

SOCIETY DIRECTORY.



Sherman Lodge, No. 157, I.O.O.F., Wasco, Oregon. Meets every Saturday Evening in the K. of P. Hall. Visiting Brothers are cordially invited. Members are expected to be present. Ed. Merrill, N. G., J. R. Howell Sec

ATTENTION!



WOODMEN OF THE WORLD LODGE No. 350 Meets second and fourth Monday evening. Visiting members welcome. Ed. Merrill, C. C. Dell Hull, Clerk

W.D.Armsworthy Dray and Express

A share of your patronage is solicited. Satisfaction guaranteed.



The Secret of a Beautiful Face lies in keeping the skin protected as well as cleansed. Just washing is not enough—that only leaves the delicate surface more exposed to the irritation of dust and germs; to merciless attacks of sun and weather. After washing, apply Robertine and experience its delightful refreshment. You will admire the lineless softness it imparts to face, neck and arms. It not only stimulates a radiant glow, but protects the skin from becoming coarse. Prevents burning, tan and freckles.

ROBERTINE

W. M. BARNETT, BANKER.

Transacts a General Banking Business.

Collections Made, Sight Exchange Sold at the Different Commercial Points.

Office Hours from 9 A. M. to 4 P. M. Wasco, Oregon.

DR. J. E. ANDERSON, OSTEOPATH

Graduate American School of Osteopathy, Kirksville, Mo. Consultation free. THE DALLES, OR.

DR. W. HUCKIN PHYSICIAN & SURGEON

Office in Wasco News Building. Wasco, Oregon

Dr. H. Edgar Beers Dr. Willard N. Morse —PHYSICIANS and SURGEONS— Wasco, Oregon.

Calls made promptly in City and Country

FRED J. MEINDL W. C. BRYANT

MEINDL & BRYANT Attorneys at Law

Rooms 1 & 2 in Ginn Brick over W. W. M Bank MORO . . . OREG.

W H. Ragsdale ATTORNEY-AT-LAW

Will practice in all Courts in the State — MORO OREGON —

C. J. BRIGHT ATTORNEY-AT-LAW

Will practice in any court in the state. All business left with me will receive prompt and careful attention. Office in Old Bank building. Wasco, Oregon.

Go Ahead Bill

To impress upon the minds of the retailers and the public in general that conditions are not entirely hopeless some of the wholesalers of Portland are sending out letters of encouraging nature, of which the following from Chas. L. Mastie & Co., of Portland, to J. E. Wines & Co., of this place is a sample. By way of introduction the statement is made in the beginning that the letter is a copy of one addressed to a well known individual named William: It reads thus:

PORTLAND, OREG., Nov. 21, 1907.

MY DEAR BILL:—

Answering yours of the 20th:—No, Bill, the country has not gone to hell, and, moreover, it isn't going to. Of course, things at present ain't quite satisfactory, but later on you will laugh to think that you thought that prosperity had disappeared over night when it is only off on a little legal holiday.

We've got big crops in the Northwest and they are in demand at big prices, and before long Europe will dig up the coin to move them for Europe can't go hungry. The farmer, your customer, gets the big end of the coin. Will he bury it in a tomato can? Not much! He'll buy the stuff necessary to put in his next season's crop and pay you the cash. The balance he will bank.

Candidly, would advise you not to rush things. Work a little yourself this winter. You can make good wages and when spring comes you will have your pegs full of salable harness that your farmer friend must have, and you won't have to send rush orders for factory harness, which, owing to others being ahead of you can't be filled.

Don't buy five or ten rolls of leather and have it on hand sixty or more days—interest, you know, counts—but order one or two rolls and when it is about gone duplicate the order.

And above all have faith in your country and faith in yourself. Both are all right.

"Twixt the optimist and the pessimist, the difference is small; The optimist sees the doughnut, Bill, the pessimist sees the hole."

Keep your eye on the doughnut, Bill, for you can't eat the hole; and when your leather is about gone send us your order and we will take care of it.

Hoping you are well and happy, believe me,

Sincerely,

BRINGS EASTERN MONEY TO THE PACIFIC COAST

The Northwestern Mutual Life Insurance Company Has \$3,421,185 Loaned on Mortgages in Oregon and Washington.

In the year 1906 it sent to these two states nearly one million dollars (\$941,500.00) which was so invested. Here is the 1906 record, Oregon and Washington business only:

New loans made \$ 941,500
Cash paid policy holders or representatives \$ 162,104

Money Sent to Pacific Northwest \$ 1,104,192
Premiums collected 519,830

Excess of money sent over premiums collected \$ 584,392

In the single year 1906 the Northwest Mutual sent to Oregon and Washington \$584,392 more than it collected there.

E. C. GOODWIN,
District Manager.

The Dalles, Oregon.

More Life Insurance in Oregon than any other company—The official reports show it.

Fifty Years a Blacksmith.

Samuel R. Worley of Hicksburg, Va., has been shoeing horses for more than fifty years. He says "Chamberlain's Pain Balm has given me great relief from lame back and rheumatism. It is the best liniment ever used." For sale by MARSH & MEDLER.

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 untiring 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 corporations 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: "letting the world know what we are, 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 sea ports 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.

THE WASCO LIVERY & FEED STABLE

Is Replete With

GOOD RIGS AND TEAMS

Teams left in my care will receive every attention possible. Also heavy teaming done

SATISFACTION GUARANTEED

Hay and Grain For Sale. I Also run
A FIRST CLASS DRAY.

J. M. HOAG.

THE

Wasco Market

McClelland & Eaton, Proprietors.

Fresh meat, fish and vegetables. Buy all kinds of Live stock at market prices. All fruits in season.

Have Your Horses' Mouth Examined

Ten years experience enables me to guarantee satisfaction. I use no gag and do not confine the horse. Diseases and disagreeable habits cured. W. S. SURRAT U. D. S. operating on the teeth I have cured the following diseases: indigestion, which causes Colic, flatulency, Stomach, Kidney Trouble and many other diseases. I carefully remove all loose and ulcerated teeth. Horse Dentistry a Specialty



INDEPENDENT WAREHOUSE and MILLING COMPANY

Manufacturers of
The BEST
Mill Feed and Family Flour
Try the Pure Bluestem
FLOUR

WOODYARD AT GOLDENDALE

Give Us a Call if You Want First Class Wood and Good Measure. All Kinds of wood at Reasonable Prices

The Cord \$5.50

U. B. TRUMBO, Manager
Goldendale, Wash.

PHALEMONT. Livery, Feed and Sale STABLE

Special attention given Commercial men and the Traveling Public. Telephone from The Dalles or any Sherman County point at our expense.

'Phone Main 151

JOB

PRINTING