

Eastern Clackamas News

G. E. Parks, Editor and Publisher

Published Weekly on Fridays at Estacada, Oregon

Entered in the postoffice of Estacada, Oregon, as second class matter.

SUBSCRIPTION RATES

In Clackamas County, one year, \$1.50; Outside the county and in the state of Oregon, one year, \$2; Outside the state of Oregon, one year, \$2.50. Subscriptions are payable in advance.

THE NEWS' CIRCULATION CAMPAIGN

It is only fair that the people should be told something about our circulation campaign, the why and wherefore of the appeals of the candidates for subscriptions. And, too, it is just to the candidates to present their side, so that their efforts will not be classed with the professional solicitor. The sales people in this campaign will all be home people and can be trusted.

The News, like many of the large publications of the country, is using this plan to renew and extend its subscription list, for the reason that it believes it to be the best method. If we should put out solicitors for a period of ten weeks, ten of them, at \$25 per week we would pay out \$2500. And the publisher of the News has paid out more than \$3,000 in one year in getting circulation in the old way for newspapers that had no better opportunity for circulation than has the Eastern Clackamas News.

Surely the people of Eastern Clackamas county would rather co-operate with home people and give them their business rather than strangers. These home people pay taxes here, trade in the county and spend their money in the county. Sure we could go out and employ high-powered salesmen who would increase the circulation as this campaign is expected to do, but we prefer to keep the money in the community.

We feel that our plan is a high class way of doing this work and it does not cost the public one cent more than the method that has always been used by this paper in collecting subscriptions. Many of our readers expect to renew their subscriptions anyway and we believe that most of you would rather pay it to a friend and neighbor than to come into the office or mail it in, because you can pay that friend and he can realize a profit on it.

The value of this newspaper to Eastern Clackamas county depends on the number of readers it has. Circulation is an expense to the publisher of any newspaper, large or small. We are willing to pay those who collect for the paper at least the price of the subscription, taking the list as a whole.

We will be glad to explain the details of the campaign to anyone interested, if they do not understand everything from the information printed in this paper. The prizes are announced in this issue, and each candidate will win according to their merits and business done. No one will have any advantage over another so far as this office is concerned.

The good will of the people of this community thus far shown this paper, and especially since the present owner took charge is appreciated, and of course has had considerable to do with us offering these prizes. This is a profit sharing campaign, and the profits remain in the home town and Eastern Clackamas county.

REDUCE THE AUTO LICENSE FEE

The News maintains that the present automobile license fees in this state is, to a considerable extent, unjust. Everybody nowadays is in favor of good roads and do not want to see the road program curtailed, and for this very reason there has not been the complaint registered against the present fees that would have been had the money so raised been used for any other purposes.

But there is a way to correct the tax needed for road work that would be more equitable. Some of us, likely, who pay a \$30 license fee use the roads a dozen times as much as do others who pay a larger fee. The just way as the News sees it to charge motorists for using the roads is according to the amount they use them—not according to the vehicle they use.

The equitable way to meet this situation is to put the tax on the gasoline used. In this method of taxation for road building, the people who use the roads pay the most, not the fellows who use their cars only occasionally.

Tourists get all the benefits of Oregon roads and pay very little toward the building of them. Too much of the road funds are used in the Northwest in building highways to playgrounds for the benefit of tourists more than for the benefit of our own people.

The News is in favor of cutting the automobile license fees to merely a registration fee, and if more money is necessary for building roads than the present gas tax will produce, boost it still higher.

OUR WORST ENEMY INSIDE OUR DOORS

Estacada's worst enemies are inside our own doors. There is too many of us not "sold" on our own town and community, and those who do not have sufficient confidence in the future of this city and the community are not only not doing themselves any good, but are gradually causing others to become pessimistic.

It takes men with vision, foresight, and a great deal of confidence to build a town into a city. And the rapid-growing, boom town often suffers serious setbacks, and sometimes disappear from the map. But this is not the case with the city that has been planned gradually and worked out through the slow process of years.

