STORE