

Judicious Use of Printer's Ink Will Work Out Their Salvation—Asheville's Voluntary Taxation For a Publicity Campaign.

Never in the history of the United States has the importance of advertising been so thoroughly appreciated as at the present time, says Newspaperdom. Merchants, manufacturers and even bankers now realize that their success depends in a great measure upon the manner in which their several enterprises are presented to the public through the newspapers.

It is only recently, however, that towns and states desirous of securing greater populations or of persuading manufacturers to locate in them have awoke to the possibilities of printer's ink. Something has, of course, been done in a casual way for years, but only in isolated cases. Today the advertising field is being invaded on all sides.

The people of Asheville, N. C., have voted to tax themselves to raise money to advertise the town. A committee has already been appointed to consider plans for a publicity campaign. Newspaper space will be used extensively.

Asbury Park and Long Branch have each made appropriations for advertising their attractions.

The business men of El Paso, Tex., are raising a fund of \$2,500 to purchase advertising space in which to set forth the town's attractions.

California has an organization called the California Promotion committee, which is doing a great deal to advertise the state. Every person who visits the state is impressed with the unending persistence with which the Californians proclaim the glories of the commonwealth. This general sentiment has found its expression in the organization of no less than 146 chambers of commerce and development associations. These quasi public bodies expend in their regular routine work all the way from \$3,000 to \$25,000 each per year.

In addition to the funds raised by popular subscription, the purposes of public advertising are legally approved by an enabling act of the state legislature. The supervisors of the fifty-seven counties of California are empowered to expend for advertising an amount which averages 2 cents per every \$100 of the total county assessment. In one county the fund so raised amounts to \$11,000 a year. The legal appropriation is for the purpose of publicity and immigration.

Colorado is being advertised in a most effective manner by the Colorado State Realty association, which was at first organized for the benefit of the real estate men, but finally business men generally were impressed with the idea that whatever benefited the state benefits every one of them, and the membership of the association gradually increased until it now has 540 of the most prominent men in the state in its membership; has three corps of lecturers with stereopticon views in the field, who reach 5,000 people weekly; has an office in Denver with four men and women; edits a weekly paper devoted to the interests of the state; sends out literature; furnishes information whenever asked, and has now engaged a newspaper man to furnish articles on Colorado to eastern publications.

The board of trade and other commercial organizations of Louisville, Ky., are co-operating in the formation of plans for the establishment of a permanent advertising bureau to sound the town's praises in every nook and corner of the land. It is proposed to raise a fund of \$10,000 for the launching of this project, the idea being to build up a greater Louisville, as the president of the board of trade puts it, by "letting the world know what we have, what we are and what we expect to be."

The wonder has been that more advertising of this character has not been done in the past. There are hundreds of places well located for handling large industries that have none; there are towns now only half alive that might be made to grow and flourish if they only had a little new blood injected into their veins; there are seaports on the coast and on the lakes with admirable harbors and excellent terminal facilities that could be made prosperous commercial centers were their natural and artificial advantages properly made known.

A judicious use of printer's ink will, in a few years, work out the salvation of these communities. Advertising campaigns cost money, but if they are well handled by men of experience they will produce the desired results. The funds for carrying on these campaigns for the places mentioned are in most instances being raised by the several boards of trade and chambers of commerce, but in one instance, that of Asheville, voluntary taxation will be employed for the purpose.

Of course other kinds of advertising will be tried besides that placed in the newspapers, but it is doubtful whether as good results can be secured by any of them. Circulars, lectures and exhibitions, all have a certain value, but after all there is no kind of publicity that strikes home so quickly and so effectively as newspaper advertising.

MORO LOCAL ITEMS

We noticed W. M. Barnett, of Wasco, on our streets Wednesday.

Sid Mosher, of Monkland, was shopping in Moro Wednesday.

We understand the city council has granted both liquor licenses which enriches the city treasury to the extent of \$1000 which can be used to good advantage by the city.

