

**THE NEWS**

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**Official Paper Washington Co.**

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 J. F. WOODS.....EDITOR  
 THURSDAY, JULY 2, 1908

Gov. Chamberlain is now the defendant in a suit to recover \$10,000 in salaries alleged to have been received from the state unlawfully. But "our George" is so good, so kind, and honest that he wouldn't think of doing such a thing.

The News has been "called down" by one Mr. Emilias Rupert who imagines we don't know what is going on in town. If he hasn't the time to stand on the street corner and "talk railroad", Mr. Rupert is in a certain degree right, but in as much as he doesn't take the News we naturally wonder how he knows of our faults. We have mentioned the new buildings in our paper but it is likely that it happened to be the copy that he failed to borrow.

Representative Davis of Multnomah County wants to know of Gov. Chamberlain what a Roosevelt Democrat is. The governor refuses to answer. He did not hesitate though to tell the people during the campaign that he would uphold Roosevelt policies and that he believed in his administration. But it is a different matter now. He has fooled the people and made them believe that he would stand by his campaign speeches. But why doesn't he answer?

Hillsboro is certainly in a hard row of stumps. Or at least half of it is. The June election voted the South half dry while the North half remains wet and the court has ordered that the South half become dry on July first which was yesterday. The saloons in the south precinct must either close or move across the street into the north precinct. This is tough. In fact it is an inconvenience that Hillsboro will never fully recover. But it is different in Forest Grove in as much as both sides are dry.

The vote taken on June 1st in this county, to prohibit stock from running at large, and which carried, is proving to be detrimental to the stockmen in the foot hills, and will drive some of them out of business.

There is something wrong about this law in as much as it covers the entire county. The residents in the open country are well served by the act but to the detriment of the stock raiser in the hills. The plan of voting by districts or precincts would have accomplished the same end and everybody would have been satisfied.

**Advertising a Business Proposition.**

Advertising in a newspaper is in many instances considered as a gratuity or charity bestowed by the merchant or business man of a town upon the local newspaper publisher. Consequently the publisher who has too much self-respect to go begging for handouts, or too much pride to accept charities as such, sees his business dwindle and lag.

This is all due to a misconception of the real nature of advertising—to ignorance concerning a most important business function.

Fundamentally advertising is letting somebody know what you want to be known. More specifically advertising on your part is the calling attention to something in which you are interested and in which you desire to interest others. To call the attention of the public to the fact that you are dealing in so and so is an advertisement. The public, however, may not care what you are dealing in, or may already know it; consequently the advertisement is inefficient, and you rightly conclude that it doesn't pay.

If you know that the art of advertising consists in interesting others in that which interests you, and if you act upon that knowledge intelligently enough to accomplish your purpose, of course the advertisement would bring results. The advertisement would pay you. It would be a business proposition through and through, with no gratuity, charity or favoritism about it.

Every business man wants business, and it is the mission of advertising to beget business. Advertising that doesn't do that is faulty. The principle is right but the method is abortive. Inasmuch as it is business that the business man wants, instead of denouncing the best known business-getting means there is, namely advertising, he would set about studying out what is wrong with his method of advertising for business. If he has found that his mere telling the people that he is dealing in dry goods or in shoes doesn't pay, let him tell them something about some peculiar line of goods that he feels sure will awaken interest in somebody at least.

To presuppose the existence of a want and offer to fill it is not enough. The idea is to create a want in the mind of the public by reason of something you are in position to tell them of what you have got. A woman, for instance, may not want any calico, but if through some lucky strike you have been placed in position to sell a 6-cent article for 3 cents; the mere telling of that fact may make her want some. A man may not want to buy a stove, and yet if you were able to convince him that you could sell him one that would keep him comfortable and save as much fuel in one season as the price of the stove, thus leaving him with a stove costing him nothing, you would interest him—very likely to the point of buying.

By dropping this charity or gratuity view of advertising, and considering the subject purely as a means towards

**O. A. CORL**

Pacific Ave Forest Grove

If you are intending to purchase a new wheel this summer you can't afford to do it without seeing the new

**English Wheel**

at O. A. Corl's Bicycle Shop. It combines everything that goes to make up a good wheel at moderate price.

