

Eastern Clackamas News

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What a Mail Order Business Reveals

In the July number of the American magazine, there is an article by the president of the Sears, Roebuck & Company, which gives a most interesting insight into the sociological conditions of the country. This firm has about six million customers, three-fourths of whom are women, but these buy not for themselves alone but for their families. The data which the writer gives, are derived from a study of the firm's business, so they are especially reliable.

The main conclusion at which he has arrived, is that "The American standard of living is the highest in the world. The American people have the best taste of any people in the world. And America has the greatest buying power of any nation on the globe. We Americans eat better food, wear better clothes, live in more attractive homes and have more comforts, conveniences and luxuries than anybody else on God's earth."

This is highly encouraging in these days of discontent and general complaint.

The three main factors in educating people to a higher standard and better taste, he finds are motors, movies and magazines, the last chiefly through their advertisements.

He finds that "as a whole this great country is so up-to-date that there is amazingly little contrast between what is sold in different sections," and "that every stratum of the American people is becoming better educated and living under better conditions."

A sociological condition of great value, he was able to prophesy last winter, which was that the birthrate of 1920 would be almost double that of 1919. This he deduced from the significant fact that their sales of a certain kind of corset were 75 percent more in January and February of

1920 than they were in the same months of 1919.

As a refutation of the claim, that family ties are growing weaker, and that fathers and mothers are less devoted to their children than they used to be, he states that the babies and children's departments of his firm tell a different story. According to these, "there is just as much joy and pride in American homes over the coming of children, and even *more* of a determination to give these little folks a proper start in life than there ever was." Mothers are dressing their children more sensibly and attractively, and buying a higher class of goods than ever before. While on the one hand, they order party dresses of silk chiffon trimmed with silk ribbon and lace, thousands and thousands of little bloomers and rompers and overalls are sold to rich and poor alike. This he takes as an indication that mothers want babies and children to play in comfort unhampered by their clothes either physically or mentally.

Much more interesting information is given concerning changing tastes in groceries, clothing furniture, etc. Altogether the article is a study of great sociological value.

As an example of the ruthlessness of the British government, a meeting of 5,000 Irish was held in Trafalgar square, London, recently, at which the government was roundly denounced and the British empire consigned to the hottest place in the universe. A few "bobbies" watched proceedings with evident boredom, and when the orators were through languidly urged the crowd to disperse. One man tried to wave a Sinn Fein flag, but all the police remarked was "Now you have got that off your chest, move on, the pubs will (saloons) will soon open."

The metropolitan papers are already commenting on the general apathy concerning the presidential election. This is not surprising and is an aftermath of the war, when the public was fed up on thrills. The campaign leaders of both parties will have to work hard to wake up any enthusiasm. We can imagine after election how one of the losing side recalling a faint memory of his classical studies at school, will sarcastically remark "*Parturierunt montes, nascitur ridiculus mus,*" with emphasis on the last two words.

Buildings Under Way

Four major buildings are under construction at O. A. C. in the work of preparing for the big registration now indicated.

The Molalla Pioneer Asks

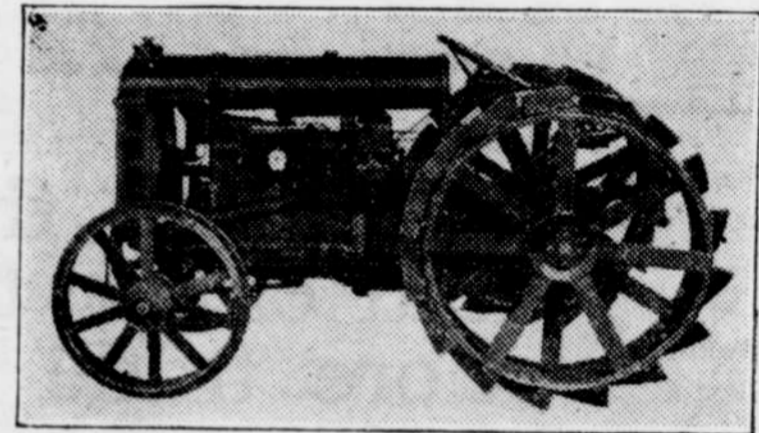
"Wherever we go we find roads being improved except the roads leading into Molalla. This is the usual program. Just why we always get the rotten end of the road deal is a mystery to us. Our only guess is that Molalla is an easy mark and takes continued neglect without protest. We are always told that there is no money for our roads. Our turn should come sometime. Every other market road center in the county gets better attention. In spite of this our roads carry the heaviest commercial traffic of any roads in the county. When will our turn come? How long will we put up with neglect?"

Perhaps Bro. Taylor, the size of the county has something to do with it.

The Opening Gun

The formal opening of the Republican campaign in Oregon will be the ratification of the Harding-Coolidge Ratification Meeting in Portland the night of Sept. 10th. State Chairman Tongue has requested the National Speakers' Bureau to send a strong National speaker. The Republican State Committee, members of the Republican County Committees of the entire State, the entire membership of every Republican Club in the State and the Republican editors will be invited to be present. The meeting will be held in the Auditorium. Bands, music, red-fire and jazz will make the occasion memorable.

Ford
THE UNIVERSAL CAR



WE HAVE JUST RECEIVED A CAR-LOAD OF THESE TRACTORS

Better select yours before they are all gone.

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