B. F. Barnett, of Kent, was visiting in this city the fore part of the week.

Henry Frock, of Grass Valley, was a Moro visitor this week.

Henry DeMoss was doing business here Tuesday. Henry says he is kept quite busy, printing posters and advance cards for the "Dyric Bards" who are touring the Northwest.

C. A. Buckley, of Grass Valley, was down Wednesday.

Sheriff McCoy made a trip to the Rutledge country on official business Wednesday.

Charles Garlick is again assisting in the county clerk's office.

Editor Ireland, of the Observer, made a business trip to The Dalles last week.

Attorney Bright of Wasco was transacting business before the County Court Wednesday.

Len Eaking, of Rutledge, was doing business here Wednesday.

Herman Steidel, of Kent, was a Moro visitor Wednesday.

W. F. Bartlett, Mr. Fowler and Geo. Wallis were doing business before the County Court Wednesday.

It is a little late to be speaking of it, but this is the first opportunity we have had to say that the window arranged decorated at the Moro Pharmacy, by Mr. Hawks, was surely one of the sights of Moro during the holidays. Mr. H. is a decorator of no mean ability.

Ellsworth Woods returned to Portland Tuesday to resume his studies at the Portland Business College.

R. W. Belshie, of Monkland, was visiting friends and relatives in Moro Sunday. Mr. B. has recently purchased a fine team of Hambletonians of which he is justly proud.

L. R. French, of Grass Valley, was transacting business in Moro Tuesday.

William Hines was seen on our streets Wednesday. Bill had the misfortune of having his foot broken last fall and as a result is still in the hopping list.

Quite a number of our young people were invited out, and assisted in celebrating the 4th anniversary of the wedding of Mr. and Mrs. L. L. Peetz. A. H. Barnum carried off all the laurels at the shooting match, out of a hundred possibly he hit the target once.

G. B. Bourhill, of Grass Valley, was in Moro on official business Tuesday.

E. V. Littlefield returned home Sunday after spending the holidays with friends and relatives at The Dalles and McMinville.

A. G. King, of Grass Valley, was transacting business in Moro Friday.

Jerome Morrow and family were the guests of Mr. and Mrs. McCoy the first of the week.

Eddie Vinton, who has been visiting friends and relatives in this county for the past two weeks, returned to his home in Portland Tuesday.

C. P. Ragsdale, of Kent, was doing business in Moro Tuesday. C. P. has 5200 head of sheep that values at better than \$5 per head.

H. M. Shull, of Monkland, was a Moro visitor the fore part of the week.

We are proud of our new water and light plant. Service is better than ever and we hope it will continue so. Mr. Zigler, who has charge of the plant, is an experienced man.

After a week's lay off I thought perhaps a few items from here might be of interest.

A social dance was given by E. M. Meach at the Opera House New Year's eve, all present had a good time.

E. E. Griffith, of Antelope, was doing business in Moro Tuesday.

County Clerk McDanel returned from the Metropolis Wednesday.

Miss Amanda Bernight left on the 27 for her home in California, she will return in the spring.

Several of our young people attended the dances at Wasco and Grass Valley New Year's night.

Among our many farms for sale is a tract of 950 acres, in the center of Sherman county, for about \$18,000 on easy terms. If you want to be investigated it.

Eastern Oregon Real Estate and Insurance Company.

USEFUL HINTS

That cold rain water and soap will remove machine grease from washable fabrics.

That fish may be scaled much easier by first dipping them into boiling water for a minute.

That fresh meat beginning to sour will sweeten if placed outdoors in the cool air over night.

That milk which has changed may be sweetened or rendered fit for use again by stirring in a little soda.

That boiling starch is much improved by the addition of sperm or salt, or both, or a little gum arabic dissolved.

That a tablespoonful of turpentine boiled with your white clothes will greatly aid the whitening process.

