

Oregon City Enterprise

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The matter will receive our attention.

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DEVELOPING WATER POWER

Development of water power, the promoting of manufacturing, and many forms of light transportation traffic, is something to which the people of Arkansas, in common with those of most other Southern States, are turning their attention.

RISE OF CO-OPERATION

The constant growth of co-operation of fort is reflected in many ways, but in none more strictly than in action lately taken by Kansas farmers during the session of the State Agricultural and Industrial Congress at Hutchinson.

SOME NEW OLD BIBLES

Solomon must have had the Bible in mind when he uttered his famous complaint, that of the making of books there was no end.

CHICKENS AND EGGS

Very shortly we are to show in Oregon City, and all signs point to its being on a far bigger scale than the one last year.

OUR ROTTEN BANKING LAW

President Taft's Secretary of the Treasury, Franklin MacVeagh, freely warns Congress in his annual report that the federal government, as long as the present scheme exists, will be exclusively responsible for the commercial, industrial, and social disasters which flow from panics and attack, directly or indirectly, every home in the nation.

NEW YEARS EVE

It is an encouraging sign of the times when citizens get together to do away with the carnival of licentious vulgarity that of late years has marked

him ought to do infinitely better. Harvey Beckwith, general agent of the Wells Fargo Express Company, who has an intimate knowledge of Oregon and its possibilities and needs, claims that poultry keeping is not only Oregon's greatest need, but one of its biggest money-makers.

On top of this comes the supreme fact that nowhere else in the country can be found the same favorable opportunities as in Oregon, and especially in the Willamette, Umpqua and Rogue River valleys.

STUDENT EXTRAVAGANCE

The country at large seems to be waking up to the growing extravagance of students in our high schools and colleges. In the high school especially is this tendency growing so much so in fact, that many boys and girls of ability are debarred from entering, for fear they cannot keep up with the others in the thousand and one unnecessary expenses that go with a high school education in most large cities.

FARMERS' SOCIETY OF EQUITY

The organization last Saturday of a local branch of the national organization known as the Farmers' Society of Equity, marks a forward step in the direction of co-operation, which if it is honestly carried out will be to the mutual benefit of both consumer and producer.

THE GOOD ROADS QUESTION

Of all the problems of our communities, the most important from the viewpoint of the farmer, the Clackamas County delegation to the state legislature will have the great advantage of being prepared with a program that is not only original, but thoroughly workable.

ANGLO-AMERICAN PEACE CELEBRATION

At the meeting of the Anglo-American committee in charge of the arrangements for the celebration in 1914-15 of the one hundredth anniversary of peace among English speaking people, Senator Root's proposal that on February 17, 1915, five minutes shall be designated by the Parliament of Great Britain, and the Congress of the United States as a period during which all activities of the English speaking world shall come to a full stop, and that for five minutes the English speaking world shall review the one hundred years of peace and its attendant blessings with prayer and contemplation, was most enthusiastically adopted.

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of the birth of the new year. Just why otherwise decent people should think it no wrong to behave like the lowest of the low, during the closing hours of the old year, and the beginning of the new, is probably one of the biggest psychological mysteries of the day, so far as regards social manifestations. If one had not seen it for himself, as many of us have, it would be impossible to conceive of a decent woman, under the influence of champagne acting like the typical coquette, and otherwise disgracing herself and her family. But with many people the occasion excuses the deed. But does it? We think not.

From the lobster palaces of New York, to the Poodle Dog of San Francisco, people of evil minds are pre-empting tables so that they might the better gorge their filthy eyes with the saturnalia they confidently expect. Time indeed for a change.

How much better the sweet strains of Adeste Fideles, Hallelujah Nacht, Hark! Hark! Angels, or some other of the time honored hymns of our forebears. And how much better for the children,—the keenest and most intelligent of all our critics.

TRADE WITH SOUTH AMERICA

With an optimism that is far from being wholly justified, the country at large is confidently expecting a tremendous development of our trade with the various South American countries upon the opening of the Panama Canal.

The Argentine is practically British, as Brazil is German. Indeed one hears more German than Portuguese spoken in the streets and hotels of the Brazilian capital, Chile, Peru and Uruguay go to England for their ships, railroad supplies, and capital, with the inevitable result that John Bull controls their important trade.

