

FOREST GROVE PRESS

G. Edwin Secor, Managing Editor.

THE PRESS PUBLISHING CO
FOREST GROVE, ORE.TELEPHONES:
OFFICE 502 RESIDENCE 397TERMS OF SUBSCRIPTION
One year, in advance..... \$ 1.50
Six months, in advance..... .75
Three months, in advance..... .50

THURSDAY, FEBRUARY 13, 1913.

Display advertisements for publication in the PRESS must be in this office not later than Tuesday evening to insure appearance in current issue

Entered at the post office at Forest Grove, Ore. as mail matter of the second class.

St. Valentine's Day.

Superstition is nearly as old as man and that it exists now quite as strong though not as widespread as in the early ages of our world, is proved by the various rites and ceremonies practiced certain days throughout the year. Even those who ridicule them, yet participate in them "just for fun," have a lingering half suspicion in their minds that it might come true; especially is this the case when inclination points the way. St. Valentine is the acknowledged patron saint of lovers; and the peculiar customs connected with the day were referred to by writers nearly 500 years ago. The St. Valentine who suffered martyrdom on the 14th of February was one of the fifty-two saints of that name but nothing has ever been found in his life or in the lives of any of them that would give occasion for the singular observance of the day. It has been maintained that it was an ancient custom among the Romans during the Lupercalia, celebrated in the month of February for the men and boys to draw the names of their future wives in honor of their goddess Februate Juno, and that the Christian clergy finding it absolutely impossible to abolish this heathen custom changed it to a religious ceremony by writing on the slips of paper instead of the names of women those of particular saints whom they were to follow and imitate during the year.

Bargain Offers Quickly Taken.

The merchant who advertises has a larger "audience" of attentive readers this week than he had last, or the week before. For every week, some reader of this newspaper discovers a new interest in the ads—drops out of that class of people who "merely glance" at the ads, and join that wiser class of readers who have learned the usefulness of the ads to them.

This always growing class of readers, are, for the most part, educated buyers. They will pay no attention whatever to an offer that is not a real buying opportunity. "Mere generalities" in an ad do not impress them. But actual values, described sensibly and convincingly, find quick appreciation—prompt action. The price-concession offered must be genuine—and if it is, and does not represent a compromise in quality immediate sales are the result.

This quickened interest in advertising makes the task of the merchant easier—makes a large volume of sales, justifying his price-reductions, an assured fact. And, by the same token, it diminishes the chances of growth, in this city, of any store that is not strong enough to prosper in the full light.

Any valuable thing you have to sell is wanted by someone! No matter if it is a store, a house, something "on wheels," used furniture or fixtures—a "For Sale" ad, persistently published, will find a buyer.

How to Enlist Support.

We have in our language many maxims to teach us the value of persistence and to show us the far reaching influence of our

acts. Yet when we would undertake to accomplish a worthy object we are apt to be discouraged with the thought that probably we shall not be able to complete the undertaking, or perhaps the indifference of those who would be most benefited dampens our spirits.

Some things we ought all to do on principle and without hope of reward. Some things each of us is specially qualified to do, and for that reason alone we ought to do them. Indifference to a worthy movement is often due to lack of knowledge regarding its object, and therefore every important project should be preceded by a campaign of education. Sometimes a little educating of this kind will enlist the strongest support from persons who before were indifferent if not hostile. Some persons may be against a project for personal reasons; because they hold a private grudge against the person making the proposal or leading in the movement. But in general the sympathy and support of all enterprising citizens can be enlisted in any worthy movement when they understand its purposes and appreciate its merits.

Everyone, therefore, who aspires to leadership in any cause or who is ambitious to promote any community movement must recognize that his first work is educative, he must first help the people to an understanding of his purpose before he can expect them to lend their support in bringing about its accomplishment. This kind of foresight has characterized all great leaders of men and is a quality that is indispensable to the successful promotion of any movement.

If your controlling thought, in regard to that printing you need, is: "what is the smallest possible cost," then the poorest printer in the county is the man to see. If your idea is to get the best possible printing at a reasonable cost, we should like to talk over the matter with you.

The Home, or The Street.