That kerosene will soften boots and shoes that have been hardened by water and will render them as pliable as new.

That thoroughly wetting the hair once or twice with a solution of salt and water will keep it from falling out.

That salt fish are quickest and best freshened by soaking in sour milk.

That a teaspoon of ammonia to a teacup of water, applied with a rag, will clean silver or gold jewelry perfectly.

That salt will curdle new milk; hence in preparing porridge, gravies, etc., salt should not be added until the dish is prepared.

That pain stains that are dry and old may be removed from cotton and woolen goods with chloroform. It is a good plan to first cover the spot with olive oil or butter.

That clear boiling water will remove tea stains; pour the water through the stain and thus prevent its spreading over the fabric.

That charcoal is recommended as an absorbent of gasses in the milk-room where foul gasses are present. It should be freshly powdered and kept there continually, especially in hot weather when unwholesome odors are most liable to infect the milk.

That applying kerosene with a rag, when you are about to put your stove away for the summer, will prevent them from rusting. Treat your farming implements in the same way before your lay them aside for the fall.

That a teaspoonful of borax, put in the last water in which clothes are rinsed, will whiten them surprisingly. Pound the borax so it will dissolve easily. This is especially good to remove the yellow that time gives to white garments that have been laid aside for two or three years.

Greatly in Demand.

Nothing is more in demand than a medicine which meets modern requirements for a blood and system cleanser such as Dr. King's New Life Pills. They are just what you need to cure stomach and liver troubles. Try them. At Marsh & Medler's drug store, 25c, guaranteed.

An agreeable movement of the bowels without any unpleasant effect is produced by Chamberlain's Stomach and Liver Tablets. For sale by all druggists.

Chamberlain's Cough Remedy Absolutely Harmless.

The fault of giving children medicine containing injurious substances, is sometimes more disastrous than the disease from which they are suffering. Every mother should know that Chamberlain's cough remedy is perfectly safe for children to take. It contains nothing harmful and for coughs, colds and croup is unsurpassed. For sale by all druggists.

Cured His Mother of Rheumatism.

"My mother has been a sufferer for many years from rheumatism," says W. H. Howard of Husband, Penn. "At times she was unable to move at all, while at all times walking was painful. I presented her with a bottle of Chamberlain's Pain Balm and after a few applications she decided it was the most wonderful pain reliever she had ever tried in fact, she is never without it now and is at all times able to walk. An occasional application of Pain Balm keeps away the pain that she was formerly troubled with." For sale by all druggists.

Notice for Publication.

Notice is hereby given that the following named settler has filed notice of her intention to make final proof in support of her claim, and that said proof will be made before the county clerk of Sherman county at Moro, Oregon, on January 24th, 1906, viz: Lizzie Purkhart, of McDonald, Oregon, H. E. No. 8031, for the SW 1/4 of Section 26, Tp. 1 North, Range 19 E., W. M.

She names the following witnesses to prove her continuous residence upon and cultivation of said land, viz:

John Fredberg, H. E. Morrow, Ben Rimmele and N. E. Moffitt, all of Monkland, Oregon.

Dated this 16th day of December, 1905, at The Dalles, Oregon.

Michael T. Nolan, Register.

A Grim Tragedy

is daily enacted, in thousands of homes, as death claims, in each one, another victim of consumption or pneumonia. But when coughs and colds are promptly treated, the tragedy is averted. F. G. Huntley, of Oaklanden, Ind., writes: "My wife had the consumption, and three doctors gave her up. Finally she took Dr's New Discovery for consumption, coughs and colds, which cured her, and today she is well and strong." 1 kills the germs of all diseases. One dose relieves. Guaranteed at 50c and \$1 by Marsh & Medler, druggists. Trial bottle free.

