

Eastern Clackamas News

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THOU ART A GOD READY TO PARDON, GRACIOUS AND MERCIFUL, SLOW TO ANGER, AND OF GREAT KINDNESS.—Nehemiah 9:17

THREE MARKETING PROBLEMS

Cooperating marketing has made great progress in the year just passed, says C. E. Spence, state market agent, and it will make yet further advances as its leaders study the problems and look further into the causes.

The failure of too many marketing organizations in the past has been that they have been based too much on contracts to tie up production and too little on what to do with the tied-up products. Farm production cannot be curtailed like the production of a furniture factory. The farm is not a factory, where the output can be controlled at will.

California thought it had solved the marketing problems of raisins and prunes when a monopoly was formed in control of these products. The minute that higher prices prevailed, then production increased; a big unsold surplus piled up and the result was the carrying over broke the market and prices went below cost of production. Raisins were fed to stock.

And California has learned—what every successful selling agency must learn—that cooperative organizations must go much further than tying up production under sales contracts. They must cooperate and work with the buying end. No matter how high or low the selling price of a product, that is not a necessity it will not have a normal sale unless the consuming public is able to buy it. Organizing supply and overlooking demands entirely will not solve marketing problems—they must be considered together.

The consumers' ability to buy is of more importance than the producers ability to sell. The relation of profitable marketing to purchasing power is clear. The demand for farmers' products is largely in city consumers, and a very large majority of them are wage-earners. When they have steady work at fair wages they are dependable purchasers of the farmer's goods. The same is true of the farmer. When they have ready markets at fair prices for their products, they in turn are good customers for the factories that employ the city workmen. These conditions work together for general prosperity.

To have stable conditions it is absolutely necessary that the farmers and industrial workers (who comprise 90 per cent of our population) have a purchasing power that will enable them to buy each others products—otherwise a surplus on each side accumulates, or rather occurs. When this happens the factories and mills curtail production and lay off men, and when two or three million men are out of employment they cannot buy what they need of the farmers' products, and down go prices. And then the farmer is forced to curtail his purchases of factory goods.

Another farmers' problem is the relation of land values to cost of production. Too many farmers who buy land pay more than it is actually worth—far more than it is worth based on the returns. This boosts the cost of production and cuts down the profits. As land values rise mortgages and tenancy increases.

A third very important factor that hinders back prosperous conditions is both direct and indirect taxation. Those are a heavy load on both farmer and consumer. Both have to pay the taxes that are put on industry. The farmer has to pay more for what he has to use and this increases his production costs. And the consumer has to pay the indirect taxes caused by the many middle profits and other costs in the way of higher prices, and is therefore compelled to cut down on his purchases.

The solution of marketing prob-



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lems must take into consideration those conditions. The demand side must be studied and remedied. Goods must go to the consumer from both the farm and the factory at a far less between cost, with fewer handlings and less middle profits. Herein lies a great indirect tax load, and a great field for study and investigation.

DOGS ON AUTOMOBILES

The Oregon Humane Society is sending out to the newspapers in all the states copy of the following bill to require protection of dogs carried on automobiles. Here is the full text of the law:

Section 1. It shall be unlawful for any person to carry a dog upon the hood, fender, running board or other external part of an automobile or truck, unless the same shall be protected by a frame work, carrier, or other device sufficient to keep any such animal from falling from the said automobile.

Section 2. Any person who shall violate the provisions of this act shall be deemed guilty of a misdemeanor and shall be punished by a fine of not more than one hundred (\$100.00) dollars, or by imprisonment in the county jail for a period of not more than six months, or both such fine and imprisonment.

Section 3. Justices of the peace, district courts, county courts, and all other courts having jurisdiction as justices of the peace, shall have concurrent jurisdiction with the circuit court of all prosecutions under this act.—Industrial News Bureau, The Manufacturer.

CHEVROLET NEWS

From Chevrolet Motor Co., 1-25-25. African explorers experience more suffering and loss of life from the attacks of insects ranging from the death dealing tsetse fly to the annoying gnat than they do from man-eating wild beasts. Similarly little annoyances add more misery to automobile driving than do serious breakdowns, which today have become rarities.

This condition is well known to automobile engineers, and the greater part of the time and talents of the best brains in the automobile industry is concentrated on elimi-

nating these petty annoyances. Thousands of dollars are spent to make a minor improvement—one that a layman cannot detect, one that will add to his enjoyment as an automobile owner.

Some of these "little things" that the average automobile owner hardly notices are described by Mr. O. E. Hunt, chief engineer of the Chevrolet Motor company, which has just introduced newly designed models.

"Former Chevrolet owners who have purchased the new model undoubtedly have wondered why the engineers changed the gasoline tank opening from the right to the left side," said Mr. Hunt. "The real reason is that when driving with a full tank on a crowned road the right side of the car is lowest and gasoline splashes through the air vent, causing a loss and spoiling the appearance of the rear of the car.

"Previously it was difficult for an automobile owner to synchronize both breaks so that they would give equal pressure. Engineers devised a simple equalizing device that eliminated this difficulty and greatly enhanced the ease of break adjustment.

"The location of the rubber weather-strip between the two halves of the windshield frequently caused annoyance by interfering with the driver's vision. This was corrected by the invention of the VV one-piece windshield for closed cars and by putting the division on open car windshields well below the level of the eye. Another simple change has been the curving upward of the instrument board at the sides. This, to the casual glance, has only given a more graceful line, but its real purpose is to afford considerably more leg room in the front compartment.

