

The Palace MEAT Market

Invites Your Patronage

Cash Paid For Eggs

Fred Jorg, Proprietor

Phone Main 83.

Broadway

Estacada, Oregon

'Premo' Cameras And Supplies

Fishing Tackle — Hunting and Fishing Licenses

Lunches · Confectionery · Cigars

Ed Boner's - Estacada

\$2. a day.

\$10. a week

Hotel Estacada

Modern Conveniences

One of the most delightful Resorts
on the Coast

Local and Tourist Trade Solicited

FILTERS

Filtrite Reversible Self Cleaning Filters

Adjustible to all Faucets

Purifies and Deodorizes

the Foulest Water

Price 25c

The Estacada Pharmacy

The *Rexall* Store

Advertising to Woodpeckers

Continued from front page

ings were done by wood-peckers, it is possible that these notices might come under their observation. But many wood-dealers reside out of Estacada, with all of the recognized painters doing likewise; so unless some little wood-pecker peeps it into their ears, they never will know that they are losing an opportunity to land a good contract and at the same time save the taxpayers some good hard earned money.

Now, the publisher knows that in pursuing this apparently foolish manner of advertising, the school board and directors of other tax levying bodies, are working with only one matter in view, namely of saving money in advertising. But in reality, they are not saving money, rather losing it, by not advertising advantageously and in a way to reach the public and that is thru the medium of the home newspaper.

The Estacada city council was considering advertising the paying bids to the wood-peckers, but finally realize that if they wish to really receive bids and really save money on the job, they must advertise not only in the home newspaper but in at least one good contractor's paper elsewhere, which they are proceeding to do.

If there are some who feel that the publisher is making up a one sided argument, in his quest for more advertising—let them stop and consider how many schools, granges, clubs or other organizations are advertising their attractions, and attempting to draw crowds at fifteen and twenty-five cents per ticket, by posting a couple of insignificant notices on a couple of telephone poles. They are doing no such thing, they realize that in order to reach the public to the best advantage, they must advertise in the home newspaper and they do it too, although it is seldom that the Eastern Clackamas News ever charges for the advertising, exploiting or boosting of any entertainment or meeting in this community.

The Eastern Clackamas News is the home paper in this community and is striving to live up to its responsibilities. As to whether it is succeeding in helping the community, in disseminating the news and standing for the best development of the section, you can answer for yourselves, but the publisher knows that the big majority of you subscribe for the paper year in and year out.

The News is asking nothing but what is due, but it should receive the advertising of this community, and be paid for same at the regular 5c per line rate. The community needs the newspaper and the newspaper needs the financial support of the community.

THE JUSTICE OF THE PEACE AGREES WITH THE GOOD JUDGE

QUITE A DIFFERENCE IN A CHEW OF THAT SIZE AND THE OLD KIND

THAT'S A GENTLEMAN'S CHEW AND ALL A MAN NEEDS WHEN IT'S THE REAL TOBACCO CHEW

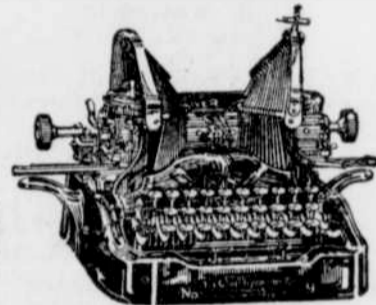
MAN you are not alone in your desire for a clean, small chew that will give you tobacco satisfaction. That's why men are glad to find W-B CUT Chewing—the Real Tobacco Chew, new cut, long shred. Then when they've got it, the natural thing to do is to tell a friend so he can get the Real Tobacco Chew.

"Notice how the salt brings out the rich tobacco taste"

Made by WEYMAN-BRUTON COMPANY, 50 Union Square, New York City

A New Model Typewriter!

The **OLIVER** 9
The Standard Visible Writer



BUY IT NOW!

Yes, the crowning typewriter triumph is here!

It is just out, and comes years before experts expected it. For makers have striven a life-time to attain this ideal machine. And Oliver has won again, as we scored when we gave the world its first visible writing.

There is truly no other typewriter on earth like this new Oliver '9'. Think of touch so light that the tread of a kitten will run the keys!

CAUTION

The new-day advances that come along on this machine are all controlled by Oliver. Even our previous models—famous in their day—never had the Optional Duplex Shift.

It puts the whole control of 84 letters and characters in the little fingers of the right and left hands. And it lets you write them all with only 28 keys, the least to operate of any standard typewriter made.

Thus writers of all other machines can immediately run the Oliver Number '9' with more speed and greater ease.

WARNING

This brilliant new Oliver comes at the old-time price. It costs no more than lesser makes—now out-of-date when compared with this discovery.

For while the Oliver's splendid new features are costly—we have equalized the added expense to us by simplifying construction.

Resolve right now to see this great achievement before you spend a dollar for any typewriter. If you are using some other make you will want to see how much more this one does.

If you are using an Oliver, it naturally follows that you want the finest model.

17 cents a day! Remember this brand-new Oliver '9' is the greatest value ever given in a typewriter.

It has all our previous special inventions—visible writing, automatic spacer, 6 1-2 ounce touch—plus the Optional Duplex Shift, Selective Color Attachment and all these other new-day features.

Yet we have decided to sell it to everyone everywhere on our famous payment plan—17 cents a day! Now every user can easily afford to have the world's crack visible writer, with the famous PRINTYPE, that writes like print, included FREE if desired.

TODAY—Write for full details and be among the first to know about this marvel of writing machines. See why typists, employers, and individuals everywhere are flocking to the Oliver. Just mail a postcard at once. No obligation. It's a pleasure for us to tell you about it.

You can rent an Oliver typewriter—three months for \$4.

THE OLIVER TYPEWRITER COMPANY,
1193 Oliver Typewriter Bldg., Chicago, Ill.