

HALSEY ENTERPRISE
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On the heels of an article in the Portland Telegram comes the report that Hoover's name will appear on the primary ballot by petition. His candidacy is being handled by Fred E. Kiddle who will be manager with W. B. Ayer and C. Henry Labbe as advisers.

The Oregonian uses a very plain and understandable cartoon in a recent issue to express its opinion of the present court proceedings of criminal cases. The picture is a forceful one. The caption is, "Trying the Hickman and Every Other Murder Case."

This is an age of specialization without doubt. A London photographer advertises as his specialty the making of pictures of widows weeping beside their dead husband's graves.

Infantile paralysis is showing up in different localities again. Let each of us use our best efforts to stamp out this dread malady.

Different civic organizations of the city which subscribed sums for the new city hall are going ahead and raising their pledges, so don't let us disappoint them.

The Three Dollar Auto License

Ten years ago Oregon was mud-bound. Traffic was paralyzed as soon as the rainy season set in. Farmers were compelled to haul their products to market while the roads were good. At a time when the markets were congested and prices lowest.

Automobile tires run 3500 miles if you were lucky. Broken springs were common and the cars wore out in less than half time.

The reduction in the cost of operating a car is several times the annual registration fee, and the

fees are paying the cost of the roads. The facts are that we have bought a fine state highway system on the instalment plan and are paying for it by contributing part of what we are saving on tires alone. The balance of the savings in operation and life of the cars are cash dividends on the investment in roads.

The farmer can now haul his products to market any day in the year, when the price suits him and he has plenty of time. The cost of hauling is reduced and the time too.

The farmer, manufacturer and merchant have been given express service at less than freight rates.

The business, social and recreation circle have been enlarged for the whole family, and educational advantages enlarged.

We have opened Oregon to the motoring tourist and he has discovered us.

In 1927 the income from these tourists amounted to about twelve million dollars. Probably four million of this was net profit, about six million more were for wages paid the men and women that served them, and for fruit, eggs, milk, and provisions that Oregon produces. Ten million dollars in one year and just starting. Ten million dollars would pay five per cent interest on two hundred million dollars, or ten per cent on what the state's highways have cost. The tourist crop alone has justified the highway investment.

Oregon was the first to adopt our present system of fixing the license fee at a figure that would provide for the construction and a gas tax that would provide for maintenance, traffic regulation and administration.

By issuing bonds and using the registration fees to pay for them, we secured the roads for immediate use, and thus effected a saving in cost of operation of cars equal to the present license fees several times over.

If the license fees are reduced and no substitute provided, the Oregon highway system will be wrecked. Construction must stop. Unfinished roads must remain uncompleted. Localities that have not yet had their roads built must go without them. The counties will also suffer. The \$1,500,000 they now receive from license fees will stop. The interest on outstanding county bonds must be raised by an

Keeping Up With Joneses

By Thomas Arkle Clark, dean of men, University of Illinois

FRANKLIN was seventeen when he first entered Philadelphia hungry and almost penniless. To the boatman who landed him at the market street wharf, he gave all the money he had in his possession and considerably more than the circumstances warranted, "a man being sometimes more generous," he explained, "when he has but a little money than when he has plenty, perhaps through fear of being thought to have but little."

Franklin lived very frugally after his marriage, for he was considerably in debt and he wanted very much to get on. For his breakfast he had only bread and milk, eaten from a cheap bowl with a pewter spoon. But they began to get on and to be ambitious, and Mrs. Franklin wanted to live in the same style as their more prosperous friends were living. So one morning at breakfast Franklin found his bread and milk in a china bowl, and a silver spoon was at hand with which it was to be eaten. On these his wife had expended more than a pound. It was the same social ambition as we see in people today, young and old, who want to keep up with their neighbors. They have little money, but they spend generously lest those who know them will think they have little.

The fraternity was planning its annual formal party and the subject uppermost was how much the function should cost. There was the decoration of the house to be considered, and the dinner and the favors and the sort of orchestra that should be engaged, and the "imports" and how they should be entertained for the

increase of property taxes and their road building programs must be revised.

If we had the roads of ten years ago, how willingly we would pay the present fees to get those we now have, and even double the license fees.

Now we want to cut them down. How soon we forget.

Repairs on Telephone Line Begun

A call meeting of phone users of the city was held at the city hall Monday night and the emergency existing in the way of immediate repairs on lines within the city limits taken up and about \$290 subscribed on the spot to see the work pushed through pending completion of the corporation.

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Your eyes smart,—
Your reading blurs,—
Your glasses need changing,—

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Harvard Hockey Star



Photograph shows Capt. Johnny Chase, one of the players that Harvard relies upon in the hockey season. Harvard closed its first week of hockey with a glaring weakness in lack of defencemen with only one defence player available. Coach Joe Stubbs has planned to shift many prospective wingmen to the point positions.

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