It is not enough that we have built the canal, we must also build up a trade with our Latin-American cousins, and develop a merchant marine to handle it. One of the rarest sights on the ocean highways is to see an American merchantman, flying the stars and stripes.

MORGAN'S TESTIMONY

The testimony of Mr. Morgan before the Senate Investigating Committee, following so closely on the heels of the Stock Exchange disclosures—for no other word describes the lack of even ordinary morality, will give ammunition to those to the people who talk faster than they think. Yet Mr. Morgan was only partially right when he asserted the impossibility of cornering the money market. The money in itself is worthless. As such it cannot be used for food, shelter, or raiment; but as a medium of exchange it finds expression in almost every want of society.

END OF A LABEL ON TEXAS

Once when it was said, or was said to have been said, that "All Texas needs is society and water," the ready answer was that "That is all they need in hell." This bon mot traveled the land so far that finally the tradition grew to the point of attributing the answer to Gen. Phil Sheridan.

A WOMAN MAYOR

Kansas is no longer the only state in the union boasting a woman mayor. Warrenton, an incorporated town of our own state has seen to it that Oregon will not permit Kansas to have any of the best of us in the way of political innovations, hence the victory of Miss Clara C. Munson. However, the Enterprise heartily congratulates the lady on her victory. There is nothing of the modesty of the violet about the modern political aspirants. The average man will usually make good as a councilman, or in some less conspicuous position even, before lifting his eyes to the more exalted office of mayor, but not so with his political sister. She wants the best or nothing,—and she seems to be getting it.

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falling asleep at their tasks, some of them crying out through fatigue, pain and hunger, only to be thrashed by their parents and compelled to remain at work.

The sentiment of New York is indignant and aroused, and it is well that it is, for it is only through the righteous indignation of the elector that many of our representatives can see the horror and criminality of conditions such as these. The canneries of New York state certainly need calling to account.

EFFICIENCY ENGINEERING

One of our modern business developments, goes by the name of "Efficiency Engineering." For example if you are a boss painter, and want to make more money out of your contracts, you send one for one of these efficiency folks, who straight-way examines your business, and diagnoses the trouble. He has been known to find that workmen were too tall for the job they held, in that there was waste of money in the time it took him to bend his length to pick up a tool. A shorter man would not have so far to bend with a consequent saving of time. The boss painter would probably be told that his men were wasting time by unnecessary motions with the brush. There is a substratum of real worth to the idea, but it is nothing more than the application of common sense, which in more old-fashioned days was well expressed by such proverbs as "Let your head save your heels."

It would almost seem as if the limit of absurdity had been reached by an efficiency organization, which is earning uplying fame for itself by advocating the abolishment of the phrases of "Dear Sir," and "Yours Truly" in business correspondence. They claim that one business house they know would save \$6000.00 in typewriter wages, ribbons, time, etc. One of the most serious magazines published follows the idea to its logically foolish conclusion.

Of course men would save time also by leaving off neckties and buttons on the sleeves of their coats, many other conventional things. Figure up the necktie bill. There are about fifty million males in the United States alone. Let us assume that half of them wear neckties at least sometimes. If every one of these twenty five millions have only one necktie a year and that cost only 25 cents—there's a waste of six and a quarter million dollars a year. Waste? Of course it's waste. For a necktie does not keep a man warm.

Follow the matter further. Let us assume that every one of these twenty-five million wearers of neckties consumes a minute a day tying his tie, you have 365 minutes a year, or more than six hours. Twenty-five million times six hours makes the appalling total of 150 million hours a year wasted tying ties. You may figure it out for yourself how many lifetimes are thus consumed.

Nor does the matter end here. Consider the number of persons who are engaged in the making and selling of neckties. If they were all released from this useless labor and were put—well, let say—to growing potatoes—follow your necktie calculation to the bitter end and you'll presently see your way clear to pay the national debt.

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Royal Baking Powder advertisement featuring a crown logo and the text 'The only Baking Powder made from Royal Grape Cream of Tartar. Absolutely Pure. No Alum. No Lime Phosphates.'

scale. In most cases water is struck at less depth. If the Texas water tradition had not died long ago, such developments in the Pan Handle would kill it. For the Pan Handle and the South Plains adjoining it have been the only parts of Texas which might make the sojourner suspect it to be true.

