

:-: JACKSONVILLE POST :-:
Official Paper of the City of Jacksonville, Oregon

A weekly newspaper published every Saturday at the county seat of Jackson County, Oregon. D. W. BAGSHAW, Editor.

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SATURDAY, JULY 27, 1912

SUBSCRIPTION: One year by mail \$1.50. Advertising rates furnished on application.

The Assessment.

The ordinance levying the final assessment in District No. 1, comprising the larger part of the city was passed Thursday night, the matter having been deferred from a meeting held Saturday night at which several objections had been made to the proposed assessments mainly that the rate was higher than the objector had imagined it would be. One person objected that his land was on the only line of 2 inch pipe upon which an assessment had been made and after considering the matter council ordered that all assessments on account of benefits from 2 in. pipe lines should be cut off. This was a surprise to many as the particular assessment objected to had been ordered made by council at a previous meeting.

M. L. Norris was granted a reduction on account of not having as much land as called for in his deed. The assessment upon two lots owned by Mr. Beekman was cut off on account of lack of benefit.

Some other reductions asked for were refused. One clerical error which raised the amount or assessment upon one property was corrected. Upon the whole however the proposed assessment made by Mr. Bagshaw for the city recorder was ordered to stand as the final assessment upon the property benefitted within District Number 1.

Elsewhere in this paper appears the ordinance levying assessments upon the property in District No. 1 which comprises the central part of the city. Accompanying the ordinance is a notice that assessments less than \$25.00 in amount must be paid in cash within 20 days from date of the notice, and that all assessments amounting to more than \$25. can be paid in ten annual installments provided that within ten days from date of notice you file an application to that effect with the city recorder. The blanks are now in the office of Mr. Bagshaw, over the Bank of Jacksonville and he will gladly fill up your blank and give you any further information regarding same.

Now we have one of the best water systems outside of Portland, How about a few sewers? Bound to come and the sooner the better.

The Country Newspaper

There is no set of men engaged in any line of business effort who give more and receive less in the way of compensation than the editor of the country newspaper. He is expected to be the mouthpiece and personal organ of every cause in which his community is interested. It rarely ever happens when a local organization for mutual benefit of the town in which he lives is to be formed by a few live, progressive, but often very thrifty citizens, that the cost of the necessary and absolutely essential publicity is paid to the local editor. He is supposed to be a charitable megaphone—and too often he is—for anybody or any thing that happens along.

The local merchant often feels that the small monthly pittance doled out in exchange for a generous advertising space, is like money donated to any charitable institution— orphan asylum or a home for the feeble-minded. It rarely occurs to the local merchant, irrespective of whether he is a dry goods merchant, grocer or local retail lumber dealer, or simply an individual who has decided that merchandising exists in buying a few goods and marking up a price without regard to quality or previous condition of service. And this often—to often—the type of merchant he has to deal with.

To succeed, the average country newspaper man has to be as wise as a serpent and harmless as a dove. The plea of many of the merchants against supporting the country newspaper is based upon the theory that either everyone in the community knows the store is in existence, or the big mail order houses of Spokane, Great Falls, Billings, Salt Lake, Seattle, Tacoma, Portland, San Francisco, Minneapolis, Chicago, New York, or Paris, are getting the business, and hence advertising would be probably of little or no value than a serenade at a funeral.

The editors of the Inland Empire met at Spokane on June 22, and or-

ganized an association for mutual helpfulness, at which it was the pleasure of The Timberman editor to be present. The resolution which hits the nail squarely on the head when a lot of maudlin sympathy is being extended to the mossback merchant, is to the point. Here it is:

We further believe that the merchants of the small cities and towns are in a measure responsible for the inroads of the mail order houses upon their trade. Having the advantage of immediate and personal contact with their customers, they should by adopting modern merchandising methods and through intelligent and persistent advertising, be able to compete successfully with said mail order houses.

The resolution also deprecated the sending of money away to the various large cities when the goods can often be purchased at home for less money,—believing that such a course is inimical to the development and upbuilding of the community. Sound, reasonable and logical doctrine; but only country newspaper men—who have bled, suffered and died—realize the poignancy of grief and shedding of crocodile tears by the average merchant who feels that his best interests are often served by sending away for his job work, in direct contravention to the policy he is attempting to carry out for the benefit of the town—and aptly illustrating the "difference twixt tweedledum and tweedledee."

