

Still Popular and Still a Welcome Visitor

The newspaper reaches every segment of the American Republic. It plays an intimate part in the personal lives of people at all social levels.

Figures from a survey conducted by the bureau of advertising of the American Newspaper Publishers Association into the customs of the daily newspaper's reading public revealed that a newspaper is read on any given weekday by 80 per cent of the nation's adults and by 72 per cent of the 15 to 20 year age group.

Also, the survey indicated that the newspaper is not normally read at a single sitting and that a typical reader picks up and looks into his newspaper 2.4 times each weekday. And so it goes.

Getting closer to the Sandy Post newspaper category another survey was recently conducted to find out "What interests the readers of weekly newspapers?" After the Suburban Press Foundation completed the survey results were printed in the Editor & Publisher magazine.

If you're wondering what millions of people who live in the small towns and the countryside (like our community) want in their local weekly newspaper here are the revealing facts.

At the top of the list, as you would suspect, was local news readership. 92.9 per cent of those polled said they always read it. Right on its heels in the field of readership came editorials and local comment. In fact, a mere 0.7 per cent said they never read these latter two items.

Chalking up third position in the survey of reader interest was advertising. Only 2.7 per cent said they never read it while all the rest chimed that they always or sometimes read it. Moving down the list to the very poorest read classification listed which happened to be sport news the combined reply of the always and sometimes readership totaled 89.1 per cent.

Actually, the whole weekly newspaper is a thoroughly read item in the household. It takes only a simple little mistake in its columns or just to miss the mail on paper day to realize this.

The weekly newspaper is still popular in the homes and lives of millions. Not only is it still popular but it is still a welcome visitor to the small town and rural homes. It stays for nearer seven days than for one and each member of the family finds something of interest throughout its columns.

—J.C.

Publicity Is More Than an Idea

One of the functions of a newspaper is the promotion of worthwhile causes, through news, comment and advertising. In recent weeks and months there have been fund drives and other non-profit activities in progress in this end of the county. Some of these have been publicized in the Post and by other means, and many of them are known only to those directly involved.

Each organization and each activity should have a publicity chairman. A person who is responsible for getting news and advertising to the newspaper and other media—for placing posters if necessary, for mention of the fund drive or activity at meetings of other clubs and organizations, and for any other manner of publicity which may benefit the cause.

The Post, with its very limited staff, will cooperate fully with promotion of

all worthwhile causes—but we cannot be publicity chairman for all causes. For our help in promotion, and to assure effectiveness of publicity, we ask a mere five things:

1. Only one person from the organization should be named publicity chairman. This lessens confusion and conflict.
2. Contact us early, so we may be prepared to give best possible coverage.
3. Furnish an outline of the proposed publicity campaign.
4. If pictures are to be used they must be turned in by Monday. Also, if help in picture taking is desired, again contact us well in advance and make prior preparations. We will gladly take pictures for you when they can be worked into our schedule.
5. All copy turned in to us must be legible—typewritten if at all possible.

—J.C.

Engineers Seek Bids

The Portland U.S. Army Engineer District is seeking bids on a levee and bank protection repair project near here. The damaged works are results of the December 1964 flood.

Colonel William J. Talbot, Portland District Engineer, said bids will be opened in his office, 628 Pittock Block, Portland.

land, on May 25 for levee repair and restoration work at Dixon Farm location along the left bank of the Clackamas River about one-half mile below Carver in Clackamas County.

This project, which must be completed in one month will require an estimated 8,200 cubic yards of excavation, 5,000 cubic yards of Class II riprap and 320 cubic yards of gravel surfacing.

Sunday rest before Monday appears. / A gift that oils all the working gears. -- Dorothy B. Robbins.

Low Logging Co. Is High Bidder

Low Logging Co., and Mountain Fir Lumber Co., were awarded the Doughnut and Stone Pine Timber Sale, respectively, at auction bidding in the Forest Supervisor's office in Portland.

Low Logging Co. of Sandy, was awarded the million board foot Doughnut Sale upon receipt of bids of \$43.50 per thousand on both the Douglas-fir and the hemlock.

The Stone Pine Sale, purchased by Mountain Fir Lumber Co. of Maplin, will harvest 1,200,000 board feet of western white pine which is threatened by attacks of the mountain pine beetle. Harvest of the pine helps control the beetle by reducing the insect population. The sale will also salvage beetle killed pine which would ordinarily be lost to decay.

