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Mr. Scott Herald

Published Every Friday at Lents Station, Portland, Oregon.

LAWRENCE DINNEEN, Publisher

Entered as second-class mail matter February 14, 1914, at the post-office at Lents, Oregon, under act of Congress, March 3, 1879.

Subscription Price \$1.50 a year

5812 Ninety-second Street
Phone 622-28

ATHLETICS

A clean mind in a healthy body. Such was the desire of the ancient philosopher and the ideal rings true today as of old.

More modern sages have said that a boy, given as much range as a dog, will grow to honest manhood. The Herald hopes that in Lents, this year, there will be athletic teams. Football, America's great school game, should be represented by a Lents team in the city of Portland. The Herald offers the use of its columns to football and basketball team organizers and managers. Come to the Herald about your difficulties and see if the newspaper can help you.

The Herald will back good, clean athletics in Lents to the best of its ability.

THE COUNTY FAIR

Multnomah county's annual fair was held last week in Gresham. This week the state fair is being held in Salem. What is the "why" of a fair? It is the advancement of agriculture. It is the annual meeting place of the brawn and brain workers of the fields, and their women helpers, to see what successful men and women have raised.

The fair offers a place where the best is shown and the ideas behind the achievement are elucidated. For this reason, if this alone, the fair should be supported. For, as the farmer prospers, we all prosper.

The fair, however, has another attraction. It is the playtime of the agriculturist. Harvesting done, the farmer and his family find recreation in the fair concessions. These concessions are necessary, yet they must be kept secondary. Concessionaires pay a large part of the fair's bills, it is true, but if they crowd out the exhibits or nettle exhibitors, the reason for being of the fair is eliminated. This year, again, the various fairs have fought hard to keep out the shyster concessionaire. Outfits have been expelled from grounds this year. It is a commendable activity of the fair managements.

UNEMPLOYMENT

Having called a conference on disarmament and now one on unemployment it only remains for President Harding, says the Freeman of New York jocosely, to call one on square-

ing the circle and another on perpetual motion.

With regard to unemployment at least the suggestion is not as humorous as it might seem. The business world has witnessed for a century or more its alternating periods of expansion and contraction, with good times and "hard" times following each other in cycles of about 20 years, and so long as the present organization of industry continues this cyclical movement is likely to continue. In that case unemployment must be looked upon as a normal by-product of modern industry.

Within the larger cycles there are, of course, smaller cycles; indeed, many lines of employment are seasonal in their nature, as bricklaying throughout a large part of the United States and logging in this part of the country. In prosperous times when there is full demand for labor employers in the seasonal trades have to pay good wages to attract men and the workers are able to save something to tide them over the slack season. But then in prosperous times unemployment ceases to be a great problem.

Though the unemployment problem in its more serious aspect is a by-product of the present competitive system of industry, suggestions are made for easing its worst hardships. It is proposed to shift certain kinds of work from times of steady employment to times of depression. This could be done with programs of road-building and generally with public works. No doubt there are many private projects which could be developed in slack times if thought were devoted to the matter, such as clearing land, draining swamp lands, reforesting cut-over areas, etc.

In spite of the fact that industry is organized for profit and that employers feel too little compunction in discharging their workers as soon as their market shows signs of weakening, it is possible that many of them are shortsighted even from a business standpoint. In a recent number of Commerce and Finance the president of an important motor-car concern tells why he kept his factory going in the face of the depression which he saw coming a year ago. "We appreciated if we shut down we would have the tremendous cost of breaking up our producing organization, which in turn would have cut our sales organization all to pieces. Then, you have carrying charges in shut-down and these have to be paid out of cash, capital or surplus. We have come through with our organization intact. That means that it has not cost as much in dollars and cents as if we had shut down. To have broken up our organization by a shut-down would have cost a million and a half, to say nothing of loss of time. . . . We didn't retrench. We entrenched. We didn't stop advertising. No siree. We kept right at it. . . . We were consistent and persistent in our advertising. It is possible that many other busi-

nesses might do as this manufacturer did and relieve the pressure of unemployment very considerably. Thus a Pennsylvania manufacturer is reported as keeping his plant going through the depression by getting everybody from the president down to accept a cut in wages, by getting the landlords in the community to cut rents and the retailers to cut food prices and prices of other necessities. He put this up to everybody concerned as an alternative to closing his plant and they all fell in with the idea on the principle that half a loaf is better than no bread.