COLONEL GOETHALS

It is not likely that there ever was an appointment which gave such universal satisfaction as that contained in Mr. Taft's presidential message, in which he recommends that Colonel Goethals be promoted as a reward for his services in connection with Panama. For fidelity, ability, and executive wisdom, Colonel Goethals has been well described as the foremost American of his day.

But is it not curious that the moment some real work demands a real man we are all ready to put aside our vaunted democratic ideals? Or, did the clamor of the demagogue is never improved, or opposed,—and it is the rankest treason to suggest that any man is too ignorant, too silly, or too degenerate to participate in the government of the country, and to decide on the legal capacity of a judge, or on the merits of enormous problems. But when we have said, the occasion demands a man, competition is none too keen.

There is mighty little democracy at Panama. The government is Colonel Goethals who is a great president, congress and judiciary. There is no appeal from his decision. Apparently the Americans at Panama don't realize they are living under an absolute monarchy, and if they have any yearnings for politics, or the franchise, they are wonderfully so-called about it. Yet there are no complaints, no quarrels, no parties. Democracy as an executive instrument for the doing of Panama canals, doesn't work as smoothly as does an absolute monarchy. Colonel Goethals has proved himself a good Caesar.

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filtration will be wasted, if we can get in on the Clear Lake proposition we will have our water question settled for all time to come. I am not aware of the expense involved, hence do not know whether it would be feasible. In any event we must get our water supply from some uncontaminated source, and this will be worth looking into.

ADVERTISING TALKS NO. 7

How's BUSINESS? For the last two months business has been dull, said a Portland business man recently. "I have been here for twelve years and have never had a worse season or known business being as dull in all those twelve years."

What's the reason? Are the crops short? "No, this year will see a bumper crop." Is it politics? "No, I don't think so. It's a cinch—will be elected."

How's business? "I was asked a business man who advertises, 'Business is good,' he said—'I have heard it is dull in other lines, but personally my sales for July and August of this year are ahead of last year, same time and that is all I care.'"

How's your business? Did you tell the people of your goods—their value—their usefulness—why they should buy them and keep on buying? In other words, have you given your goods a personality of their own—do people ask for them by name and insist on getting WHAT THEY ASK FOR?"

Men, it's not a question of "How's your business?" but "What's your business?" That concerns the public. Mind reading, you know, is still in its infancy.

Heart to Heart Talks.

By EDWIN A. NYE

"THE CHOCOLATE SOLDIER."

For many years come opera has had its merry jest at the expense of the stout hero, who carried chocolate instead of bullets in his cartridge belt. Ha, ha, ha!

The routine of musical comedy the people have laughed at the caricatured soldiers of the Balkans—the Montenegrans and Servians and Soudaners and Greeks.

These chocolate soldiers have met the invading Turk, and the crimson chapter has been one of the reddest in the annals of warfare.

The laugh is out of the other corner of the mouth. These chocolate soldiers have chased the retreating flag of the Ottoman empire across the plains of Thrace and where black and minaret have flouted in defiance have lifted the cross in the place of the crescent.

The Gordian knot which the diplomatic plavoy of "the powers" could not untie has been cut by the sword of the chocolate soldier. Do you remember "Mme. Chrysanthemum"? Before the Russo-Japanese war that opera was much exploited, and thousands laughed at the droll nonsense. The Japanese soldier was featured as the toy soldier. His diminutive size was exaggerated and his Jipputian swagger made grotesque. But—The toy soldier soon put that opera out of business when he began to fight "the bear who walks like a man." There was nothing to laugh at when the toy soldier went up 203 Meter hill into the jaws of death, into the mouth of hell. It was not a comic spectacle when he gave his body for a bridge over the ditches at Port Arthur, and the world did not smile when his small self helped to make the windows of the dead at Mukden. Longfellow says: "War is a terrible trade, but in the cause that is just, sweet is the smell of powder." You cannot tell what is in a small man until he is tested. And God is not always on the side of the heaviest battalions. Beware of the chocolate soldier with a righteous cause!

Start The New Year By Opening A Bank Account. The best financial backing is your own account book. There is nothing that counts so much in life. Without money you are nobody. With money everybody smiles on you. It is only by saving that you have a reserve. Bank your money now that you may have it to spend in your old age when you need it most. Make up your mind to start an account now. The Bank of Oregon City THE OLDEST BANK IN CLACKAMAS COUNTY