

The Aurora Observer

Thursday, June 16, 1921

Paul Robinson, Editor and Publisher

Entered as second class matter March 28, 1911, at the postoffice at Aurora, Oregon, under the Act of March 3, 1879.

We see no fair business scheme in giving advertising rates on application. The Observer rates are always: For Display ads 20c per inch, single col. measure each week. Readers 10c per line first insertion, 5c per line each following week they run. It is business to advertise where the home people read it. The world over—every town or city, you see the largest advertiser always does the largest business.

CREED FOR AMERICANS

I BELIEVE in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it, to support its constitution, to obey its laws, to respect its flag and to defend it against all enemies.

President Harding has announced that he will not play golf on Sundays. We know a lot of men who do not play golf on Sundays.

Manager Rickard is now returning orders for \$50 seats for the Dempsey fight. All seats are sold, and all standing room has been engaged. Who said money is tight?

A recent test of 1373 school students showed that 499 did not know the Ten Commandments and 351 had never heard of them. But of course you who are reading this, can rattle them right off, not missing one.

THE WEED

By CLYDE M. ROBINSON

Most any city sheet you read, says something mean about the weed; little country weeklies, too, exhort about this bug 'a'boo'. The weed is cursed from morn till night, the language used is a wholly fright. But of course the weed don't know; all it does is to simply grow. You've got to give it to the weed; it prides itself on raising seed—seed that will grow most anywhere, on fertile ground or ground that's bare. If the seeds the farmers sow contained the stuff to make 'em grow, like the weed does, then, by heck, we'd plant our egg-plants by the peck. The weed I know gets mighty gay, and tries to take the whole highway, but then you've got to say this much, it runs ITS business to beat the Dutch. The moral to this little prone is "cut the weeds" about your home.

WHY ADVERTISING FAILS

What constitutes liberal and sufficient Store Publicity has caused more debate than anything outside the halls of congress.

Why some Merchants in the smaller cities of the nation view Advertising with so much distrust is more than we can understand.

Newspaper Advertising has been proven thoroughly profitable in the large metropolitan centers and an intelligent reason why it will not obtain as good results in smaller communities has never been advanced to date. AND IT NEVER WILL.

A Merchant's advertising experience which has not been successful is due entirely to just two conditions:

1. THE AMOUNT USED WAS INSUFFICIENT.
2. THE MANNER OF USING INCORRECT.

The average small city Business Man uses about one-half percent to possibly one per cent in Business Publicity. THE LARGE CITY BUSINESS MAN, FIVE TO SIX PER CENT. The small city BUSINESS MAN-YTONA's small city Business Man can obtain better results on a three per cent basis because his advertising cost runs lower proportionately in smaller towns. It's a case, however, of three per cent vs. one-half to one per cent. SEE THE POINT?

The usual small city method is a careless, indifferent effort at Ad Writing THAT MAKES NO APPEAL TO THE PURCHASING PUBLIC. It doesn't require an overplus of brains to write convincing trade-pulling advertisements, but rather the knowledge of a few features of Ad construction AND AN INCLINATION TO TRY.

Study over these two conditions and see if you don't agree that we have analyzed things correctly.

If asked, your editor will write your ads, tell what space is needed, figure expense or, in fact, be your advertising manager.

The annual meeting of the state association of Elks will be held in Marshfield August 18, 19 and 20.

The Linn county court has taken steps to advertise for sale \$100,000 county road bonds on July 9.

Fire destroyed the \$12,000 ranch home belonging to Mrs. Lois Gilpin, eight miles east of The Dalles.

The Tillamook fair board has decided on September 13, 14, 15 and 16 as dates for the annual county fair.

The Oregon Wool and Mohair association now has 1000 members who have signed up for 150,000 fleeces.

The Canada thistle is spreading rapidly in Lane county, according to C. E. Stewart, county fruit inspector.

More than half a million dollars will be spent in education of approximately 8000 school children in Jackson county this year.

Every section of Oregon was represented at the firemen's convention, which was held in Corvallis, 38 fire chiefs having registered.

The largest class in the history of Oregon Agricultural college was graduated Monday, when more than 300 students received diplomas.

The Hessian fly, one of the worst grain pests that ever infested the fields of Oregon farmers, has made its appearance in Lane county.

Twelve carloads of sheep were shipped from Nyssa to Omaha, Neb., by H. J. Ward and Lem Wilson, prominent Malheur county stockmen.

Some of the wickedest horses in Eastern Oregon are being rounded up for the Cowboys' convention, which is to be held at Ukiah this year, July 4 and 5.

Word has been received at Corvallis by Mrs. Daisy Luton that she is one of the heirs to the estate of her grandfather in New York city, valued at \$4,000,000.

Contractors for carpenter work, plastering and wiring have started work to finish the Baker natatorium. It seems likely the building will be completed within 60 days.