There is a mode of life among some of the people in our larger cities that is being aped to some extent in our smaller ones. It is a habit of eating in public, talking loudly and seeking attention, overdressing in cost and underdressing in modesty, scoffing at conservative conduct, sleeping in a house and living all over the town, getting more fun out of spending than out of earning, living each day as though there were no tomorrow.

In men it makes them abandon temperance for excess, speculate instead of invest, want to make more so they may spend more, wish to get rich quickly instead of acquire a competence surely, to esteem notoriety above reputation, to live in the world instead of in the home. In women it makes them disdain the nobility of motherhood and the duties of the housewife, to look upon marriage not as an institution but as a gratification, to put beauty of appearance above beauty of character, to mistake excitement for pleasure. In both it makes selfishness supreme and aids the immoral and inspires the extravagant.

It is a tendency to be combated both in ourselves and in those whose well being we hold dear. And it is best combated by that institution known as the home. The more attractive the home, the less attractive the street. The greater the home influence, the less the influence of the world. The more comfort, the less desire for luxury.

If you could trace the lure of the lights to its source you would find it in part at least in the rented house, the home that is occupied without the sense of proprietorship or permanence, the home that is a physical convenience instead of a mental refuge.

The real home, the home that will keep the daughter out of the cafe and the son out of the resort,

is the home that is owned. And the father who builds a home builds more than a house. He builds character in his children and competence in his age. He makes himself happier, his children better, his town bigger and brighter. He performs a greater service to the world than the statesman or the warrior and a greater service to himself than he can in any other way.

You may have complete confidence in the candor and good faith of nowadays store advertising in this newspaper. A merchant who would deliberately misrepresent values, in his advertising, couldn't continue in business here. Every deceived purchaser would become a committee of one to hasten his effacement.

Our Public Schools.

Suppose we consider our schools as agencies which shall determine the destiny of our country, for that is precisely what they are. When viewed in that aspect they immediately become the bulwarks of liberty, and no true patriot can then deny them the moral and financial support needed to make them efficient.

Scientific Education.

If the farmer needs educating, so does the merchant. Usually the merchant can modernize his methods more readily than can the farmer. Therefore, neglect to do so is less excusable.

Lack of net profits does not necessarily argue that selling prices are too low. Skill and discretion in buying as well as efficiency in conducting a business make the lowest prices possible.

FROM OUR EXCHANGES

Resolutions For an Editor.

To be humbled by the responsibility rather than exalted by the power of the printed word.

To seek the truth diligently and write it simply.

To hold his pen to strict account for intemperance and exaggeration.

To judge no man or speak ill of him unless by so doing comes greater good.

To speak plainly about public evils without fear.

To keep an open heart for the needs of those who toil and an ear ready to the cry of the unfortunate.

To visit scorn upon those whose power or wealth is earned by the oppression of the poor.

To expose scheming and hypocrisy in high places.

To accept fair criticism with candor and misunderstanding with a smile.

To abate no jot of his convictions, whether to reader or to advertiser, for money's sake.

To picture the world as God made it, darkened occasionally by war and passion, but brightening from year to year as man deals more justly with his brother and as he sees more frequent and less broken glimpses of the divine plan.—*Collier's Weekly.*

Salute The G. A. R. Buttou.

The following feeling and patriotic editorial from the Postoria (O.) Daily Times is full of rightful suggestion to everyone:

"Salute the little bronze button of the G. A. R. Fewer in number, feeble of step, grayer of hair, but no less staunch of heart than when they answered the call to arms in '61, these men would prize highly this little token of respect if accorded them by the schoolboy and the schoolgirl and the grown-up people as well. It would not be a custom of long duration, for in the not far-distant future the sight of the broken veteran hobbling along the street will only be a sad and sweet memory to every citizen. It would be one of the most appreciative things we could do, in the

eyes of these men, who suffered the ravages of war to protect the standard of the true American home, if we would lift the hand to the brow when we meet them on the streets. They remember well when it was a matter of discipline to lift the hand in salutation to superiority, so would it not be consoling to them now if we would do the same in the spirit of undying love and never-ending respect? Tho we had no direct part in the great war itself, we can show, at any rate, that we are in accord with the spirit shown, by these men who stood the test, if we will always recognize them by this unmistakable token of respect. Right hand salute. The button of bravery is before you."

