

WAIT FOR THE NEW FORD CAR

Speed!
Pick-up!
Beauty!
Flexibility!
Comfort!
Stamina!

COMING SOON
COOKE MOTOR CO.
Ford Sales and Service

Liberty Theatre

Admission 25c and 10c
... PROGRAM ...

Sept. 2 & 3
Captain Of Salvation
Everyone Should See This Show
With An All Star Cast

Sept. 4
GOLDEN STRAIN
A Reta B. Kind Story
A Very Good Show

Mon. - Labor Day Sept. 5
Afternoon And Evening
HAVOCK
With An All Star Cast
A Fine Show

Midnight Matinee Sept. 5
& Tues. Night Sept. 6
SEVEN SINNERS
MARIE PREVOST
A Good Show

Sept. 7 & 8
HER MAN O' WAR
Jetta Goudal & William Boyd
Remember Boyd in Volga Boatman
Don't Miss This One

according to information compiled by the Bureau of Public Roads of the United States Department of Agriculture. Of this mileage 3,664 miles was laid over former earth roads and 5,828 miles represented a rebuilding of old surfaces.

In many cases, the damage to timber and the killing of young trees from allowing stock to graze in farm woodlands more than offsets the value derived from the forage. Two dollars per acre per year is probably a liberal estimate of the value of the forage in average farm woodlands, while thrifty, fully stocked stands of timber will often grow at a rate of 250 or more board feet adding a value of from \$2.50 to \$3.75 per acre per year.

MOLALLA

Dr. and Mrs. H. R. Nebras of Roseburg, visited Mrs. Nebras' parents, Mr. and Mrs. I. N. Farr. They were accompanied by their children Dickey, Sabina and Arthur. Dr. and Mrs. Nebras went to Spokane and the Yellowstone Park, accompanied by Dickey, the other two children staying with their grandparents.

Miss Leila Dunton, who has had charge of the chemical research work of the department of domestic science in the state agricultural college at Manhattan, Kansas, the past year, spent Thursday at the home of her uncle and aunt Mr. and Mrs. L. C. Dunton.

Mrs. Cortna Joslin of Oregon City was an overnight guest of her sister Mrs. Nancy Engle, Saturday. Sunday Mrs. Joslin accompanied by Mrs. Engle and Mr. and Mrs. Jim Baty, motored to Silverton, where they were guests at the home of Mr. and Mrs. Jack Baty. They all enjoyed the airplanes performing stunts in Silverton in the afternoon.

A picnic party held on the Molalla river Sunday consisted of Mr. and Mrs. W. M. Swicegood and son Wesley; Mr. and Mrs. Curtis Swicegood and baby; Mr. and Mrs. Joe Hoffner, Mr. and Mrs. L. E. Hutson and baby and Gus Simmons of Molalla. Mrs. W. M. Swicegood is the sister of Mr. Simmons.

Mr. and Mrs. C. M. Baker, daughter Cathrine, and Mr. and Mrs. R. E. Mullen of Portland visited Sunday at the home of Mr. and Mrs. C. W. Fogle-son. Mr. Baker is auditor for the W. V. S.

The O. H. Wright woods was a scene of much noise and happiness on Sunday, when the Cummins re-union was held there. Mrs. Merle Wright is a member of the Cummins family. About forty-five members were present, less than usual, because of the greater distance to come. The re-union has always before been held at McMinnville. Families came from McMinnville, Forest Grove, Carleton, Sheridan, Beaverton, Newburg, Reedville, and Jefferson, Oregon. Everyone seemed to enjoy the woods, and especially the river, as part of the afternoon was spent in swimming.

Last Sunday sneak thieves entered the garage of T. F. Stipp north of Molalla and stole the extra tire from his car. They were evidently people who knew the locality for they went through the corn field after making the raid. This is the second Sunday that someone has entered the place, the week before they helped themselves to a sack of wheat.

Mrs. Frank Muller, who underwent an operation in the St. Vincents hospital recently, returned to her home Wednesday very much improved, but still in a weak condition.

Mrs. E. G. Miller accompanied her son Ed on a trip to Mt. Adams Sunday. Sunday they went to Mt. Hood,

where Mr. Miller, who is on the Oregonian staff, covered the story of the hunt for the body of young Brownlee, who was lost last winter.

Mr. and Mrs. Oscar Vorheis, who have been spending several months at Joquin, Texas, have returned to their home on route 1. Mrs. Vorheis left in the spring for Texas, where she visited relatives and Mr. Vorheis has visited in the south for about two months.

Mr. and Mrs. Alfred Sraver, Miss Frances Rosecrantz and Mrs. Rosecrantz visited Sunday at the home of Mr. and Mrs. Fred Norwood of Salem.

