

Now is the time  
to visit  
**California**

When summer has passed in these northern states, the sun is only mild under the bright blue skies of Southern California. This is one of nature's happy provisions—eternal summer for those who cannot endure a more severe climate.

California has been called the "Mecca of the winter tourist." Its hotels and stopping places are as varied as those of all well regulated cities. Visitors can always find suitable accommodations, congenial companions, and varied, pleasing recreations.

**SOUTHERN PACIFIC CO.**

Will be glad to supply some very attractive literature, describing in detail the many delights of winter in California. Very low round-trip excursion tickets are on sale to California. The rate from Forest Grove to Los Angeles and return is \$56.50. Limit six months, allowing stop-overs in either direction. Similar excursion rates are in effect to all California points.

For full information, sleeping car reservations and tickets, call on, telegraph or write  
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301 4th St. Portland, Ore.

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**PERFECT  
PRINTING  
PLATES**

IN ONE OR MANY COLORS

LARGEST FACILITIES  
IN THE WEST FOR  
THE PRODUCTION OF  
HIGH GRADE WORK

RATES AS LOW AS EASTERN HOUSES

**HICKS-CHATTEN  
ENGRAVING CO.**  
2d & Alder, PORTLAND, ORE.

**THE CASE OF LEVI.**

A True Story Illustrating the Power  
of Advertising.

"Sometimes your city merchant could do worse than go out in the suburbs to find a perfect example of the power of advertising," said the occasional story teller, who was one of a crowd of Pittsburg buyers returning in a Pennsylvania sleeper from a flying trip to New York.

I live out in the suburbs of Greater Pittsburg, and the other day when I went in to urge my chief to spend more money in advertising a drive I had planned in my department I found the story of Solomon Levi of Blank Run helped a lot.

"Solomon Levi isn't his name, but I'll give his name to any of you who want to use him on the 'old man' for an object lesson. Levi arrived at Blank Run only a little over a year ago. No; I don't live in that heaven forsaken spot. My home is across the hills, in Oakhurst, but I'm only half an hour away from Blank Run by trolley.

"That little settlement is the last place on earth where anybody would expect to make a success with a department store. But Levi made a success of it simply through advertising. There's only a dozen or two families in the settlement, all with limited buying capacity. Levi went prospecting along the trolley line shortly after it opened and found a big vacant barn in the place that he could get for a song. He took it because the rent was next to nothing and started to do a little inexpensive remodeling. Then he let a patent medicine painter put him up a glaring yellow sign across the end of the building, 'Solomon Levi's Department Store.' Everybody laughed—a department store in Blank Run!

"But they didn't know Levi. He laid in a modest stock. That was the only thing about his establishment that was modest. He has since boasted that he had only \$100 capital and precious little credit when he started that wonderful general store. The next week we were all amazed to see a double page ad. right across the inside pages of our little weekly paper down at Oakhurst, telling people what they could get at Solomon Levi's for 1 cent, the things they could buy for 5 cents and the things for 10 cents. There must have been a hundred articles that he advertised for 1 cent—for clothespins, thirty invisible hairpins—you know, the things that women always are running out of.

"The merchants of my home town had been taking the usual six inch spaces to announce their sales. Solomon Levi's new general store at Blank Run overshadowed them. The following week he was quoting prices offered in all the other stores in the suburbs roundabout in parallel columns with his own and offering to pay the trolley fare of every patron who bought 60 cents' worth or over at his store. Such catchlines as 'Why not save 15 cents on a dollar's purchase and get a trolley ride thrown in?' seemed to catch the eye of the frugal housewives in the workingmen's homes along the trolley line. Every week for five mortal weeks he kept that double page ad. going in our home paper—the biggest ad. in the paper. Every one of those five ads. compared the prices at the stores in the nearby suburbs with those at Solomon Levi's emporium. for it had grown to be an emporium by this time.

"Then he reduced the size of his advertising in the one paper and went in to every blooming country paper he could find along the trolley line. By this time swarms of women with baskets were asking the conductors on the car to put them off at Blank Run. They laughed and scoffed when they first saw the barnlike structure at the roadside, but they did their buying just the same.

"Soon my wife's washerwoman was asking her why she didn't buy her washing soap at Solomon Levi's and save 2 cents on every three cakes. The stock at the emporium became more ambitious, and I do believe that in those days the proprietor enumerated every blessed article he carried in stock in his weekly ads. He took a shed alongside the big barn as an addition to the emporium and then moved an old frame house twenty feet to make another addition. All winter the women insisted on braving the weather each week to take advantage

**A ROCKER  
FOR XMAS**

No more appreciable present can be selected for any member of the household than a nice

**Rocker**

We have a line that will meet the demands of all pocketbooks

**Rockers, Chairs, Couches, Rugs, China  
closets, Buffets and a host of others**

**Chas. O. ROE & CO.**  
Pioneer Furniture Dealers

Forest Grove

Oregon

We are Agents for the

**OSTERMOOR**  
BETTER THAN HAIR  
**MATTRESS**  
BUILT NOT STUFFED



Everybody knows what the "OSTERMOOR" Mattress is, and having secured the agency, we have a line in our store now.