Such a courtesy as this would add to the inward grace and spiritual satisfaction of every man who performs it. By honoring American manhood he would honor and elevate his own manhood. In paying recognition to high qualities in others we fortify and strengthen those qualities in ourselves. This Nation can only exist and maintain its institutions in their integrity by the development of the strongest patriotic spirit in everyone, particularly the rising generation.

Few better opportunities for doing this present themselves than by giving courteous recognition to the aged men who in their youth illustrated love of country in the highest degree. It is an expression of gratitude by the present generation, which is enjoying the marvelous prosperity of this country to the venerable men whose self-sacrifice, courage and fortitude purchased for the country all its present amazing greatness. We thank the Postoria Times.—*National Tribune.*

Blue Sky Law in Kansas.

Two years ago, the state of Kansas took the initiative in passing a law prohibiting the swindling of the public through the sale of worthless stocks and securities in all kinds of speculative and bogus organizations. Kansas in this matter, as in many others, was the first state to take notice of the swindling of innocent people that was going on in that state and passed the law to remedy it. Today, there are fifteen or twenty states in which legislatures are meeting and in every one of them, there will be a similar law proposed and in probably all of them passed.

The Kansas Blue Sky law provides that before an organization or individual can offer for sale or sell stocks, securities or investments of that character, that they must first make a showing of the real value of their proposition before the state banking board, and receive a permit from the board allowing them to put them on the market.

In Kansas in the last two years since this law has been in operation, there has been 1,500 applications for license to sell securities made to the state banking board and of these 1,500 applications, only 97 of them were granted license to sell. This, in itself is mighty effective work in safeguarding the public, but it should be remembered in this connection, that all the utterly worthless speculative propositions never had the courage to ask the banking board there for license and those asking, were only such that thought they could make a sufficient showing of merit to secure permission of the board to sell.

When it is all measured up, therefore, it must be evident that the law is mighty effective and that it undoubtedly has saved thousands upon thousands of dollars to the people of Kansas, who without the law would have been, through false representations induced to invest and buy securities upon which they never would realize any return whatever, either in the way of their invested capital or profits upon it. That Nebraska will pass a similar law is unquestioned and the record in Kansas is the most favorable possible argument in favor of action on the part of this state.—*Lincoln Trade Review.*

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W. B. COON, V. S.
OFFICE ON 1ST ST.
Between Pacific and 1st Ave. S.
Having bought out Dr. Feeley, Veterinarian, I wish to notify the public that I am prepared to answer all calls, day or night.
Phone Main 95 FOREST GROVE, ORE

Dr. D. W. Ward
Dr. E. B. Brookbank
Physicians and Surgeons
22 First Ave. North
Phone: Office 40x Residence 402
Forest Grove, Ore.

H. W. Vollmer, M. D.
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Both Phones Forest Grove, Ogn.

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D. R. C. E. WALKER
Osteopathic Physician

Treatment by Special Appointment Only

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and Osteopath
Calls answered day or night.
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J. O. Robb, M. B. Tor.
Physician and Surgeon
Phone City 384
Rooms 4 and 5, Schulmerich Bldg.
Hillsboro, Ore.

Dr. E. J. Crowthers
Physician and Surgeon
Calls answered day and night
Office in Jackson Pharmacy
Cornelius, Ore.

CENTRAL LIVERY BARN

McNamer & Wirtz, Prop'rs

General Livery
Tillamook Stage Line

**Start Right on Home Building**

and you will save a lot of trouble, worry and money. Much depends on the proper selection of your lumber—Strong, durable dimension and joist, good, smooth siding

that will take and hold paint, sound shingles and smooth flooring, end matched and hollow backed, guaranteed to lay close.

There are a lot of things we can help you with that will make your home a haven of contentment. Let's talk it over.

Forest Grove Planing Mill Co.

General Contractors and Builders
Council St.
Forest Grove, Ore.

HOME BAKING CO.

Finest of Bread and Pastry Baked
Every Day.

We sell 6 loaves of Bread for 25 cents
Free delivery to all parts of the city

Pacific Avenue, Forest Grove