

Eastern Clackamas News

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Editor and Manager.

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VOLUME XIII

With this issue of the NEWS, its thirteenth volume commences. This number is popularly considered ominous. But we are living under the administration of that precedent upsetter, Woodrow Wilson, whose lucky number seems to be 13. So we won't worry beforehand, especially as we recall that the Union as at first constituted, consisted of thirteen states.

Take Your Choice

The Oregonian published an article Sunday, headed "Enemies Multiply while Wilson Talks." The Journal on the other hand, came out with one entitled "Opposition to League Tottering." It is difficult then, to estimate what effect Wilson is making in his swing around the circle, when authorities so differ. But as the showman said to the little boy, who had only a penny and inquired which slot machine he had better patronize, "You pays your money and you takes your choice."

One of the most illuminating articles in defense of President Wilson's course since the war broke out especially in regard to the peace negotiations and league of nations, appeared in last Saturday's Oregon Voter, entitled "Borah and Johnson." The president has been criticized for not having taken the senate into his counsels, while conducting negotiations, but was in no wise obliged so to do. Editor Chapman gives good reasons for Wilson preferring to play a lone hand. These may be summed up under two head heads, first, the peculiar make up of the president's personality, which makes it difficult for him to work with others; secondly, his distrust of the senate, whose majority was bitterly opposed to him.

We acknowledge with thanks plates of President Wilson's itinerary from the Mt. Clemens News bureau, which is maintained by Henry Ford. The matter appears in our supplement.

Concerning Advertising

The advertising space of one of the business firms in our columns last week, was filled by an article headed, "Will the small Town or Country Merchant Continue?" Friday morning, the writer of the article asked fifteen men if they had read it, and only one had done so. He was much disappointed and expressed himself so to us. We replied that he should have asked the women, as they are the ones who scan the advertising columns, rather than the men. If the big advertisements of department stores are studied, it will be seen that the bulk of them are especially drawn up for women readers. A man seldom looks at them except when they mention some particular thing he may need. But a woman will read them thru eagerly on the look out for a bargain. The advertisements for men are neither so voluminous nor elaborate, as those for women, being much more matter of fact. Advertising is like fishing all kinds of bait must be tried. Every fisherman knows this, and that often it requires patient experiment to decide which to use, as so many things have to be taken into consideration, the species of fish, the weather conditions, the season of the year, the time of day and several others. So with advertising, to make this successful, needs a large stock of patience to discover the necessary bait, how and when to use it, and then keep everlastingly at it.

Two prominent, belligerent U. S. senators should change their names, to Boring and Joshing.

Odd Fellows
Building

FALL GOODS

Have arrived. Come in and visit our store and see what we have.

There is still plenty of Summer Underwear in stock, such as B. V. D. S. Porous Knit and ladies Comfy Cut union suits.

—TRY US AND WE'LL
MAKE GOOD WITH YOU.

—Always fair and constantly alert to our opportunity to be of service to you.

J. K. Ely & Son

Odd Fellows Building
ESTACADA, OREGON

Did You Ever Get Something
For Nothing?

Ponder this question a moment before you answer. You see a special price, you see something used as a leader. You see a premium given with so many goods purchased. Did you ever stop to think that you pay for all the premiums, leaders and special prices and other such inducements?

Quality goods are the only goods that stand the test. That's why we carry Quality goods.

Try us once and you'll never try another.

Bring us in some eggs. 60c in trade this week.

REMEMBER OUR MOTTO

"THE BEST IS NONE TOO GOOD FOR YOU."

McWillis & McWillis

GROCERS

run-stop-start

The trials of driving in the traffic prove the quality of Red Crown gasoline. Look for the Red Crown sign before you fill.

STANDARD OIL COMPANY
(California)

The Gasoline Quality



J. L. LACEY, Special Agent, Park Place, Oregon

"Here's a Friendly Tip"
says the Good Judge

Men who know tobacco, chew the best without its costing them any more. They take a little chew and it's amazing how the good taste stays in a rich, high grade chewing tobacco. For lasting tobacco satisfaction, there's nothing like a small chew of that rich-tasting tobacco.

THE REAL TOBACCO CHEW

put up in two styles

RIGHT CUT is a short-cut tobacco

W-B CUT is a long fine-cut tobacco

Weyman-Benson Company, 1107 Broadway, New York, City