ADVERTISING SPACE

(From the Byron, Calif., Times)

The Red Bluff Daily News submits this statement: "If you had newspaper space to sell, and a payroll to meet, would you sell your space to business men who want it or would you hold it for local people who won't take it and who sometimes declare advertising doesn't pay?"

The question is one that concerns newspaper editors everywhere. In many places, notably smaller communities, the newspaper has a hard struggle for existence. It may be a live sheet, splendidly edited, but the local merchant feels that "everybody knows him" and it is not necessary to advertise; that he does about the "same amount of business anyway." He fails to appreciate what it means to his community to spread the news abroad of its doings, of its achievements and of its opportunities for new settlers.

Every new family means at least \$1,000 yearly spent in that community. Every merchant gets his share of this.

In supporting the newspaper by advertising, the merchant encourages enterprise on the part of the publisher, and the greater the publicity given the town and district the more rapid the growth.

The local newspaper is the chamber of commerce and publicity bureau combined. It should have the support of every one, to the end that the greatest amount of good may be accomplished.

Thousands of dollars' worth of free advertising is given every year to the community by the local newspaper. Every little thing is boosted, and people abroad begin to find out what a fine place your town is.

Only in advertising can the local newspaper find reward for its effort. The subscriptions do not more than pay for the cost of publishing and delivering the paper.

In supporting the paper by advertising, the merchant is contributing not only to his direct benefit, but to the future of the community.

Naturally, if there is not sufficient income from local sources to pay the bills, and leave a fair margin of profit, there can be no question of the justification of the newspaper in accepting advertising from abroad.

The people of Byron, for instance, would not have the Byron Times for another issue if it were not for outside advertising. The fact that this advertising space is in demand by outsiders is a tribute to the paper—to its influence and wide circulation.

The Red Bluff News wisely says "newspaper space is not for hand-picked customers, any more than is the commodity of any other business. And all other business sells its wares where it can find a customer."

Subscribe for the Herald, \$1.50.

COMMUNICATED

Portland, Ore., Sept. 30, 1921.
To the Editor:—The Rocky Butte site will help solve some of the unemployment problems in Portland.

We have heard it said over and over that the money few will put this over on us, as they have often done in the past, and put the fair where they want it, regardless of the people.

We believe, however, that we have a committee of fair-minded men who are weighing every problem and that they will put the fair where it will be the most convenient, the most slightly and most beneficial to the majority of the people.

If Mock's Bottom should be chosen for the fair site a dredge with about a dozen men would have to be employed at least a year to fill in, at a cost of over a million dollars, before the grounds could even be laid out.

Now, Rocky Butte has a natural stadium and many native shrubs, so that after the engineers and the landscape gardeners have made the plans and laid out the grounds, many men could be put to work at once to clear brush, lay out roads, streets, lakes and parking grounds.

Then the committee will send word to the world to come and select their building sites and the good work would go on.

—W. W. A.

COMING EVENTS

Linn County Fair, Albany, October 3 to 8.
Wasco County Fair, The Dalles, October 4 to 7.

Oregon Methodist conference, Forest Grove, October 5.
Polk County Fair, Dallas, October 6 to 8.
Royal Arcanum, grand council, Portland, October 13.

Knights Templar, grand commandery, La Grande, October 13.
National Grange meeting, Portland, November 8-18.

Pacific International Livestock exposition, Portland, November 25, 26.

Chicken pie supper Saturday night, served by the ladies of St. Peter's parish, Grange hall. Pre-war prices, adults 50c; children 35c. Supper will be served from 6 to 9. adv.

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