

Cottage Grove Sentinel

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1935, WE'RE HERE!

It has become something of a custom to welcome the new year at least once every twelve months. During the past several years we have wondered more than usual what it might have in store for us.

We hoped for much of 1934 and have not been entirely disappointed. Business reports, especially for the closing months of the year, show a decided upturn. It seems that we may be definitely a short distance around that famous well-worn corner where we have all been congregated. Financial wizards who predicted how far we were likely to go in 1934, and hit the mark, are encouraging in their prognostications for 1935.

In this section there is considerable optimism among those who operate our basic industry, lumber. Indications at the start of a new year are the best they have been for several years. If the lumber industry prospers, we in this section will say 1935 was a happy year.

We have become philosophical, we have become accustomed to the knocks, we have become accustomed to disappointments, so we can take it on the chin better than we could when we first found that famous corner in our way. We are not expecting too much, so it is not likely that we shall be disappointed. The new year may be even better than we expect, and we can take that too.

Anyway, it is certain that every year brings us nearer to the end of the dark road we have travelled so long, and that is something. Another year will bring us another 12 months closer, so we have every reason to welcome 1935.

We speed the old and greet the new.

BOY SCOUTS.

The editor was asked the other day why he hadn't written an editorial about the boy scouts, especially why he hadn't called attention to lack of interest on the part of the community in boy scout affairs.

Boy scouts have been doing their part in many civic activities. So far as The Sentinel knows, they have never failed when called upon to give assistance of any kind. Yet it is true that when a court of honor is held not more than a handful of persons are present other than those required to be there.

Scoutism undoubtedly means much in the affairs of our boys. It gives them a training that they need as the future young men of the community. For the much it means we might easily give a little of our time.

But the editor is hardly in a position to criticize. He can't attend everything, and scout meetings are one of the things he has neglected. Of course, however, there is no reason why others shouldn't show their interest in the scouts by attending their meetings and giving the boys the encouragement shown by interest of their elders.

Inconspicuous news items recently announced that the price of admission to a high school affair sponsored by the Girls' League would be foodstuffs. A later item said this was distributed to the needy at Christmas. As long as we are quick to say that youngsters are prone to be thoughtless of others and to give too little consideration to the duties of life, this action on the part of our high school girls should not pass without compliment. In their thought for those who might be short of food on the great festival day they excelled many of their elders.

Almost a year after the discovery of heavy water, science is still waiting for a man to drink a glass of it. We'll venture the guess that during that time a lot of men have taken a chance on liquid that was more dangerous.

A New York girl has sued those who gossiped about her, setting the damage to her reputation at \$100,000. At this rate there are some gossips who owe an amount equal to the combined war debt of the European nations.

Glenn Voliva, who has frequently predicted the end of the world, has filed a suit in voluntary bankruptcy. Why didn't he merely wait and let the Lord take care of things after he and the rest of us are gone?

Thieves recently stole a New York police radio car. Wonder whether they were able to remove the cops without awakening them?

The agitation to cancel the European war debts seems to have subsided. The debtors seem to have settled the argument for us.

KEM COMES BACK.

Cottage Grove, Ore., Jan. 1.—(To the Editor.)—Permit me to call the attention of your readers to what appears to me to be misleading arguments in your recent attack on the Townsend plan.

The two outstanding features of your editorial are your profound belief in the principles of old-age pensions and your deep sympathy for the old.

The Townsend plan is in sympathy with this principle and you should not oppose it unless you have a better plan or can produce logical reasons, backed up by facts, to show that it is either impossible or undesirable, which has not been done by anyone up to date. If you have a better plan you should have presented it and used your paper to make the people acquainted with its merits.

I do not question the sincerity of your sympathy for the old, or the truth of your statement that your only reason for opposing the Townsend plan is to prevent the great disappointment the beneficiaries will suffer when the plan fails to materialize. If there are any who have reached the point where they have no doubt about its becoming operative, they reached it long since, and to convince them now that it is not possible would be just as great a disappointment as it will be two or three months hence when it is rejected by congress. In the meantime you have not lessened their agony any but have robbed them of two or three months of anticipated enjoyment they would have experienced had you not butted in.