**O. A. Corl**

Phones: Shop 503 Res. 591

acquiring business, and adopting advertising methods accordingly, results are as sure to follow advertising as harvest follows seeding.

As for the mediums we firmly believe that for the local business man there is none equal to the live home paper for the same outlay of money. The circular or handbill proposition may bring returns; but we are willing to wager that the same amount of money which is involved in the printing and circulation of such circulars, spent in the right kind of advertising in a live local paper would bring far bigger results. Of course five or six dollars worth of newspaper space may not bring the returns that \$30 or \$40 spent in handbills and postage will, but that is not a fair comparison. Dollar for dollar the newspaper is ahead. The live paper we mean,—not the worthless rag that nobody cares to look at. In such a one advertising does not pay because people do not care enough about it to take notice of what there is in it.

To allow prejudices against a live paper to shut out your advertisement is on a par with shutting your store against a cash customer whom personally you don't like. It is enough for your purposes that a large number of people are interested in the paper in question—people that you would like to reach for business reasons.

Business is not a sentiment. Business is business, and advertising is a purely business proposition.

**Oregon National Forests Are Redistricted.**

Washington, June 30th, the second step in the comprehensive plan of redistricting the National Forests in the Western states has just been made by the President in signing executive orders which will change the names and boundaries of the forests in Oregon. The only other state in which these plans have been completed is Idaho, but it is expected that the work of redistricting in all the National Forest states will be finished and the changes announced in the next few days.

No addition to forest area is involved in the plans for redistricting in any of the states of the Northwest. The object of the work is to equalize the areas of administrative units and to arrange their boundaries in such a manner as to promote the most efficient and practical administration of the Forests. It will enable officers of the Forest Service to give prompt attention to all forest business and further the interests and add to the convenience of stockmen, lumbermen, miners and all other users or settlers in the National Forests.

**Special Rates.**

The Southern Pacific company will put in force on July 7th to the 19th special rates of a fare and one-third on account of the Chautauqua at Gladstone Park, on the certificate plan. 51-t-2

The Southern Pacific will sell excursion tickets on account Independence Day to all points at a fare and a third for the round trip. Sale dates July 3rd and 4th, return limit July 6th. Minimum selling rate 50 cents. 52-t-1

Try a Sack of "Home Product" Flour—All Grocers

**CRESCENT**      **VICTOR**  
 Valley Wheat      Hard Wheat

**Every Sack Guaranteed**

Manufactured By Crescent Mills—Forest Grove

**COUNTY COURT.**  
**PROBATE COURT.**  
 Estate of Eli A. Heijnch, deceased. Estate closed of record.  
 Estate of Eva Stewart, insane. Petition filed by H. Hamilton for appointment of guardian. It is ordered that said matter be set for hearing on Monday, July 20th, 1908.  
 Guardianship of Mary E. and Theodore J. King, minors. Sale of real estate confirmed.

**MARRIAGE LICENSE.**  
 Layton Wisdom and Ethel Gertrude Wehrung.  
 A. J. Challacombe and Opal Maria Helmken.  
 Henry T. Hesse and Rhoda V. Heaton.  
 Arthur E. Yoder and Harriet E. Scholfield.  
 Victor I. Fuqua and Mabel Matteson.  
 Herbert Britton and Mamie Boszley.

**Interesting Grange Meeting.**  
 Gale Grange No. 282, held an interesting and instructive meeting in Masonic hall last Saturday both in the forenoon and afternoon, when seven candidates were initiated in the first and second degrees.

At the noon hour there was served a dinner after which the grange was called to order in open session when the following program was listened to: Patriotic and instrumental music, by Hazel Hughes; "Patriotism," talk by Col. Harry Haynes; recitation, Master Lester Hughes; song, "Columbia Gem of the Ocean," S. T. Walker; life sketch of McKinley, Roosevelt and Taft, by Dr. Bishop; song and encore response by Rev. Walker; talk on the Battle Ship Fleet by Rev. Boyd; question box in charge of Lecturer Mrs. A. B. Todd.