The postoffice department has authorized the establishment of a daily temporary star route service from Medford to Crater Lake, except Sunday, for all classes of mail.

A mule at Prairie City sunk its teeth into the leg of young Clarence Porter, son of Allen Porter, and refused to let go until its jaws were slit and a crowbar applied.

The Larkin Green Logging company at Blind Slough has completed the extension of its railroad into a tract of about 100,000,000 feet of timber which it is to log in the near future.

Eugene Peterson, who was struck by a Southern Pacific train while he was sleeping near the tracks at a point about a mile north of Gervais, recently, died in a Salem hospital.

The Oregon senators have been requested by the treasury department to recommend a successor to Milton A. Miller, present collector of internal revenue for the district of Oregon.

The Shell Oil company of California has remitted to the secretary of state \$4710.43, covering the tax on the corporation's sales of gasoline and distillate in Oregon during the month of May.

A. C. Barber, state insurance commissioner, will be reappointed to this office by Governor Olcott at the expiration of his present term, June 30, according to announcement made at Salem.

Mineral rights which have not been assessed for the last five years, can be assessed by the sheriff and should be assessed as real property, according to a legal opinion given by the attorney-general.

The Pacific highway from Portland toward Oregon City, which is being improved by the state highway commission, has been completed as far as Glenmorrie. This marks the finishing of two-fifths of the entire project.

The following Oregon postoffices have been advanced in the annual readjustment of postmasters' salaries: Second to first class, Corvallis and The Dalles; third class to second-class, Cottage Grove, Heppner, Lakeview, Lebanon and Milwaukie.

Substantial reductions in the cost of foodstuffs since last December were indicated in bids received at Salem by the state board of control for furnishing supplies for the state institutions during the period of July 10 to December 31 of this year.

Refunds of taxes paid on motor fuels under a new law enacted at the last session of the legislature, during the period from March 1, 1921, to May 31, 1921, aggregated \$2217.17, according to a report prepared by Sam A. Koser, secretary of state. Reports of dealers for the months of March and April and estimates for the month of May indicate that the sale of motor fuels in Oregon during that period totaled 11,700,000 gallons.

Robert Morris True Patriot.

On the day that Robert Morris signed the Declaration he was the wealthiest and greatest merchant in Philadelphia. He purchased goods in England and sold them here at a large profit. His ships were on the ocean. He had a hot-house and an ice-house, the first in America. No price he might have asked would have gone unaccepted or unpaid by the British government—James B. Morrow in the Detroit Free Press.

Demonstrated every day. The newspaper advertiser gets the business. Easy to do, no prestige to those who don't do it. The world do more and those afraid to advertise their wares are taking a back seat. It's a case of making money or your business forgotten—Subscribe for

O. D. EBY
ATTORNEY-AT-LAW
Oregon City, Oregon

Estates, Trusts, Confidential Advice

Quality Circulation Counts.
The Observer has it.

L. W. HIMES, Mgr.

PALACE
HOTEL

Fireproof

Washington at Twelfth Street
Portland, Oregon

In the Shopping and Theatre District
Good Garage Accommodations

Auto Truck E. M. HURST
Proprietor
Frequent trips between Aurora and Portland.—Will Haul To Any Place in the Willamette Valley.
Satisfaction Guaranteed.
Phone 6-52 AURORA, OREGON

AUCTIONEER

LIVE STOCK SALES
FARM SALES
OUR SPECIALTY
Terms Reasonable
WM. HEINZ
Canby Phone 13-15 (Mail—Aurora, Route 1)

W. H. ASQUITH

PAINTING
PAPER HANGING
AND TINTING
All Work Neatly Done

Aurora - Oregon

DR. L. A. DILLARD
DENTIST

Rooms 1 and 2, L. O. O. F. Bldg.
CANBY, OREGON

No. 11975.
TREASURY DEPARTMENT
Office of Comptroller of the Currency
Washington, D. C., May 18, 1921.

WHEREAS, by satisfactory evidence presented to the undersigned, it has been made to appear that "THE FIRST NATIONAL BANK OF AURORA" in the city of Aurora, in the County of Marion and State of Oregon, has complied with all the provisions of the Statutes of the United States, required to be complied with before an association shall be authorized to commence the business of Banking; NOW THEREFORE I, D. R. CRISINGER, Comptroller of the Currency, do hereby certify that "THE FIRST NATIONAL BANK OF AURORA" in the city of Aurora, in the County of Marion and State of Oregon, is authorized to commence the business of Banking as provided in Section Fifty one hundred and sixty-nine of the Revised Statutes of the United States.

In testimony whereof witness my hand and Seal of office this Eighteenth day of May, 1921.

