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THE WEEKLY

Devoted to the stimulation of civic and community pride - the patronizing of home industries - and the boosting of the W. Givens Company, Incorporated.

BOOSTING SPIRIT

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Estacada, Or.



Tooting Our Own Horn!

In bringing out the Booster Spirit Supplement we do so because our rapidly growing business makes it necessary, with our numerous lines of industry to have a larger means of reaching our many friends and patrons in this community.

We have always believed in advertising and believe that it pays, (it has paid us) and we therefore want to continue on even a larger scale in the future than in the past, and while this supplement may contain quite a large percentage of advertising matter, we are going to endeavor to have each issue contain at least a sufficient amount of reading matter that might be classed as news, to warrant every reader giving at least a little time to the Booster Supplement.

We hope to make it even more than its name implies, because we believe in boosting. We know, and you know, and George knows, that it takes brains and energy to boost but any old broken down grouch can knock, and so long as we are in our present state of health and happiness, and suitable for a walking advertisement for Cream of Wheat, we have no knock for any man, whether he be friend or foe, competitor or co-worker, unless pep and hustle knocks him and in that case we would actually knock hard enough to open the Dardinells.

So here's to our loyal friends of the past, and those who will become loyal in the future, and in the words of our martyred president "With malice toward none but with charity for all".

Allen In Smash Up

We came mighty near getting rid of one competitor last week when we loaned our Studebaker to the original Chauffeur J. W. Reed who in turn invited Competitor Allen to ride down town in the said Studebaker and then dumped him out on his head and shoulders up on 13th and Couch Street, but we are very glad that what might have been a serious accident proved nothing worse than a bruised and battered shoulder for Mr. Allen, and a slight ruffling of his temper because he couldn't find his clothes when he came to in the Good Samaritan Hospital. As for Mr. Reed and the Studebaker they are alright thank you. We'll send Howard along to do the driving next time.

Boosting Spirit Into Every Home

In order to give a larger circulation to our advertising, and believing that the Eastern Clackamas News should be in every home in this community, even though it also carries our competitors' advertising which we are willing to do, we have this week arranged and paid for about 100 three months subscriptions to the Eastern Clackamas News which we are going to give absolutely free to our friends.

So if you have either a friend or relative who is not now receiving the News, and whom you think would appreciate having it, if you will phone their name and address to either the Editor of the News or the Boosting Spirit, their name will be entered on the complimentary subscription list of The Walter Givens Company.

So far as we know Editor Standish is the only fellow to date that has been able to catch his salmon already canned. For particulars inquire of D. M. Marshall or John Page.

Is There a Market in Estacada for the Products of the Farm

We think there is, but at last Mondays meeting of The Eastern Clackamas Taxpayers League the question was raised as to market conditions in Estacada. We admit that in times past there was room for severe criticism along this particular line, and we didn't blame one of our friends from Elwood for saying "Before I'd take one hen or one egg down to that



town of Estacada, to give away, I'd hitch that old gray mare up to the buggy and drive clear to Chicago even if every whisker fell out of my face before I got there".

But that condition does not exist today to any degree, because our produce buying has become one of the big factors in our rapidly growing business, and during the month of November we paid out to the farmers of this community in cash more than \$9,000 for the products of the farm, which included, cattle, hogs, chickens, eggs, potatoes, onions, beans, prunes, cabbage, hay, and all kinds of grains.

Perhaps in reading this someone will be reminded of the little boy who came home from school crying, and his father said "Ralph what are you crying about"? the boy said "Well Dad you remember last night when I asked you how much a million dollars was and you said "It was a hell of a lot of money, well that wasnt the answer".

\$9,000 is a lot of money, but we bought a lot of stuff, and furthermore we paid what we consider a top price taking Portland as a market basis, and believe that a large percentage of

The Editors Gossip

The following shippers brought in hogs which constituted Wednesday's shipment from the stock yards; John Affolter, G. C. Heiple, T. J. Yocum, Henry Schmidt, Roy Alsbaugh, A. J. Johnston, S. E. Lawrence, J. Duron, E. L. Hollander, O. C. Twombly, Chas. Folsom, R. L. (Dick) Githens, Frank Harkens, Tim Reagan, J. C. Duus, A. D. Burnett. They were some mighty fine hogs for which we paid top price of \$9.10. Wednesday, Dec. 13th, we expect to ship a mixed car. If you have hogs or beef phone us at once.

Another organization of the business men and progressive farmers was organized at the luncheon Tuesday evening at Mrs. Adams. Will this one soon be laid to rest beside its predecessors in the grave yard of inactivity, or will it become a factor in this community? It depends upon You Mr. Individual Member.

We congratulate Currinsville upon the resurfacing of their roads, Road Supervisor Kitching is an A-1 road builder.

those marketing with us will testify to the fact that our prices were at least fair.

We are continually on the lookout for markets for your products, and no matter what you have to sell, whether its a top hog, a poor scrub of a cow, mongrel rooster, or five pounds of beans, we urge you to call at our store or use the phone and advise us of what you have, and if we cant make a deal there will be no ill feelings so far as we are concerned. We are not running a charitable institution, but a business house and while we may have a selfish motive in most of our transactions we can at the same time truthfully say that we want to serve you.