It was reported to the Master that one of the Brothers had been guilty of the larceny of a doughnut and he was requested to appoint a committee to investigate and the following committee was chosen: Sisters Brodersen and Hoge and Brother A. T. Buxton. After careful investigation they reported that in their opinion the Brother was guilty of the offense and requested that the Master appoint a Judge and Prosecuting attorney to try the case and set a date for said trial. He appointed Bro. S. T. Walker as Trial Judge and Col. Harry Haynes as Prosecuting attorney and set the trial for Saturday, Aug. 1st 1908 at 1:30 p. m. in Masonic Temple.

**A Few of The Things You Can Buy at The Auction House**

North Main St. Forest Grove

**New or Secondhand**

Iron beds, wood beds, springs, mattresses, couches, pillows, rockers, diners, cookstoves, tinware, graniteware, dishes, knives and forks, boilers, tubs, boards, pails, wall paper, building paper, window shades, liquid-veneer, kitchen tables, dining tables, sideboards, safes, cupboards; dressers, commodes, stand-tables, book-cases, sewing machines, clocks, nice hanging lamp, tents and wagon covers, nor is this all.

Frank Baker has sold his 80 acre tract to Calvin Wright of Dakota for \$5600. Sold by M. L. Noble the Real Estate man.

**FRURNISHED HOUSE FOR RENT—**  
 Large modern, well furnished house for rent to the right party. Col. Haynes.  
 —Dr. E. H. Brown, Physician and Surgeon. X-Ray and all electrical appliances in office. Calls answered night or day.

**New Hardware Store**

Having just purchased the Hardware business of S. G. Hughes, I have added a new stock of both

**Shelf and Heavy Hardware, Implements, Buggies and Wagons**

and will from now on carry everything needed by the

**Builder, Farmer and all Others**

I will occupy the same business room as Mr. Hughes on Pacific avenue and I invite everybody to call and see me.

**CARL HINMAN**  
 Successor to S. G. Hughes  
 Forest Grove Oregon

**M. TURNER**  
 BANKS, OREGON

We invite the closest inspection of our entire line of

**Hats, Caps, Shoes, Groceries**

In fact we have one of the fullest lines of

**GENERAL MERCHANDISE**

that has ever been in the town of Banks.

Come in and see our line of HATS. As to hats my assortment of Men's, Boys' and Ladies' Hats can't be beat.

**Prices and Quality Guaranteed**

Men's and Boys' Dress Shirts in Latest Styles and Makes. No better assortment to pick from this side of Portland and at Surprisingly Low Prices.

A full line of Men's and Boys' Shoes, also Base Ball Shoes and Dress Shoes to suit the most fastidious.

I call special attention to my stock of

**Tinware, Granite Ware, Hardware, etc.**

Men's Summer Underwear a Specialty. Come and see for yourselves.

**Stump Powder, Fuses and Caps kept on hand at all times**

**Cedar Posts, Shingles and Shakes**

**M. TURNER**  
 BANKS OREGON

**Highest price paid for Mohair and Wool**

**A SPECIAL**

Now is the time to buy your

**4TH of JULY HAT**

I will give a special reduction for the next two weeks on all Millinery Goods such as flowers, foliage, etc. Come and see the

**Paris Millinery Parlors**  
 North Main Street  
 Miss Marie L. Spiesheart

FRURNISHED HOUSE FOR RENT—  
 Large modern, well furnished house for rent to the right party. Col. Haynes.  
 —Dr. E. H. Brown, Physician and Surgeon. X-Ray and all electrical appliances in office. Calls answered night or day.

**THE BAZAAR**  
 K. N. STAEHR, Manager

**High Grade Pianos, Organs and Sewing Machines**

at Portland prices and on easy monthly payments full line of

**and Columbia**

Records always in stock. Catalogue on application.

**in the County for Stationery supplies.**

Try **Goldenrod Flour** Guaranteed