D. R. CRISINGER,
Comptroller of the Currency,
[SEAL]
First publication May 26, 1921.
Last publication July 21, 1921.

Cash to Accompany Order

The Aurora Observer will receive subscriptions for the Portland Oregonian, Journal or Telegram Daily and Sunday Oregonian, \$8. year \$4.25 6 mo.
Daily, without Sunday, \$6 year \$3.25 6 mo.
Journal Same Price
Telegram, daily, \$5 per year For 6 mo, \$2.75

G. C. GIESY WAREHOUSE

Highest market price paid for
WOOL, MOHAIR AND CASCARA BARK

NO. 1 HAY FOR SALE.

PURE TIMOTHY, CLOVER AND TIMOTHY MIXED,
ALFALFA AND STRAW.

CHICKEN FEEDS—WHEAT, GRAY AND WHITE OATS
AND CRACKED CORN.

Warehouse Phone 9 AURORA, OREGON Residence Phone 26

TRY A WANT AD. IT WILL PAY YOU

THE AURORA OBSERVER

Binder Twine

There are a good many brands, but Plymouth is the favorite with a Constantly increasing number of farmers who have learned its superior qualities thru actual experience

Give Plymouth a Trial and be Convinced that there is none better.

Standard, 18c. Premax, 22c a lb.

Hardware G. A. EHLEN Implements

The Wide Awake Hardware Store

AURORA MEAT MARKET

An Uptodate Sanitary Meat Market that handles everything best in meats fresh and cured.

WURSTER BROS. Aurora, Oregon

Have You tried our Oat Groats?

You can save money by buying our corn, oats, and poultry foods. Special sale on Stook and Poultry Remedies.

Remember We Buy Poultry

Call and see us or Phone 4430

HUBBARD FEED MILL



Feed Your Calves

With our Mutual Compound feed. It is recognized as the best and most wholesome for both cows and calves. It gives strength to bone flesh and muscle and adds the necessary solids to cows milk for calves.

AT YOUR GROCER
Hubbard Creamery Co.
HUBBARD, OREGON

G. R. WATT
ATTORNEY AT LAW

Office in Drug Store

GENERAL COURT PRACTICE
ESTATES PROBATED
NOTARY PUBLIC

AURORA OREGON Telephone 22

Day of
Solemn
Dedication

The old Fourth is gone like the dodo—the Fourth of tall-twisting and eagle-screaming, and crash-banging, and dynamite, and lockjaw. It had its uses. A nation has a long youth, and our old boastfulness, and self-esteem, and excitability, and recklessness befitted us well enough. On the old Fourth we let our crudity and our arrogance and our raw love of noise rise to the surface and skimmed it off all at once, and were the better for the process, costly though it was. But time has quieted our adolescence into something nearer maturity, and the old sound and fury can never return.

Doubtless to some, to whom old associations are dear, the change has sometimes seemed almost painful. He was happy, that boy who slipped from his bed with the first streaks of dawn, who by noon had used up his available supply of firecrackers and fingers, who spent the afternoon on the edge of the crowd in the grove, vaguely aware of gesticulations from the wooden platform in the center and about equally conscious of his own dirty bandages and the ability of his country to lick creation, and who longed for darkness as earlier he had longed for day, and split the welkin with his exultant yell when the first rocket whizzed from its narrow trough and burst into pale stars. His sons, on this great day, are hungry at breakfast time and play tennis in the parks, and he has watched them knowing it was well, but it surprised him a little.

This year, though, he is not distressed. This is a new Fourth; the change is striking. But for all our seriousness on this Fourth we are not less, but more, a confident country. We have lost our flamboyance, but we have increased our determination. The spirit is ours not of the platform shouter but of the Gettysburg oration. Our ears ring not with the sound of the firecracker but with the great words of Lincoln: "Consecrate . . . dedicate . . . the government by the people . . . shall not perish from the earth!"

Cherries For Sale.

Dark ones and light for sale by Edwin Robinson, at Robinwood, Boones Ferry.

Dr. C. Ammeter
DENTIST

Has established his Dental Office in the Aurora Bank Building, where he will be present each Tuesday, Friday and Saturday, from 9 a. m. to 6 p. m.

PLATES A SPECIALTY
AURORA - OREGON

DR. B. F. GIESY

Physician
and Surgeon

Both Phones
Office at Residence Aurora, Or.

Aurora Cafe

Short Orders, Ice Cream
Confectionery Cigars, Etc.

DIXIE BREAD AND PASTRY

Walter Lettenmaier

AURORA - OREGON

MONEY TO LOAN

Farm Loans Preferred

PAUL C. FISCHER

Beaver Bldg. Oregon City

LOUIS WEBERT

Notary Public
Fire Insurance

AURORA - OREGON

PAUL C. FISCHER

ATTORNEY-AT-LAW

Beaver Building

OREGON CITY, OREGON