Mrs. Henry Knutsen returned from Portland Monday after being there under a doctors care for several weeks. She was with her cousins, Mr. and Mrs. Bogoger.

With its speedometer registering almost 8,500 miles since it left Los Angeles a few weeks ago to visit the scenic wonderlands of the Pacific West the now famous National Park Chevrolet is being successively exhibited at Chevrolet dealer establishments in the major cities of Oregon and Washington. Wherever parked it has invited the attention of passersby, a majority of whom have stopped to admire its Duco coating of ivory, its polished nickel work and the artistic map on its sides and spare tire cover showing in black the route to be followed, with parallel red lines indicating the part of the itinerary over which its tires have rolled.

On its entry to Seattle the car was officially greeted by C. F. Hildebrand, Seattle zone sales manager for the factory; George Reade, assistant sales manager, and representatives of the local dealer organization. The same warm welcome was extended the car in Portland, where W. J. Richmond, zone sales manager, with his assistant R. W. Bush, and representatives of the local dealer company, assembled to do honor to the noteworthy feat of the Imperial landau.

Before reaching the coast the car had visited the Grand Canyon of the Colorado, Zion, Estes and Colorado National Parks, Mesa Verde, the Royal Gorge, and Yellowstone and Glacier. It has since gone through Rainier National Park, where it was received cordially by representatives of O. A. Tomlinson, the superintendent, and appreciation expressed of the value to motorists of the date gathered and published relative to scenic beauty and grandeur, accommodations for tourists and road conditions. Within the confines of Rainier now are 19 miles of the finest graded road in the West, making a trip through the region most enjoyable. The entrance by the way of Morton is for the most part in fair shape, with six miles of narrow and rather rough detouring but from the park entrance to Tacoma extends a ribbon of concrete, with the exception of six miles, unpaved but level and smooth.

Though the only attention given to the car as yet has been washing, oiling and relining of the brakes, worn thin by constant use on the steep grades of the Rockies, it is in the finest mechanical condition. The engine is quiet and powerful and the body and chassis are remarkable free from squeaks and rattles.

"The tour of the Chevrolet has demonstrated conclusively that owners of a small, light car such as the Imperial landau can start out on a tour for one or more of the National Parks with the same confidence as felt by those possessing larger and costlier automobiles," said the local dealer. "The car has proved its economy of operation as well as its power and dependability on this trip of thousands of miles within a few weeks by averaging slightly more than 22 miles to the gallon of gasoline and requiring oil renewal only when the crankcase is drained."

Within the next ten days the National Park Chevrolet will proceed to Crater Lake, the gem of the lofty cascades, in Southern Oregon, and then will return south into California the state from which the tour began.

WHAT WOMEN TALK ABOUT

What is it that women talk about
World-over and near-by
A life that lately has gone out,
A new born baby's cry,
A recipe for making kraut
Or cake or lemon pie.

Or else the neighbor's lusty son
Or daughter turned to shame,
Or some once little noticed one
Now risen up to fame,
When women meet and talk's begun
The topics are the same.

And whether they be fair or plain,
Of low or high degree,
They talk of joy and bitter pain
And men like you and me,
And what from every blot and stain
Sets table linen free.

For human life is swung on all
The joys we gain and lose;
Some man's or woman's rise or fall
Make up the daily news
As what will whiten shoes.

Your Attention Is Called To The Page Ad In This Issue With The Program Of The Labor Day Celebration In The Center. This Shows The Splendid Cooperation That The Merchants Are Giving This Event. They Are Behind It And Want To Make This A Big Success. You Will Find Their Ad On The Page, Read Them And The Program.

BANG! Let's Go! WHERE?

Hunting of course, Season opens September 10. Better come in and get those shells while our stock is complete. We have a full supply of shot gun shells and cartridges.

Have you that roofing paper yet? Better repair that old roof before it is too late. We have a complete line of hip shingles, tin shingles, eave toroughs, down spout, and valley tin.

Buy your hardware at the Hardware Store.

S. & S. HARDWARE CO.

A Member Of The Winchester Chain Stores
Telephone 491 Estacada, Ore.

Choice Bakery Goods

When You Think Of Groceries You Think Of One Particular Store But U-Need-A-Bakery Bread Of Estacada Can Be Had At The Following Stores:

- | | |
|---------------------------------------|--|
| PEOPLES' STORE
H. B. Snyder, Prop. | ESTACADA FEED CO.
U. S. Morgan, Prop. |
| LOVELACE & GORHAM | CONFECTIONERY
R. H. Marchbanks, Prop. |
| MODEL SUPPLY CO. | LINN'S INN
Ed. Linn, Prop. |
| H. A. LaBARRE, Prop. | ROSES' |
| CASH AND CARRY
Ellis, Prop. | |

The Estacada Meat Co. delivers our bread on his meat route.