Estacada is an old town as compared with the towns of this section of the country. It has developed slowly, but surely. It has never suffered any serious setbacks, and probably never will. It has been through no boom period, but is the product of gradual development of the

community. The town and the country surrounding have kept about an even pace.

There is no reason to expect any backward move of Estacada, regardless of whether or not any big development project materializes. There is every reason to believe that the town and country will continue to progress and any retarded movement will be due to the lack of confidence in the future by our own prominent citizens.

The bank deposits here are increasing. There is whispers of one or two or three building projects to be started with the coming of warmer weather. There are many things that may happen that will be to the advantage of this town and Eastern Clackamas county, but not one can we think of that would be to the detriment of this great section of this great state. But we need more confidence—we need to "sell" Estacada and Clackamas county to ourselves.

—oO—

HOW DO YOU PRONOUNCE "ESTACADA?"

Three men in the News office one day this week each had a different way of pronouncing "Estacada." One used the long "a," another used the "a" as in "at" and another as in "arm." And about every other sound you can make out of the letter "a" is given to the middle "a" in Estacada any of which may be right.

No one seems to know the right pronunciation, and strangers have no idea as to what to call it. Appears to the writer that something should be agreed upon and all use the word alike. Perhaps the Community club can decide this problem for once and all, and help us to really know the town in which we reside.

—oO—

AN EASTERN CLACKAMAS ORGANIZATION

With the elections coming on this year, it might be well for representatives from each of the different communities of Eastern Clackamas county get together and form some plan of unity of action in the selection of officials. Let such action be taken and lived up to, and this section of the county would get an absolutely square deal at all times. But so long as there is no such organization of effort, and this section being so far from the seat of government, with similar organizations as we propose from other parts of the county, chances of getting very much in the way of public improvements are very slim. In union there is strength, and if any community ever needed union and strength, Eastern Clackamas county needs it.

—oO—

The News editor feels sorry for those poor men and women in Portland who have to trudge through the two feet of snow to their work these past few days. The drifts were so deep that cars could not be used only on certain streets even the first of this week. At the time Portland got its snow Estacada and this section of the county got about two inches that lasted only a couple of days.

—oO—

What ever the project in mind by the company that has started surveying operations in this vicinity, it has aroused enough curiosity to kill a cat. Well, there is no need for excitement. You can rest assured that it is nothing that is going to cause any serious injury.

—oO—

It is very plain to one who has tried to rent a house in Estacada that there is need for more good dwellings. Here's an opportunity for an investment that will pay, and pay well.

—oO—

Have you read the ads in this paper? If you haven't you have missed the most interesting part. Read them over and take advantages of the opportunities offered.

Worthwhile Editorials

EIGHT YEARS OF PROHIBITION

On the 16th of this month eight years will have passed since the 18th amendment became a fundamental law of the land following its approval by three quarters of the states, either by their legislative bodies or by the direct vote of the people.

Great was the rejoicing throughout the land on the part of temperance people, and some were inclined to think that the victory against the drink evil was won. It soon became apparent however that the liquor element would not abide by the new law. They flouted it as they had done ever since laws were made for the regulation of the traffic.

The fight is still on and both sides are engaged in a long and bitter struggle.

In spite of the flood of sat propaganda which finds its way into the newspapers of the country to the effect that prohibition is a failure, and granting that the enforcement of the law is far from what it ought to be, economic and social conditions throughout the land have vastly improved during the years of prohibition. The families of the working men are enjoying only more of the comforts of life but many of the luxuries. More of their own their own homes and their own cars. Their children are better clothed and fed and are being given the privileges of education in grammar schools, high schools and colleges. Savings accounts have greatly increased during these eight years, and it is generally credited that prohibition is largely responsible for the improved conditions.

Prohibition has undoubtedly become the settled policy of the people of these United States. Of course,

there are outlaws just as there are those who try to break and do break any other law of regulation or reform. But it is as certain as day that alcoholic liquor dealing and public drinking is doomed. It will not be many years until other great nations will join with the United States in prohibitory laws.

