

Eastern Clackamas News

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Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

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The difference between the aesthetic and utilitarian points of view, was aptly shown last Friday evening by the speaker at the Community picnic supper in a story of two men looking at a bouquet of fringed gentians, one saw in them "a thing of beauty," the other only abominable weeds.

The Democratic presidential nominee has adopted as his campaign slogan, "Peace Progress and Prosperity." That is a good one if he can put it across, without any recoil.

As slogans are popular, we suggest, if no one else has, that in view of recent occurrences in California, the Oregon State Chamber of Commerce use "No Quakes in Ours."

The paramount issue with both the old political parties, is to down the other.

12 Words Hide

Harding Slogan

Senator Harding sat down with three men on his front porch in quiet Mount Vernon street recently, and at the end of a two hour discussion had given his indorsement to a nationwide advertising campaign which in the next few days will bring him conspicuously before the American people in every city, hamlet and rural district.

The elaborateness and completeness of the project may be judged by the men who sat with the Senator and told him what they proposed to do. They are William Wrigley, Jr., called "the gum king;" A. D. Lasker, head of the Lord & Thomas Advertising Agency, and Scott Bone, publicity director of the Republican National Committee.

Twelve words have been chosen as the campaign slogan. What the words are is still a mystery, guarded with the greatest of care. Not more than a half a dozen men know those words tonight. In another few days the

projectors of the campaign declare they will be known wherever men talk politics.

The country will have to guess for a few days what the twelve words are. The first feature of the advertising propaganda will be a billboard campaign. It is the most extensive undertaking of its kind ever projected, its promoters say. Billboards from the Atlantic to the Pacific will be displaying the twelve words and Senator Harding's picture as soon as the army of printers and bill-posters can get up the advertising. Then will follow other features of the big campaign. —New York Sun.

The Country Newspaper

In commenting on the attack of a metropolitan daily which attempted to belittle the political influence of the country weekly and daily over the land, Harry Hammond, editor of the Byron, California, Times, one of the liveliest and most progressive papers in the country, says:

"While the country paper is small, it is doing just as much, in its way for the progress and development of the section it serves as any of the larger papers, and in some cases a great deal more, because, as a rule, the bigger the paper the more its opinions are dominated from the counting room, something never thought of by the country weekly, which boosts its locality all the time without thought of receiving pay for such service.

"The people of a country community swear BY and not AT their local paper. It carries far greater weight, politically and otherwise, with them than does the paper of metropolitan pretensions. The country weekly is closer to the hearts of its readers than is the case with the larger newspapers."

Free Trip to England

A free trip to England, or some cash awards, will be given to the winners of the Jersey cattle judging contest at the Southeastern fair, Atlanta, Georgia, this fall. Oregon club members, as well as those of all other states of the Union are eligible to compete in this contest.

Each state is entitled to send one team, says H. C. Seymour, state club leader. The team scoring the highest in judging the stock, as well as the individual making the highest score, will have the trip to England. In addition, the state team winning the contest will get \$30 cash for spending money, although all expenses for the trip proper will be paid by the American Jersey Cattle club. The second highest team will get \$25 cash, the third \$20, the fourth \$15, and the fifth \$10.

Twenty-five states are planning to send teams, and the contest will be "red hot."

They Ride in Fords Now

In former years the gypsies rode around in picturesque caravan wagons, with a string of horses following them. But a change has taken place, for the up-to-date gypsy now has his automobile. Last Thursday a band of gypsies passed through town, in two Fords, the first one being loaded to the gunwale with children, who were bright little fellows but dingy in appearance, and evidently had not used Pears or any other kind of soap that day or for several days. The females of the party were gaudily dressed and wore necklaces apparently made from gold coins. They called at the different stores and offices offering to tell your "good luck" for a consideration.

Swat the Profiter

All brands White Laundry Soaps for	6c
Fancy Head Rice, per lb.	15c
Macaroni, per lb.	11c
Seeded Raisins, per pkt.	19c
Ginger snaps, per lb.	20c
Blue Label Karo, 10lb. can	\$1.10
Pure Extract of Vanilla and Lemon	20c
Imitation flavors, per bottle	12c
Libby's Milk, tall cans	12c
Tuxedo, Prince Albert and Velvet Tobacco	15c
Mica Axle Grease	13c
Jar Rubbers, the heavy kind, 2 for	15c
Beet brands Hard Wheat Flour	\$3.55

ELLIS' CASH AND CARRY STORE
south of the postoffice.

Ford
THE UNIVERSAL CAR

Remember that when you bring your Ford car to us for mechanical attention that you get the genuine Ford service—materials, experienced workmen and Ford factory prices. Your Ford is too useful, too valuable to take chances with poor mechanics, with equal poor quality materials. Bring it to us and save both time and money. We are authorized Ford dealers, trusted by the Ford Motor Company to look after the wants of Ford owners—that's the assurance we offer. We are getting a few Ford cars and the first to come the first to receive delivery.

Raker & Son

GRESHAM

ESTACADA

Light Lunches
and
Confectionery

Made to Measure
Clothes
For Men

Pipes
and
Tobacco

R. G. MARCHBANK
Estacada, Oregon

Popcorn
and
Peanuts

Cigars
and
Cigarettes

Phonographs
and
Records