U-Need-A Bakery

All Kinds Fresh and Salted Meats

ESTACADA MEAT COMPANY

THE MODERN KITCHEN

Electricity * the silent servant * works efficiently, tirelessly, hours with out end, uncomplainingly * in the modern kitchen.

It relieves the home-maker of the continuous attention to detail that has made housekeeping of other years a round of ceaseless drudgery * uninteresting routine.

Electric ranges, refrigerators and other appliances help you to realize those happy dreams of home-making * when execution of ideas seemed as simple as their planning.

Electric refrigerators keep foods sweet and fresh for days. The dry cold makes it possible to have foods of practically all kinds in the same compartment without interchange of flavors. They insure a continuous supply of ice cubes and make new frozen or chilled desserts and salads simple to serve. Economical * efficient * convenient.

Electric ranges cook foods more thoroughly * show less shrinkage in meats * fuller flavor in vegetables. They keep your kitchen clean and sweet. With the automatic time and temperature control they cook for you even when you are miles away, and without your supervision have dinner ready and hot when you return.

Electric Refrigerators and Ranges of all the best standard makes installed in your home on convenient terms. May we show them to you?

Portland Electric Power Co.

The Eastern Clackamas News

FRED L. HAYNES
Editor and Publisher

Entered at the postoffice in Estacada, Oregon, as second-class mail.

SUBSCRIPTION RATES

One year \$1.50
Six months .75

AUGUST 18, 1927

No More "Dull" Seasons

Once an ingenious merchant discovered that the logical time to advertise was when business was slow and in the periodic dull seasons of the year. Ridiculous as it may seem, before that discovery the average businessman slowed down in his advertising when business slowed down. He generally ended up the dull seasons with a quarterly sale, but as far as his newspaper advertising was concerned there was no advertising when there was no business.

The modern businessman holds a different conception of the purposes and uses of newspaper advertising. When business is not up to his satisfaction he brings it up through increased advertising so that now the merchant, schooled in productive advertising, knows no dull seasons nor diminished business.

There are a few phases of business which have always been known to all businessmen. Among these are the alternating busy and dull periods of the year, month, week and day. A systematic, effective and economical plan of advertising had to be constructed upon a full knowledge of the business cycle. Business has ever

come without coaxing before Christmas, at Easter time, and in the fall. Extensive advertising has been found to be the only remedy for the business depression epidemic between these three rush periods. People have a habit of confining their shopping to the last of the month, the last 3 days of the week and the later shopping hours of the day.

From experience merchants have learned that newspaper advertising has successfully eliminated the rush periods and spread the volume of business more evenly over the day, week, month and year. It has prevented congestion, simplified salesmanship and merchandising and increased business.

Diversation and crop rotation lead to well-organized and profitable farming.

All roots which taint milk should be fed immediately after milking. This applies especially to turnips and similar roots.

In marketing fruits and vegetables no one factor is more important than careful grading. It constantly adhered to it builds good will and creates confidence.

Mineral food for hens is best supplied in the form of oyster or clam shells, or limestone, which supply the calcium for eggshell formation. Bone meal may also be used to advantage, especially to supply the phosphates, and is usually mixed in with the mash ration.

A total of 19,492 miles of surfaced roads was constructed by State highway departments during 1926

Currinsville Store Prices

Golden Rule Flour (Guaranteed) Sk.	\$2.35
Baker Girl Flour, Sk.	2.00
Pride of Waldo Hills Flour Sk.	1.90
3 Kellogg Corn Flakes	.25
3 Jersey Corn Flakes	.25
LaFes Hose Pr.	.15 to 1.50
Black Skin Shirts	4.50
Heavy Shirts (Good ones)	1.90
Blouses per Pair	1.75, 2.25 & 2.50
Red Beauty Enamel Ware (Special Sale) each	.95
Golden Shell Oil (Eastern) qt.	.25
Shell Motor Oil (Western) qt.	.15
Gasoline in Your Barrel Per. Gal.	.18 1/2
Folgers Coffee lb.	.50
Liptons Coffee lb.	.50
Crescent Coffee lb.	.50
Folgers Ensign Coffee lb.	.45
Sugar (Pure C. & H. Fruit Berry) Sk.	6.70

We want to buy oats, wheat, hogs, and cattle. What have you? We want to buy a good no. one fresh cow.

J. A. TUNNELL