Prohibitionists, who are undoubtedly in the great majority in this country, should welcome any fair and reasonable opportunity to put public sentiment to the test. The coming political campaign may offer that opportunity. If in selecting a president it is a choice between a wet and a dry candidate it may develop that a fair expression of public sentiment will result.—Gresham Outlook.

A TAXPAYING INDUSTRY

Last year the railroads paid over \$394,000,000 in taxes—more than twice what it cost to run the federal government in 1876, and not much less than the 1901 governmental cost. In other words, had the railroads paid as much in taxes a little over a quarter of a century ago as they do now they alone would have been supporting the entire federal government.

Recently the Puget Sound Power & Light company submitted a bid to light Seattle streets for \$100,000 a year less than the city now pays its own municipal plant. The bid was rejected by city officials. The same private corporation was awarded the light and power contracts for ten Washington state institutions in competition with the same Seattle municipal plant at a saving of \$35,000 a year to the state.

Even with its "tax exemption" and "elimination of profits," the Seattle municipal plant, advertised as the greatest of its kind in the world, would not match the rates of the more

Twelve Years Ago in Estacada

From Estacada Progress January 13, 1916

The P. R. L. & P. company will announce a reduced rate for carrying school children in the near future in order to enable children from down the line to attend the Estacada public schools.

The first car load of hogs was shipped from Estacada for the 1916 season last Monday. The price paid for tops was \$6.25.

A chute and pen is to be installed at Eagle Creek for the purpose of loading livestock.

The game warden arrested two men for killing a doe out of season, one being released and the other was fined \$25 but the fine was remitted on the payment of costs amounting to \$7.

Dave Bridenstine and wife of Es-

tacada were given a verdict in a case awarded a judgment in Judge Campbell's court in Oregon City against the Gerlinger Motor Car company of Portland for \$700, in a suit brought for \$2445 damages as the result of misrepresentation on a recent trade deal.

Fred Lins of Gorge has built a garage for the housing of his new Ford.

S. E. Wooster, local insurance man, announces that he has obtained the agency for the Orient Insurance Co., of Hartford.

A baby nursery has been proposed in connection with the M. E. church of Estacada.

S. P. Waterbury has retired from the firm of Waterbury and Chapman, according to an announcement made [this week].

efficiently operated plant which pays enormous taxes to the state of Washington and has to make a profit for its customer and employ stockholders.

The Seattle municipal plant has a strangle hold on the city business and can eliminate competition, but it has no such hold on state business where the state and the taxpayers are free to accept competitive bids. In the present case, the state saved approximately \$35,000 a year, while Seattle taxpayers are being assessed approximately \$100,000 a year more than necessary for their light, in addition to making up the taxes which their municipal plant does not pay and which the private plant would have to pay if it were doing business in Seattle.

Like the moth fluttering around the candle flame, there are always persons willing to experiment with public ownership "at the expense of the taxpayer."—The Manufacturer.

MR. FORD HIGH-TONES HIS FORTUNE

Pressed to state the approximate amount of his fortune, the magnate shook his head again, saying "I don't know and I don't give a dam!"—From an interview lately granted by Henry Ford.

It would be hard to say whether one is more impressed by the intemperance of Henry's language or his apparent lack of interest in the Ford fortune, which last is quite generally conceded to be heaped as high as Everest. Astounding as the thought may be to mere wage earners, it nevertheless is philosophically possible for a rich man to be so tremendously wealthy as to not care about the dimensional details. And this bears witness—does it not?—that possession of wealth loses much of its importance when one's assets pass the bounds of reasonableness. We confess to feeling a trifle superior to Henry, and not a little sorry for him, as we contemplate his confession. It were better for him in some ways if he were a mechanic again, dreaming of achievement.

There is perhaps no other man on earth so casual in his attitude toward material possessions, unless he is an untutored aborigine, whose wants are so few and so simple that they are easily satisfied. The Patagonian savage, perhaps, to whom scant clothing and a mean habitation are so usual, so ordained, as to leave him in happy ignorance of the fact that he is cold—he might qualify. But we can think of no other at the moment. There is the satiety of but a few wants, these primitive and readily supplied, and there is the satiety which is the penalty and penance of immense wealth. Thoreau gave the savage the best of it in this particular. The savage, he said, is always wealthy, and yet he has managed to retain his appetites.