Mountain Fir Lumber Co. was awarded its sale with a high bid of \$36 per thousand board feet on the western white pine and \$25 per thousand on the hemlock and other species. The bid resulted in an increase in the price on the pine of 3.8 times the Forest Service appraised stumpage.

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"Howdy Folks! I'll be coming to your town soon. See ya."

4-H Scholarships Offered to Agriculture College Students

Young people are encouraged to seek college degrees in agricultural sciences and forestry through 4-H scholarships. There is a shortage of such graduates to fill existing positions in the vast field of agribusiness and forestry, says the Cooperative Extension Service.

The two firms offering a helping hand are the California Chemical Co., Ortho Division, San Francisco, Calif., and an East Coast Manufacturer -- Homelite, a Division of Tecton Inc., Port Chester, N. Y. The California Chemical Co., annually provides two \$800 scholarships to college sophomores or juniors majoring in the areas of crop protection and production. Students are advised to study agronomy, entomology, plant pathology, horticulture and related courses.

Experts point out that the farm operator who succeeds

today needs knowledge of land and water use, conservation, chemistry, genetics and business management. Non-farm positions in the multi-billion dollar agricultural industry also demand college education and technical know-how.

Another specialized field related to agriculture is forestry, and trained people are needed here. The U. S. Department of Agriculture advises that the timber supply in the year 2,000 will depend largely on action taken in the next few years. To help fulfill this need, Homelite proves four \$1,600 scholarships to college freshmen planning to major or minor in forestry.

Applicants for their scholarships must be 4-H members or former members. Special 4-H scholarship application forms may be obtained from the County Extension office or the State 4-H Club office.

Army Engineers Demobilize Field Office at Wemme

Word was received at press-time (Wed.) that the field office at Wemme used by the U.S. Army Corps of Engineers would be demobilized last night.

A total of 20 work jobs in the Mt. Hood area were handled through this field office following the Christmas week flood disaster here. Engineers were to move the last of their equipment from the building, which belongs to the Mt. Hood Lions Club, yesterday.

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The MOUSETRAP

Start off each day with a smile. That way you save all your grouching for the office, the ride home, the dinner table and the PTA meeting.

Some days it is not hard to start off with the suggested smile and others, like on press day, it can become rather difficult. By the end of the day -- when you find out at the last second that some event is taking place which everybody seems to take it for granted that the newspaper fella has some magical cloud which automatically pours out the information on it that grouching can often crop up. Containing it is a man-size chore then.

This has turned into one of those frustrating weeks and we're frantically trying to crowd a few lines of chatter in here, too.

For months I have been saving up items that relate to schools, teaching, and particularly children. Since the close of this school year is within sight and graduation are upon us, perhaps, you'd like to spend a few moments scanning these tidbits over.

Before little Johnny finishes up the current school year he will have used up over 460 pounds of paper. That's including the paper in his school books, his writing tablets, and all the records and reports that the school system keeps for him.

The fact-finding youngster faced his mother one day, asking: "Didn't you tell me the stork brought me?"

"Why yes, dear."

"And I weighed eight pounds?"

"Yes."

"Well, for your information," said the boy, "the stork hasn't the wing spread to carry an eight-pound load!"

A fourth-grade teacher, discussing heroines from history, asked the class if it knew who Joan of Arc was. "I think," piped a small voice from the rear of the room, "she was Noah's wife."

Teacher (in grammar class): Billy, please tell me what it is when I say, "I love, you love, he loves."

Billy: "That's one of them triangles where somebody gets shot."

It Figures... The Russian school teacher asked a pupil "Who were the first human beings?"

"Adam and Eve," the young boy replied.

"What nationality were they?"

"Russian, of course."

"Fine, fine," the teacher commented. "And how did you know they were Russians?"

"Easy," said the boy. "They

had no roof over their heads, no clothes to wear, and only one apple for the two of them-- and they called it paradise."

Student: "It says here that if we study hard, don't drink, smoke, or run around with girls we'll live longer. It that true?"

Professor: "We don't know for sure until somebody tries it."

Little Jimmy handed his father a note from his teacher. The parent read its contents, then glared.

"Jimmy," he snapped, "how does it happen you're at the bottom of your class?"

"Well," was the reply, "Tommy's usually at the bottom, but he's out sick."

Teenage boys are amazing.

The same ones who are too tired to walk two blocks to school fight for the chance to run 100 yards on a football field.

