

Eastern Clackamas News

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Editor and Manager.

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George Washington, Gentleman

Of all the titles which George Washington might have been accorded, that of "gentleman" is the most descriptive, the word being used in its truest and most comprehensive sense. A man may be a general, a president, a lord or even a king, and yet not be a gentleman. George IV of England, was called the First Gentleman in Europe, because he set the mode in fashion and manners, but this was an abuse of the name by which it was degraded. Birth and heredity may place a man in the gentleman class, but yet he may not be of it, for "gentleman" applies first and foremost to character. It represents an inward quality of which manners and appearance are the outward visible signs of the inward grace. But the outward are nothing without the inward. It was George Washington's high privilege to be a gentleman, by birth, breeding and character, so in whatsoever state he found himself, he adorned it, whether as surveyor, colonel, general, president or landed proprietor. And so he won his way and became "first in war, first in peace and first in the hearts of his countrymen."

His reputation has endured throughout all the years, and he is remembered now not only with pride, but with affection. And as the anniversary of his birth draws near, it is this inward quality of a true gentleman which should be emphasized for the benefit of the youth of our land. Few may or will attain to his preeminence as general or statesman, but every boy may seek to emulate his example in those qualities which constitute the true gentleman. What these qualities are, have been well expressed by a former English poet laureate in lines which may admirably serve as a character sketch of George Washington; for he was one

"Who revered his conscience as his king,

Whose glory was redressing human wrong;

Who spake no slander, no, nor listened to it,
Who loved one only and who clave to her.

Not swaying to this faction or to that;
Not making his high place the lawless perch
Of wing'd ambitions, nor a vantage-ground,
For pleasure; but thro all this tract of years,
Wearing the white flower of a blameless life."

A New Journal de Luxe.

A new luminary has just appeared in the journalistic firmament, which promises to become a planet of some magnitude, if brains, money and enterprise count for anything. We have just received its initial number, and words fail to do justice to its superior make up. We refer to the new, monthly magazine published by Ramsey Oppenheim Co. of San Francisco, "Western Advertising." It contains 48 pages 12x9, with cover in colors, and a 4-page color insert. It furnishes the latest as well as the last word in advertising journalism, in articles written by experts in this line. Here are some of the good things provided in this issue: "City Building Through Advertising," "When and how should I begin to Advertise," "The Value of a Customer," "Comparative Price Advertising." To a merchant, it will repay a hundredfold its cost of \$2.00 a year, as in the field of western advertising, it is bound to take the lead and maintain it.

A Feather in Our Cap

We do not care to blow our own horn, but there are occasions when this is pardonable. Our readers will recall an editorial a few weeks ago, on mail order houses and home merchants. About that time we received a solicitation to subscribe for a new advertising magazine, notice of which will be found in another column, at a special introductory rate. We accepted the offer and with our remittance enclosed a copy of the article aforesaid. What was our surprise and gratification on looking through the first number, to find that its editor had printed it. When the best experts in advertising had been engaged to contribute to this magazine, we naturally feel very elated, and all the more so that Estacada is mentioned along with the writer's name. We do not know the size of this edition, but evidently it is a large one and will go all over the country, and be closely examined. Thus Estacada will be heard of in most unexpected places.

SPECIAL THIS WEEK!
HOOD RIVER APPLES!

YELLOW NEWTONS AND ARKANSAS BLACKS, Per Box \$2.25

With Every \$10 Purchase of Groceries we sell a Box of the Above Apples for only \$1.65.

All Fruits and Vegetables in Season.

Full Line of Best Staple Groceries

WE ALSO HANDLE FLOUR AND FEED

Warren McWillis

Courteous Treatment to all!

Shorty gets a hunch from the Captain



"When you get such real lasting tobacco satisfaction from a small chew," says the Captain, "it can't cost any more to chew this class of tobacco."

Good taste, smaller chew, longer life is what makes Genuine Gravely cost less to chew than ordinary plug.

Write to:—

GENUINE GRAVELY
DANVILLE, VA.

for booklet on chewing plug.

Peyton Brand
REAL CHEWING PLUG
Plug packed in pouch

The Hotel Oregon-

Respectfully solicits the patronage of the People of Estacada and Eastern Clackamas County, when in Portland.

The HOTEL OREGON has been for many years one of Portland's leading hotels and is located in the heart of the business and theatre section, at the convenient corner of Broadway and Stark.

You are assured a cordial welcome and your patronage will be appreciated.

Stop at the HOTEL OREGON, the next time you are in Portland.

Rooms \$1.25 and up