Come and See Them

**DOINGS IN OREGON**

Interesting Items Gathered  
From All Parts of the State.

**Receiver Admits Small Shortage.**

La Grande—Receiver A. A. Roberts, a half-brother of Congressman Lillis, whose accounts have been found to be in a muddled condition and who has been reported to be about \$10,000 short, denied Sunday night that he was anything like that amount short in his cash. He also gives the lie to the story that he has been speculating in land deals and that if, after his books have been examined, that he is short, that it will be considerably less than \$1000 and that he will make good this amount, or whatever it is, from his private bank account.

Roberts' troubles, it is said, have grown out of the fact that the Interior Department at Washington has been holding up claims ever since the land-fraud exposures, and that filing fees have accumulated at all of the land offices in the state. It seems that Roberts' system of keeping accounts has been faulty, he having neglected to keep track of the moneys that he has forwarded to the Government, or of that which he returned to the entrants when their applications were turned down.

**Stop Killing Birds for Two Years.**

Portland—Officers of the Oregon Fish and Game Association will propose extensive amendments to the existing game laws of the state at the coming session of the legislature. A committee, representing the association, is revising the various sections of the code with reference to the protection of fish and game. The committee will recommend a law establishing a closed season of at least two years for the protection of the Chinese pheasant. Another law will be suggested prohibiting the killing of elk for a period of five or six years.

The legislature also will be asked to provide a bounty fund on crows, wolves and cougars, it being asserted by the committee that more birds and other game are killed annually by them than by the sportsmen.

There is a demand from many sources that the law which forbids sale of ducks in the market be repealed. Various other provisions of the game laws of the state will be revised purely in the interest of protection.

**Report of Adjutant-General.**

Portland—Many important recommendations are embodied in the biennial report of the military department of the state, submitted Saturday by Adjutant-General W. E. Finper to Governor Chamberlain.

It is shown by the report that the Oregon National Guard is now in a high state of efficiency and that but

one change is needed to bring the entire organization up to a regular army basis as regards organization. This is the addition of four companies of infantry to the Fourth Oregon, with headquarters at Eugene. These four companies will be organized as soon as practicable. War Department orders allow until January 20, 1910, for completion of the reorganization.

**Will Enlarge Capitol.**

Salem—Secretary W. N. Gatens, of the Capitol Building Commission, has been instructed to secure architects' plans for two additions to the State House. The proposed additions, if constructed, will be placed on either side of the west wing of the State House, and will be two stories high. The floor space will be about 20 by 40 feet. The additions are urgently needed, as office room at the State House is crowded. The plans will be submitted to the legislature. The principal question is whether the addition will mar the appearance of the whole building.

**WORLD'S NEWS IN BRIEF**

The United States Atlantic battleship fleet passed through Singapore harbor Sunday, but did not stop.

More than 50 seamen have lost their lives off the Upper North Atlantic Coast during the last few days as the result of a storm of unprecedented severity.

The new magazine rifle just placed in the hands of the army of the United States and the militia of the various states has proved to be more powerful, more accurate and rapid than the rifle of the Krag-Jorgensen type which it replaced.

The colonial budget of Germany includes an original appropriation of \$150,000, to be followed by \$32,000 annually, for the erection and maintenance at Tsing Tao, in the German territory of Kiao Chiao, China, of schools for the Chinese natives, where instruction in technical matters will be given.

—New stock of latest Ladies' Home Journal dress patterns at Bailey's Big Store.

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

**WAS MIXED OFTEN.**

**Druggists Hear Much Praise for a Simple Home-Made Mixture.**

Some remarkable stories are being told about town and among the country people coming in of this simple home-made mixture curing Rheumatism and Kidney trouble. Here is the recipe and directions for taking: Mix by shaking well in a bottle one-half ounce Fluid Extract Dandelion, one ounce Compound Kargon, three ounces Compound Syrup Sarsaparilla. Take as a dose one teaspoonful after meals and at bedtime.

No change need be made in your usual diet, but drink plenty of good water.

This mixture has a peculiar tonic effect upon the kidneys; cleansing the clogged-up pores of the eliminative tissues, forcing the kidneys to sift and strain from the blood the uric acid and other poisonous waste matter, overcoming Rheumatism, Bladder and Urinary troubles in a short while.

A druggist here who has had hundreds of calls for these ingredients since the first announcement in the newspapers last October stated that the people who once try it "swear by it," especially those who have Urinary and Kidney trouble and suffer with Rheumatism.

All the druggists in this neighborhood say they can supply the ingredients, which are easily mixed at home. There is said to be no better blood-cleansing agent or system tonic known, and certainly none more harmless or simple to use.

—We always pay the highest price for wool and mohair. Bailey.

—M. Turner of Banks has a full line of Rubber Aquepelle and wet weather goods. 19-1f

**FIRE INSURANCE**  
IN THE  
**BANKERS AND MERCHANTS**  
MUTUAL FIRE RELIEF ASSN.  
Of Forest Grove, Oregon  
IS THE  
**Best and Cheapest**