"These improvements are just minor affairs that come unheralded. There are, of course, the more important improvements such as the pressure gun-lubricating system that has banished the dirty grease cups from the chassis; the disc clutch, Duo-Finish and many engine refinements that have added greatly to the comfort of the automobile owner

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LITTLE ACCOMPLISHED BY OREGON SOLONS

(Continued from page 1)

Colonization Body Desired.
Colonization and settlement of idle lands and creation of what would be known as the Oregon state colonization commission are provided in a bill introduced in the senate. The colonization commission would be composed of three members to be appointed by the state board of control, who would serve without compensation.

The senate approved a house joint resolution authorizing appointment of a committee of five members of the legislature to confer with similar committees from Washington and California with relation to uniform traffic laws in the northwest states.

Swearing in Voters Prohibited.
Swearing in voters at the polls would be prevented under a constitutional amendment proposed in house joint resolution No. 6, introduced by Representatives Swan, Collier, Howard, Oakes and North. The bill provides that only persons who have been duly registered may vote. It is designed to prevent marshaling of votes by any particular interests at elections.

A bill calling for the appropriation of \$1200 to be paid in installments of \$50 a month to Mrs. Isabella T. Geer, widow of the late ex-Governor T. T. Geer, was introduced in the house by Woodward, Multnomah county. A long petition signed by many representative Portlanders requesting legislative relief for Mrs. Geer accompanied the bill.

The gathering of information by a committee of seven members for the purpose of recommending consolidations and eliminations of state departments and boards, with corresponding reductions in governmental expenses, was proposed in a joint resolution introduced by Senator Toozee.

Would Regulate Stages.
Since the introduction of the Hall bills to cut automobile license fees 40 per cent and substitute a 5-cent sales tax instead of the present tax on gasoline, no highway legislation of importance has appeared in the senate. In the house several new highway bills have appeared. One of the most important is the Oakes-Swan measure, which would place a tax on bus and truck lines for the maintenance of highways. The measure was drawn up under the direction of railroad attorneys.

The measure promises to precipitate a hot fight in the session. Bus and truck lines representatives are on hand to fight for the life of their business.

Camp Ground Law Offered.
Centralization of control of all state traffic officers under one chief, to be selected by the secretary of state, authorizing increases in the salaries of the chief inspector and operatives, and improvement and regulation of sanitary conditions in public camp grounds, were proposed in two bills prepared by Senator Maglady.

A memorial to congress urging federal aid in the development of Pacific coast ports adjacent to large timber holdings in order to make these accessible to markets, was passed by both houses.

Legislative Brevities.
Rumor has it that there is to be another "oleomargarine" bill brought to the session by the farmers' and dairymen's organizations.

A bill introduced in the senate would create a board of automobile machinist examiners to be composed of three members.

Women as well as men will be compelled to obtain hunting and fishing licenses under an amendment the house game commission will propose in a bill.

The board of control and the budget commission would be consolidated under house bill No. 132, introduced by Kilham, Multnomah county.

Establishment of a state tuberculosis hospital east of the Cascade mountains would be a question to be voted on by the people at the general election of November, 1926, if a bill introduced by Senator Upton is passed.

Three bills, designed to protect farmers against trespassers, particularly tourists who invade their premises for articles of food, have been introduced by Senator Sam Brown of Marion county.

To lay a toll on tax exempt securities at some points during their lifetime and make them pay their contribution to the public weal is the purpose of house bill 70, introduced by Representative German. The bill provides that inheritance taxes shall be laid upon tax exemptions when they are bequeathed in estates from their former owner to another. Mr. German has had legal advice and believes the law will sustain his bill.

TO GIVE ENTERTAINMENT

There will be a movie entertainment in Wilburn's hall at Eagle Creek Friday evening, February 6, at 8, under the auspices of the Christian Endeavor Society. The admission charge will be 25c and children under twelve 15c.

THRIFT IN HEALTH

Eat and drink such an exact quantity as the constitution of thy body allows of in reference to the services of the mind. They that study much ought not to eat as much as those that work, their digestion being not so good. The exact quantity and quality being found out, is to be kept to constantly. Excess in all other things whatsoever, as well as in meat and drink, is also to be avoided.

Youth, age and sick require a different quantity.

The measure of food ought to be (as much as possible may be) exactly proportionable to the quality

and condition of the stomach, because the stomach digests it. That quantity is sufficient, the stomach can perfectly concoct and digest, and it sufficeth the due nourishment of the body. A greater quantity of some things may be eaten than of others, some being of lighter digestion than others. The difficulty lies in finding out an exact measure; for lust knows not where necessity ends.

Wouldst thou enjoy a long life, a healthy body, and a vigorous mind, and be acquainted also with the wonderful works of God, labor in first place to bring thy appetite to reason.—Benjamin Franklin.

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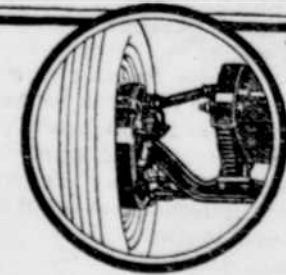
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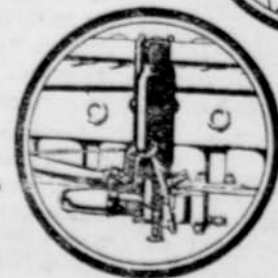
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