This now brings us up to the crux of this article; What the lumber manufacturing interests owe to the country newspapers, and the policy they should pursue towards them.

A recital of a few of the active campaigns which these powerful local organs for moulding public opinion have assisted to carry to success:

The forest fire legislation of the various Western States was made possible largely through their advocacy of the case.

Without the co-operation of the country newspaper the strong and vigorous public sentiment which sustains the efforts of the local state forest fire

associations, and the broader and more comprehensive work of the Western Forestry and Conservation Association would not be possible.

In the passage of the splendid workmen's compensation law now in effect in the State of Washington, the zeal and disinterested advocacy of the country press was the real dominant power which forced this meritorious piece of humane legislation through a none too willing legislature. Backed by the ambulance-chasing lawyer, the casualty insurance company, which fattens at the expense of the injured workman on one hand, and the imperative necessities of the employer on the other.

The passage of similar laws in the various states can only be made possible through the co-operation of the country newspapers.

For reasonable and just taxation laws effecting every class of property.

In National affairs the country newspapers of the States of Montana, Idaho, Washington, Oregon and California did their full share in the passage of the amendment to the Interstate Commerce Act, which guarantee to every shipper the right to be heard before his rate can be advanced. A stable freight rate is as essential to the manufacturer as a stable currency.

In the passage of the Borah irrigation bond bill, providing for the issuance of \$20,000,000 of bonds to complete the National irrigation projects in the West, Senator Borah will bear testimony to the invaluable service of the country press. Irrigation means more to the lumber business of the West than to any other single industry.

In this brief cursory review of some of the measures which the country press has aided, the writer speaks with authority, as it came to his hand to help create the sentiment which made possible the enactment of much of this legislation.

When labor troubles come—and they come unbidden like a plague of locusts—the I. W. W. horde swest all before them for a time. The country press, always conservation, counselled the men to remain and work, and discouraged the movement in every way possible.

In financial crises in many a community the personal equation of the editor of the local newspaper—often scarcely known and little appreciated, has helped stem the tide of disaster. But why continue?

What can be done by the lumber industry to repay and continue to deserve the support of these brave country newspaper men—who with often only a hatful of type help fight the battles? One word tells it all: Advertise and advertise liberally. See that every man jack around the mill and office subscribes for the paper. Have your job work printed by the local press, whenever possible. If the local newspaper offices are not equipped to do the work, let them handle the order. The big printer in the city will pay a hommission and in time, as the community develops, the local plant will be prepared to do the work; but give him a chance first.

We are hearing a great deal these days of woot the retail lumber dealer owes to the local newspaper. This is doubtless true—but the manufacturer of lumber owes more. He owes the very creation of just laws which help him to do business. This means more than anything else to a manufacturer.

The Weather.

Following is the report of U. S. Volunteer Cooperative Observer, E. Britt, Jacksonville, for month of June, Latitude 42 deg. 18. min. north; longitude 123 deg. 5. min. west.

DATE	MAX. NUM.	MIN. NUM.	PRECIP. TATN.	CH. OF DAY
1	84	47		
2	82	47		
3	86	44		
4	91	51		part cloudy
5	93	56		cloudy
6	95	57		part cloudy
7	86	58	.09	clear
8	74	53		
9	89	51		cloudy
10	81	45		
11	72	53		
12	69	56	.35	
13	67	53	.10	
14	62	43		
15	65	45		
16	80	39		
17	89	48		
18	91	55		
19	88	57	trace	
20	66	47	.16	
21	58	44	.06	
22	61	42	.01	
23	71	45	.06	
24	77	47		
25	79	56		
26	73	50	.08	
27	69	51		
28	64	41		
29	65	41		
30	61	40		
31				

Temperature—mean max. 75.96; mean min. 48.86; mean 62.41 Max. 95 on 6 min. 39 on 16.



The man who starts out to cross the Atlantic in a balloon is lucky if he doesn't negotiate the styx instead.

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