

CLACKAMAS COUNTY NEWS

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Viola Mrs. Lafaye Fouts

The members of the Christian Church are having a Christmas party at the church this Friday. There is to be an exchange of gifts.

Mountain country. This week a huge bear held up traffic on the Squaw Mt. road near the Ralph Kelly place.

Ed. Fain of the Gresham Outdoor Store journeyed to Seattle this week on a business and pleasure trip.

Bears seem to be getting plentiful around the Squaw

THINGS TO TALK ABOUT
BY FRANKLIN J. MEINE
Editor, American Peoples Encyclopedia

WHEAT: PROPERTY OF U.S. GOVERNMENT
NOT TO BE USED

GOVERNMENT STORAGE COSTS FOR ALL PRODUCTS AMOUNT TO ABOUT \$1 MILLION DAILY. THE COST OF WHEAT STORAGE ALONE RANGES TO MORE THAN \$150 MILLION ANNUALLY.

WAS OUT!
ACH! UNDERBAR!

Picture of a Salesman looking for a Guaranteed Annual Customer.

WITH FOUR MILLION ALCOHOLICS THE UNITED STATES HAS THE BIGGEST ALCOHOLISM PROBLEM IN THE WORLD. FRANKLIN FOLLOWS WITH ONE MILLION ALCOHOLICS.

The U.S. admitted 32,935 Germans as immigrants in 1954—a high for European nations. 34 Mexican immigrants arriving here totaled 37,456; Canadians 27,653.

Due to a typographical error last week the address of the Gresham Outdoor Store in their advertisement read 1941 East Powell. The Gresham Outdoor Store is located at 1041 East Powell across from the Polar King. We are sorry our linotype operator hit the wrong number.

Revenue Raising Problem

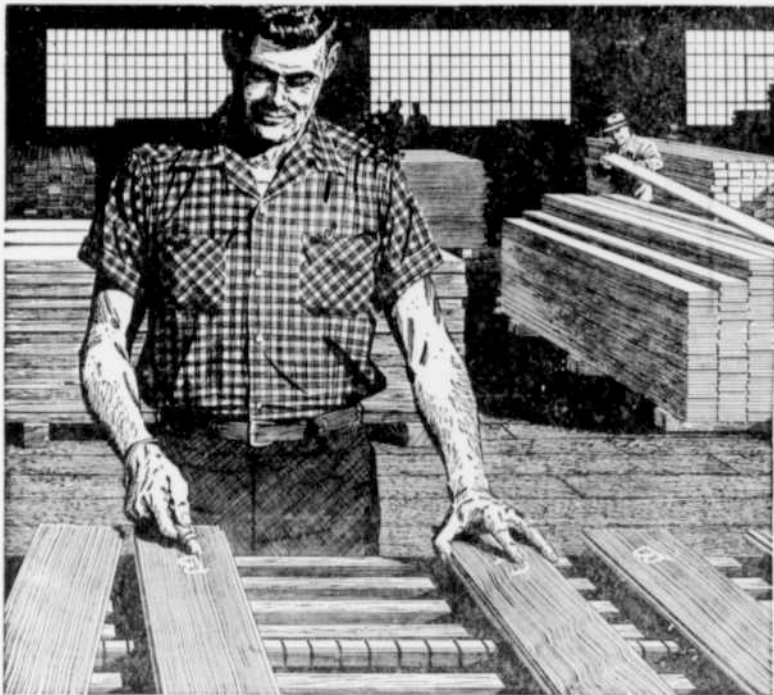
There is no question that we need new street lights—badly. The only question that remains unanswered is the best method of paying for this vital improvement. For several months now, the City Planning Commission and the council have been diligently exploring possible means of financing such a project. Thus far a solution to the problem has not been reached, although we have heard from what we consider a reliable source that the answer is in the offing. This is a very tricky proposition because of the intense desire of the members of our governing bodies to accomplish their aim without raising the tax millage.

Now, quite a number of people have asked us, "Why not raise the taxes in order to get this new lighting system." This has prompted us to do some research and we have unearthed some very interesting answers.

The annual cost of this marvelous new street lighting system will be around \$3400. This amount of electricity, all needed maintenance, bulb replacement, cleaning of glassware, etc. as well as labor and materials cost. The City of Estacada gets only about \$14,000 yearly from its taxpayers at the present millage rate of 30.8. Therefore, in order to pay for street lights on a tax basis, it would be necessary to raise the millage by about 25 percent. This represents a tremendous increase, and knowledge of this makes us very appreciative of the efforts of those concerned to find some other method than taxation for financing new street lights.

It would be a very desirable accomplishment if we could have our new street lighting system in operation by the time work starts on the new PGE dam next spring. In the meantime we will keep our fingers crossed and continue to hope that those wrestling with the financial problem can come up with a satisfactory solution to a very difficult situation.

Rub your magic lamp, gentlemen.



Quality control helps forest products meet competition of other materials
Development and research create new products to meet customer requirements



Advertising and sales promotion stimulates the demand for forest products
Brand name products build customer-confidence through dependable quality



Planned sales programs keep forest products moving to market

Steady sales mean steady paychecks

The forest industry of Oregon and Washington directly accounts for over 133,000 jobs, with an annual payroll of about \$600 million. Thousands of others are employed in remanufacturing wood into an increasing variety of products.

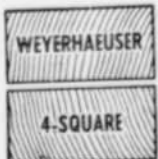
Steady employment in the forest industry is a result of the steady sale of its products. Successful marketing brings a constant flow of money into this area that reaches out in ever-expanding circles... money spent for services, food, clothing, homes, automobiles, and taxes which support schools and government functions. All told, the forest industry is the foundation for more than half of the economy of Oregon and Washington.

The forest industry leaves nothing to chance in its constant effort to meet increasing competition from other building materials. Markets for the wood products of this region are being won and held because the industry carefully plans each step leading to the ultimate sale.

Selling begins in the mill itself. It is here that quality control and good manufacturing techniques result in products that can deliver full satisfaction. By brand-naming such products, many manufacturers develop a reputation for dependable quality and ability, thereby encouraging a flow of repeat orders and steady customers.

The industry keeps the merits of wood before millions of prospective users through widespread advertising and sales promotion. In addition, it employs thousands of people to sell forest products to dealers, architects and builders. Finally, the industry builds sales volume through research that develops new and better products as well as new markets.

The successful sale of forest products is important to all of us in the Pacific Northwest for it helps stabilize the economy of the region.



WEYERHAEUSER TIMBER COMPANY

working in the Pacific Northwest to build a permanent forest industry

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