Mr. Ford's gesture toward his wad, his utterly Broddingsnagian wad, may be as off hand and genuinely care less as he intends it to appear. It may not. For we do suspect that any serious flank attack on the Ford fortune would reawaken in Henry a consuming curiosity as to how much he has, and how much of this he might retain.—Oregonian.

DISCREDITING MOON FARMING

To question confidence in the almanac when it comes to planting is still regarded as almost sacrilege by many an old-fashioned farmer. Unless the "sign" is right, he is sure that it will be useless for him to attempt to get a crop.

The federal department of agriculture has issued an almanac for farmers, and this almanac contains a somewhat serious attack on the ideas of persons who adhere to the moon lore for farming and gardening. This almanac will have the approval of the modern farmer who has adopted businesslike methods in his farming operations.

"Don't plant by the moon," the almanac says, "but get the best seed and prepare the seed bed, then plant when the soil and moisture conditions are right." Good sense, certainly, but how are you going to convince

the man who has a moon almanac hanging in the kitchen?

The farmer who plants by the moon sometimes makes out a good case for himself, in spite of the scoffing of the experts. He will tell of fine crops that were grown when the moon was right and how his neighbors failed to get a return of the seed when they disregarded the moon.

The department of agriculture insists that the preparation of the seed bed and planting at a time when conditions of heat and moisture are the most favorable, with the proper cultivation, will insure good crops, regardless of what the moon almanac may say. Students in agricultural schools and some farmers may believe that, but it is too much to expect that many farmers will not continue skeptical in spite of the assurance of experts.—Selected.

SWINDLER'S PROFITS

Nearly \$1,700,000,000, the treasury department estimates, could be restored to the legitimate purchasing power of the nation each year if malpractitioners were eliminated from business. Almost every honest merchant, whether he be located in the largest city or the smallest town, is affected.

Charles H. Tuttle, United States attorney for New York, says "the staggering cost falls primarily upon business. It becomes part of the general overhead which must be met before the profits begin to materialize. And it is not too much to say that hidden in the expense account of every merchant is somewhere the influence of every piece of dishonesty in the community."

One of the agencies combatting the swindler is the National Better Business Bureau, which provides the machinery to protect profits and educate investors who might otherwise be taken in by some clever scheme. Whatever headway it makes toward overcoming the business fraud loss will be applauded by honest merchants, because it means more legitimate business for them.—St. Helens Mist.

THE LOWLY PRUNE

The lowly prune comes to the front again with the information that a committee of Umatilla growers favor a package containing four tinfoil baskets, with the fruit graded and sized, for shipping fresh prunes, and that the suit case package appears to be doomed. It is notorious that the prune growers are badly organized, and that they lose hundreds of thousands because they do not spend thousands in intelligent advertising. Notwithstanding the state jokes about the prune, the fruit has wonderful possibilities, and the producers of Western Washington have uncovered a demand for small boxes. The consumer, once her interest in obtaining, looks with a discriminating eye on an attractive package, tastefully labeled in the manner to which she is accustomed. Prune growers may well learn the fundamentals of marketing from factories where the carton has become an ornamental utility. It is mute but its appearance creates a hunger for investigation of the interior.—Oregon City Enterprise.

Professor Pav, astrologer and seer, has astounded Paris by prophesying the end of the world in the summer of 1928. Well, no need to worry. And, moreover, we didn't think Paris could be "astounded" or "shocked" at anything.—Hubbard Enterprise.

Christian Endeavor

It is announced by Clackamas County Christian Endeavor Union that Rev. Ira Landrith D. D., of Chicago, the citizenship superintendent of the international society of the Christian Endeavor, will speak in Oregon City the last of this month. The meeting will be held January 30 in the Oregon City Presbyterian Church.

Dr. Landrith is touring the state under the auspices of the different Christian Endeavor unions and the Oregon organization. He has been traveling over the nation speaking on law enforcement and world peace.