Your objections deal largely with details that have no vital bearing on the principle of the plan, such as, three or four in one family receiving \$200. Where you say "\$600 to a family of three persons over 50 years of age," I think must be a misprint, as the plan provides for none below the age of 60.

You say there is no penalty for the chiseler or him who fails to spend. Oh yes there is, receipts will be given for all money spent, showing with whom it was spent and for what purpose, and the penalty for violating the rules would be withholding payment of more money. A perfect knockout of your objection.

You seem cock sure that the plan would fail to materialize and probably you're right, but if it does, whose fault will it be? If the press that has remained silent, and those papers like the Oregonian and the Sentinel that have opposed it bitterly by alleged facts that do not apply to the plan, and illogical and specious reasoning had spent the same time and energy in pointing out its great benefits for all, its ease and comparative cheapness of administration, to be paid by the pensioners themselves, the millions it would save in poor taxes of all kinds, that our present burden of taxes would be lightened by about two million dollars paid in personal taxes to the state by the pensioners and that the revolving fund would push business to where everyone would be busy with ample remuneration which would wipe out the idle millions the government is now feeding at the expense of the taxpayer to the tune of billions, which would all be saved by the Townsend plan. I say, if the papers had done all this instead of what they have done and are doing, the plan would, without question, become operative and do more for humanity than any one other thing I can think of.

The amount of the pension is a detail that can be corrected if found to be too much. If \$200 is more than necessary to supply a sufficient revolving fund to establish a firm business foundation and develop it so it will supply and maintain a business sufficient for all needs, it should be cut to that point. The vital point that superseded all others in this revolving fund.

With reference to the income of \$40 a month: With the boost it will give all business it, of course, will boost incomes, and it would



only have to boost this income \$10 a month to make it \$50 and a 10 per cent tax on this would be \$5, and after this was paid, the income would be \$45 instead of \$40. The poor widow woman with kiddies in school, I answered that problem in my former article some time ago, but you seem not to have grasped it, so I will try again. If she is supporting her family by her own efforts, her ability to do so will be increased just as all others, and if she is supported by relatives, they likewise will be more able to do it. So, "weep no more my darling," for the widow and the orphan will be benefitted just like the other fellow. And yes, the help she gives to the next door neighbor of 60, 70 or 80 years, is sound economics, you bet your life, darned sound economics. Why? Because in paying the tax to help them, she not only helps herself, but helps the pensioner to pay the tax on the money he spends that helps her and everyone else.

You are right for once when you say there would be no incentive to provide anything for old age, and let me ask you, why provide for old age when there is no need of it? The more money he spends, the more people are benefitted. Must I keep telling you that the spender is the foundation of all business? Dead dollars are worth no more than dead men. You fear these old people would become spendthrifts. Well, by the great horned toads! Don't you know that this is just what the Townsend plan insists they shall be, and if they should prove not to be spendthrifts, they would not hold their jobs for long.

Come out for the principle involved. Whatever defects may develop in minor factors can be corrected as made clear by use.

Let me close by asking, Mr. Editor, if you knew that by paying 10 per cent additional on all you consume it would boost your business back to where it was in 1929, would you not be willing to pay it? This would simply mean laying by 10 per cent of your yearly expenditures for your old age benefit.

O. M. KEM.
 Mr. Kem needn't worry. The Sentinel expects congress to enact old age pension legislation on a basis that The Sentinel can approve.)



Poster Printing at Same Price as Mimeograph

(Plus a charge of 25c on a job of any quantity for greater effectiveness of printing.)

These prices will apply only on posters and cards that may be imitated on mimeograph and are limited in size to 8½ by 13 inches.

The Sentinel has not before been able to meet this competition because of price regulation and minimum wage and maximum hour restrictions of the graphic arts code, while mimeograph plants of the country have successfully resisted all efforts to bring them under that code with those with whom they compete.

There Is No
Real Substitute
for Printing

Cottage Grove Sentinel
 A Metropolitan Print Shop in
 a Coming Metropolis.

The Little Home Newspaper

(An Important Message)

○ This intended as a confidential chat about a subject that should be of utmost interest to everyone interested in the welfare of communities such as Cottage Grove.

○ Were you startled by the change in form of The Sentinel this week? This change is one of the first moves on the part of The Sentinel to meet changing conditions.