Sickening Shivering Fits.

of ague and malaria can be relieved and cured with Electric bitters. This is a pure, tonic medicine; of especial benefit in malaria, for it exists a true curative influence on the disease, driving it entirely out of the system. It is much to be preferred to quinine, having none of this drug's bad after-effects. E. S. Munday, of Henrietta, Tex., writes: "My brother was very low with Malaria fever and jaundice, till he too Electric bitters, which saved his life. At Marsh & Medler's drug store; price 50c, guaranteed.

SPOILED HER BEAUTY:—Harriet Howard, of 209 W. 24th St., New York at one time had her beauty spoiled with skin trouble. She writes: "I had Salt Rheum or Eczema for years, but nothing would cure it, until I used Bucklen's Arnica Salve." A quick and sure healer for cuts, burns and sores. 25c at Marsh & Medler's drug store.

COLUMBIA RIVER SCENERY



Portland-The Dalles Routes

— STEAMERS —

"BAILY GATZERT" "DALLES CITY" "REGULATOR" "METLAKO" "SADIE B"

Str. "Baily Gatzert" leaves Portland 7:00 a. m., Mondays, Wednesdays and Fridays. Leaves The Dalles 7:00 a. m., Tuesdays, Thursdays and Saturdays.

Str. "Regulator" leaves Portland 7:00 a. m., Tuesdays, Thursdays and Saturdays. Leaves The Dalles 7:00 a. m., Mondays, Wednesdays and Fridays.

Steamers leaving Portland make daily connection at Lyle with C. R. & N. train for Goldendale and Klucitai Valley points.

C. R. & N. train leaves Goldendale on Mondays, Wednesdays and Fridays 6:30 a. m., making connections with steamer "Regulator" Portland and way points.

C. R. & N. train leaves Goldendale on Tuesdays, Thursdays and Saturdays 8:30 a. m., connecting at Lyle with steamer "Sadie B" for The Dalles, connecting there with O. R. & N. trains East and West.

Str. "Geo. W. Simons" leaves Cascade Locks daily (except Sunday) 7:00 a. m. for The Dalles and way points, arriving The Dalles 11:00 a. m. Leaves The Dalles 2:00 p. m., arriving Cascade Locks 6:30 p. m.

Meals served on all steamers. Fine accommodation for teams and wagons.

Steamers leave Portland from Alder St. dock near office Portland, P.

M. TALBOT, N. P. and Ge.

P. M. Hall-Lewis & Co.

ARCHITECTS

Civil Engineers and Surveyors

Sixteen years' actual experience in New York, San Francisco and Portland enables us to offer the latest ideas in style, finish and economic construction. We submit sketches and preliminary specifications for dwellings, hotels, schools, churches, mills and business blocks in short notice, subject to approval.

SATISFACTION GUARANTEED

Davidson Bldg HOOD RIVER, ORE.

Furnished Rooms.

Furnished rooms by the week or month at the News office, all newly furnished. Have a couple with stoves if desired. Price very reasonable.

City Property for Sale.

I have for sale the following property in Wasco: Lots 11 and 12 in block 9, and lots 2, 3 and 4 in block 7 original town of Wasco.

C. J. BRIGHT

ONE TO J. A. LARGE HOUSE, SIGN AND DECORATIVE Painters...

Paper Hanging a Specialty Carriage Painting

First Class Work Guaranteed

Room Mouldings, Paints, Oils, and Glasses.

Shop northeast corner of First and ... sts.

THE MASSACHUSETTS Mutual Life

Has been a purely mutual Company from the date of its inception, and under the non-forfeiture Insurance Law of Massachusetts divides annually its earnings among its policy holders.

H. G. COLTON, Manager.

ARTHUR W. CLOTHIER, Special Agent.

SANDOW FLOUR MILLING CO.

Choice Family Flour

THE SANDOW

Pure and Wholesome

Made from pure Bluestem Wheat

Wasco, Oregon

the famous Wasco Flour

all housewives prefer; also bran, shorts, and feed-stuff.

The Wasco Milling Company