Parents spend the first part of a child's life getting him to walk and talk. The rest of his childhood is spent in getting him to sit down and shut up.

Now, I ask you, please forgive the poor column but if you disliked it so much how come you got as far as this paragraph?

In closing, I'm just wondering...

They say that eventually teaching machines will replace teachers. That's ridiculous! If they're going to start teaching machines, who's going to teach our children?

Migrant Care Program Plans Moving Forward

Summer plans for the Migrant Day Care Center in Sandy are continuing to move forward here. Three workers for the program have been hired and a nursery school teacher is being secured from Portland it has been announced.

Hired as director of the program is Mrs. Christie Corbett. Mrs. Florence Schmitz will serve as kindergarten and first grade teacher while Mrs. Don Deming will be in charge of food handling.

All of the Sandy Ridge School building will be used in this years program. The nursery department will be held in the basement area with kindergarten and first grade being held in the upstairs area.

This year the United Church Women of East Multnomah - North Clackamas will have charge of obtaining lunches for the Day Care Center.

Following is a list of items that are still needed for the Center: spoons, bowls, musical toys, dolls, blocks, educational toys, crayons, books, high chairs, cribs, playpens, bedding. Also donations of fruit juice, cookies, and graham crackers for snacks would be appreciated.

Post Portions—

When you're down in the mouth, think of Jonah (in the whale) -- he came out all right.

CHINESE DIFFICULT

One must know at least 1,000 picture words (or Hanmum, Chinese ideographs) in order to read a Chinese newspaper. Some of the characters are quite intricate, with as many as 40 strokes. And knowing 1,000 is only a beginning -- just a novice's level. University professors need to know at least 20,000.

Savings for gardeners

FUSCHIAS (Hanging and Upright) 3 for \$1.00

GERANIUMS ALL COLORS 4 for \$1.00

RHODIES (4-yr.-old, in bloom) Red, White, and Blue \$3.50

ALPINE BEGONIAS (Hanging and Upright) 3 for \$1.00

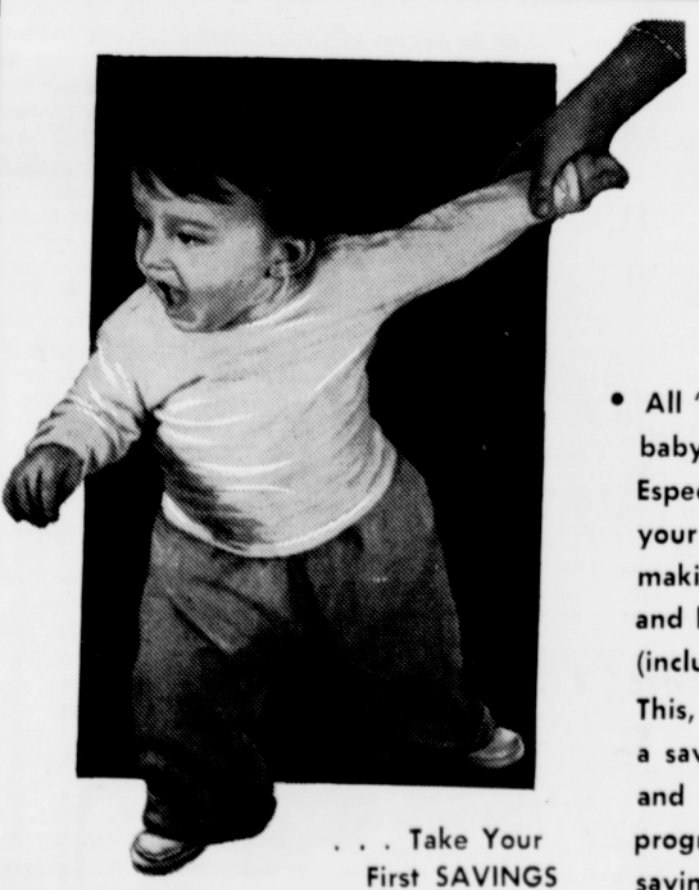
BARK DUST 2 cu. ft. 49c Sack

Fresh BERRIES Local (Friday and Sunday) 4 for \$1.00

MUST CLEAR IT OUT WOOD Reg. \$18.50 CORD \$12

Janz Berryland

SANDY, OREGON



... the First Step

All "first steps" (including baby's) are important. Especially important is your first step toward making the future secure and happy for your family (including baby).

This, of course, is to open a savings account here and set-up a purposeful program of systematic savings.

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