○ Many little home newspapers in communities such as Cottage Grove are going to have to make radical changes in their conduct if they are going to continue to serve their communities.

○ The foregoing statement may seem a startling one. Probably no one in Cottage Grove has before even so much as thought of Cottage Grove without a newspaper.

○ But there are many here who can remember when little communities such as Creswell had flourishing newspapers. Now they have none. Communities such as Cottage Grove may be next.

○ The foregoing also sounds startling, but a few may remember when Cottage Grove had three newspapers and many can remember when it had two newspapers. Today the one newspaper does not carry as much advertising as each of two newspapers did 25 years ago.

○ New conditions have arisen that little home newspapers must meet, new problems have appeared that must be overcome if little home newspapers are to continue to fill their mission.

○ Newspapers in larger fields are competing with the little home newspaper in furnishing the news of the little communities.

○ In the advertising field little home newspapers must compete with circular advertising prepared by chain organizations, they must compete with dailies from larger cities that invade their fields, they must compete with free distribution newspapers that offer no service beyond that of advertising.

○ Even in cities such as Portland the big dailies have felt the inroads of free distribution newspapers. In Portland there are a dozen or two such papers, but they do perform a service that the big dailies can not perform. Each carries the news of the community in which it is published and boosts for the enterprises of that community. Some of them are splendid specimens of the newspaper art and are influential in the affairs of a big city.

○ In the commercial printing field the little home newspaper must compete with specialty houses the country over and with expensively equipped plants in nearby big cities, as well as with substitutes for printing.

○ Whether or not the little home newspaper is to continue to exist depends first, of course, upon the aggressiveness and ability of its publishers. If they haven't the vision, the initiative and the foresightedness to meet new conditions, they will have to seek other fields.

○ But all that publishers of a newspaper can do will avail nothing unless the community itself is an aggressive one, unless its business houses are aggressively doing as much as they feel their little home newspaper should do to build a community.

○ Now we are up to the point of discussing the change in the form of your little home newspaper.

○ The publishers have determined that certain things will have to be done if Cottage Grove is to continue to have its little home newspaper.

○ The change in size of pages is for the triple purpose of making it possible to produce a newspaper of improved typographical appearance, of making it possible to give better position to advertising and of cutting costs.

○ Either cutting cost of production or increasing patronage is imperative. Possibly both results can be achieved, but until such time as patronage justifies greater expense in the production of the little home newspaper, The Sentinel must ask its readers to bear with it in whatever economies it finds necessary.

○ Very few have any definite idea of what it costs to produce a newspaper, for which reason The Sentinel will give one or two figures.

○ Publication of the high school column and of news stories concerning school activities actually cost the little home newspaper approximately \$250 a year.

○ Publication of news concerning churches and church activities costs from \$100 to \$150 the year.

○ These two examples are sufficient to make it plain that it costs real money to boost the splendid city band, that it costs real money to boost a home baseball team or a home football team, that it costs real money to boost any home organization or project. It costs real money to publish the splendid weekly letters from the various communities served by the little home newspaper.

○ The little home newspaper does not contemplate discontinuance of its interest in any of these things. It contemplates covering the local field more completely than ever, but it will have to be less lenient in giving free publicity to events given for profit. Where others charge for what they furnish, The Sentinel will have to charge for what it does, not that it wishes to do so, but because for the present such action is necessary.

○ Long ago The Sentinel discontinued publication of items of such little interest as that of a motor trip of someone to Eugene unless what he did there gave interest to the trip.

○ Some time ago The Sentinel discontinued publishing lists of guests at social functions, except those from out of the community.

○ Further such curtailments as those referred to may be found necessary, but the little home newspaper would rather cease to exist than to fail to publish the essential features of any real news happening.

○ The little home newspaper will endeavor to serve better and more completely than ever and trusts that all will see the necessity of such changes in policy as are believed necessary in order that the little home newspaper may continue to serve. It will always be found doing its part, possibly even more than its part.

○ Finally, the little home newspaper believes that Cottage Grove is on the eve of a great development. It believes that aggressive business interests will build a real city here. It believes that economies in production found necessary now on the part of the little home newspaper will soon cease to exist and that it can expand and grow with a rapidly growing community.