

FOREST GROVE PRESS

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OFFICE ON MAIN STREET.

PHONE MAIN 502.

The great thing in the world is not so much where we stand, as in what direction we are moving.—Holmes.

Help Boost Forest Grove

Progress is the equation of Western spirit. The Westerner would not know what on earth to do with himself if he should locate in a community where there was no promise of future development, where the people had settled down in their shells content with their lot, having no intention of improving it. We Westerners must see development. We build on the future for the future.

No Western community can escape this spirit of development. But there is keen competition for the greatest and the best kind of growth. The West is undeveloped, and is due in the next few years to have many new citizens. Still each individual district or town will have a good deal to say as to what percentage of this advancement will be attracted to it. In other words energy is the equation of Western progress.

A community may boost to its utmost, and may secure a large number of new people, and yet may not hold its own with the general advance of the Northwest. The right kind of development is only executed by the right kind of people. It is the task of our boosting organizations to not only realize the great advantages of Washington county and Forest Grove, not only to present this information to the world; but also to present it in the proper way to the right people, and then results will not only be sure, but satisfactory as well.

To secure new and paying industries is of course a great gain for any city; to secure men with big capital is also worthy of effort; but the prime aim of every citizen should be to bring to this section a large number of people, men and women who are not afraid of work, men who will till the ground and help us realize a truly intensified farming.

This class will put our community on the map to stay. Too many boosting organizations make it appear that a "failure" in the east can come west and immediately gain great success. While the advantages in the west are more general, the difficulties are also increased. The class desired is the great common people of America. The American families with cash enough to get hold of a few good acres or to get an interest in, or to begin some business, and with energy and ability enough to make good.

As usual, the simplest way is the best. The most effective method known is to write to your friends telling them actual conditions. If they become at all interested send them your home paper for a while and send their names to the commercial club if you need its help. But the best inducement is a personal letter. Let us all do our share to help put Forest Grove, Washington County, on the map to stay.

Last week the Hillsboro Independent after dwelling on the length of the editor's name spoke a word of good cheer for the PRESS wishing it success in becoming a faithful representative of Forest Grove and Washington county, for which we wish to thank the writer and to offer in return our best wishes for his continued success.

But having an uncontrollable curiosity we wish to ask if his initials S. C. might not mean second cousin. It is purely with sympathy for others with like curiosity that we spell out your name in full.

In this week's issue appears a long article on the construction of good roads. In it Mr. Kay argues for the civil engineer as the only practical road builder. He also deals with all classes of roads from trunk thoroughfares to seldom used country lanes. To his plan of having the roads located and constructed on scientific principles should be added Mr. Bourne's plan of maintenance. In this way the local road repairers and builders could work under the direction of a state or county engineer, which doesn't sound much different than our present system after all.

The camping season is now in full sway. Many Forest Grove people have left for the coast or for the mountains to spend a few weeks away from the routine of every day life. We wish we could be with them all and enjoy with the coasters, the dip in the surf, or the search for shells; and with the campers, the picking of blackberries, the fishing and hunting; and in either case receive the invigoration from being in God's great out of doors.

Now that the tariff question is settled it is simply a matter of the time when the new schedule will go into effect. President Wilson's currency bill also seems to have free sailing. In fact everything is coming his way. Big business even takes these things for granted and indications are that commercial conditions will re-adjust themselves without causing much disturbance. The market summary for July was very promising.

The County Fair board is keeping hard at work. Its one message to the people of Washington county is to prepare your exhibits. Let us have the largest and best display of home products ever gathered together. Fatten your live stock, save your grasses and grains, and help your potatoes and pumpkins and prunes to grow big. Give your wife time to finish that fancy work and keep the baby in the sunshine. Let us all exhibit our best at the coming fair.

The PRESS is always desirous of securing reports from our farmers—whenever you get an unusual stand of hay, or have to build a new barn for your grain let us know about it. Your neighbors will be pleased to read of these things.

Forest Grove will welcome a visit from the Portland wholesalers. This move to bring the supply houses and the retail merchants into closer relations will undoubtedly prove beneficial to both.

Two cabinet members have lately visited Oregon. The Pacific coast is attracting its share of attention these days. Really, how few of us realize what the Panama canal is going to mean to us.

Hops and hogs have been topping the markets. The hogs have been hopping and the hops have been hogging everything.

Miss Beth Sexton is reporting for the PRESS. Any special favors shown her in securing news will be appreciated by the editor.

CLIPPED HERE AND THERE

Our doubts are traitors,
And make us lose the good
We oft might win
By fearing to attempt.
—Shakespeare.

Adapted to Local Needs.

With the beginnings of the fall trade peeping out, Forest Grove business men should sit up and take notice. There is no use expecting the residents of this section of the city to go around with a microscope trying to find out whether this or that is sold in Forest Grove. The only plan that will work is to keep everlastingly telling them what you have on hand. That is the way the city merchants get their trade. There is no reason why the people of Forest Grove should

be expected to adopt any different method in regard to the business men at home. Tell them what you have, let them know what it costs, show them you can save them time and money by buying from you—and then they will come to your store.

There are hundreds—yes, thousands—of people within a couple of miles of our business streets who scarcely suspect what there is for sale on these thoroughfares. Let them know where you are. Invite them to come to your store. Tell them about your bargains. Show that you want their trade just as much as it is wanted by the city merchants—and a little more, by the way—and they will begin coming to you.

It costs more to keep goods a year before selling them—and they get shop worn and out of style. You can't get business without asking for it—and the best way to ask is by attractive advertising. We can help you prepare the right kind of ads. That assistance will not cost you a cent. Space is very reasonable and it touches the very spot you wish to reach. Think it over.

Poultry Films Popular.

The moving picture films showing methods and results of scientific handling of poultry on the farm, made by Professor Dryden of the Oregon Agricultural College have achieved much popularity.

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