

Local Newspaper A Necessity

There are three most potent factors in life, growth and development of a community. They are, the Church, the School and the Newspaper, and this is in the order of importance. It is not our purpose here to eulogize.

We will pass over the first two of these factors, and perhaps treat of them later. If the churches were thrown out of this community no respecting person could stay here. With all our material prosperity we would soon drop back to conditions such as ancient Rome witnessed. And if the schools were discontinued material progress would also stop and we would sink beyond redemption.

The church is a public institution and is supported by voluntary contributions. The school is also a public institution and is supported by the state through taxation. The newspaper is a semi-public institution but receives no public support but has to earn its livelihood through the regular channels of competitive business.

It is of the newspapers that we wish now to speak.

If all the newspapers and other periodicals were discontinued today the effect would be somewhat similar to a mighty plague sweeping over the land. Darkness would creep in, the darkness of intellect, as people would remain in ignorance of the happenings in localities only a few miles distant. Business would slow down, and telegraph communication would soon fall into disuse because no stimulus would come from the newspaper. Even the postoffice receipts would dwindle for much of its revenue comes in direct response to advertising.

The newspaper is the third great agency in the advancement of civilization, yet it is underestimated more often than the first two. It is too often treated as merely a business proposition. Few people seem ever to get the vision that the true-blue editor has of using business to advance the interests of a whole community. The preacher has one job—to preach; the teacher has one job—to teach; but the editor, if he be true, has a triple job, and that is to preach, and teach, and hardest of all and with it all, too, to meet his weekly pay roll, pay the other costs of production, and try to get a comfortable living—and we all have a right to that.

Omitting the church and the school, we can make claim without exaggeration, that a true newspaper is of more real importance, does more good with less money, gives more for less money than any other business in a community. It is true that some will point to large industrial plants that flourish in the community and say that those concerns with their big pay rolls form the life of the community. This we answer is only apparently so. This appears to be so from a superficial materialistic survey of the field. But the life is more than food and the body than clothing. The big industrial plants deal in wealth, that is produced by labor; but newspaper besides dealing in news, deals in bigger things—THOUGHTS.

"Our thoughts are things, and a small drop of ink, falling like dew upon a thought, produces that which makes thousands, perhaps millions, think."—Publishers Auxiliary.

How the heart grows soft and tender while its columns you're pursuing,

Every item is familiar, every name you know full well.

And a flood of recollection passes o'er you while you're musing

On the past, and weaves about you an imaginative spell.

You can see the old home village once again in fancy, seeming

To be clasping hand of neighbor and of friend and relative;

And their faces rise before you as you're idly, fondly dreaming

O'er the little country paper printed where you used to live.

—Kansas Industrialist.

DO'S AND DON'T'S AT THE P. O.

Thoughtfulness on Part of Patrons of Uncle Sam Will Assist Clerks and Carriers.

DON'T put off mailing that package until Christmas eve.

Don't neglect to tie it properly. It is handled at least five times before it reaches its destination.

Don't forget to write your own return address on all parcel post matter.

Don't guess at the postage and give your friends the pleasure of paying "postage due."

Don't plaster Red Cross stamps on the face of packages or letters; take care not to "seal" parcel post packages with them. It raises the rate.

Don't forget that a little thoughtfulness on your part can help to make Christmas happier for Uncle Sam's men, his horses and his automobiles.

Do mail early, preferably before December 20th, writing on your packages: "Not to be opened until Christmas."

Do your best to use the post offices in the forenoon, the earlier the better.

Do write legibly, both the address to which you are sending the gift and your own return address.

Do be courteous and "Christmassy" to the post office men who serve you. They are handling thousands of pieces of mail matter.

Do be brief at the counter. You keep someone else waiting if you are loaded like an express truck, with packages and foolish questions.

THINGS THE BOYS LONG FOR

Youngsters Prefer Toys or Contrivances to Test Their Muscular Skill or Endurance.

WHAT shall be said of that blundering kindness of home folk that considers giving the boy only presents of such things as he actually needs? It is an outrage upon the spirit of Christmas to present him with new shoes, ties, handkerchiefs—something that he knows he will get anyway—when his sleeping and waking dreams for weeks before have been filled with visions of tops, balls, guns and magic lanterns, says Maud Sanders in the Woman's Home Companion. The most beautiful knitted muffler woman's fingers ever constructed cannot compare with a jack-knife with four blades and a cork-screw attachment, when exhibited over the back fence to a neighbor boy on Christmas morning. Very soon after the days

of kilt a boy reaches the age when he yearns with his whole soul after any toy or contrivance that will test his muscular skill or endurance. At this age an appropriate present would be a rawhide or rope lariat, such as is used by the Buffalo Bill riders. A pair of hand or arm stiltas will be received with equal favor, and in the same category comes a new fishing rod, snow shoes, tennis racket, golf clubs, a good ball, lamp or cyclometer for his wheel, or even a live pet, a new dog, a pair of rabbits or guinea pigs—something that he can pet and train for his own.

Funny Christmas Habit.

There is not a drug store, cigar shop or barroom in the larger cities which has not been made the storage room for Christmas presents bought before the rush sets in. The strange part of it is that every man who utilizes the friendship of his favorite place round the corner thinks he is the only one who thought of the plan. Realizing that the stores will be crowded, many far-sighted heads of families bought their presents a week in advance, and then, fearing the nature of the mysterious package would be discovered at the office or at home, they hit upon the device of making a cache in some resort near home.



ANNUALLY
Toys for little Willie,
Something for the cook;
Make, with forty other things,
The empty pocketbook.

Plants for Christmas.

Other things being equal, it is better to buy plants near one's home than to travel afar. Do not be tempted, even by cheap offers, to go miles away, for counting car fares, packing, expressage and lost time, the ultimate cost is very likely to be more than if you paid a good deal higher price at home. Of course it may happen that one grower or florist has a large stock of some one thing and can sell at a low rate, but dealers usually have an understanding with one another especially regarding holiday prices, and for weeks before the holiday season they have been balancing stock with each other, so that the better quality plants are of an almost fixed value.

Christmas in Days of Yore.

There are many old and stately cere-

monies and many historical events connected with Christmas that are well worth perusing, and that give us glimpses of ye ancient times when our fathers and our fathers' forefathers celebrated and revelled and gave of their abundance to those for whom nothing was prepared.

Dr. C. Ammeter DENTIST

Has established his Dental Office in the Aurora Bank Building, where he will be present each Tuesday, Friday and Saturday, from 9 a. m. to 6 p. m.

PLATES A SPECIALTY
AURORA - OREGON

PAUL C. FISCHER

ATTORNEY-AT-LAW
Beaver Building

OREGON CITY, OREGON

Treble Strawberry Plants

For sale in any quantity—terms if desired. This has been a favorable year for plant development, and these are first class plants in every respect.

My price will be right, and guaranteed against any late season decline.

THREE DOLLARS

a thousand will be allowed from regular price to those who will dig their own plants. Write us.

Ralph Gilbert

Salem, Oregon, Route 9, Box 51

MONUMENTS

If your monumental work is solicited, kindly ask the solicitor for our business card.

Capital Monumental Works,
2210 S. Com. St. Phone 689, Salem

FARMS WANTED

DO YOU WANT TO SELL YOUR FARM?

If you will make your price reasonable, I can sell it for you. If you list your place with me, I will make all reasonable efforts to sell it, advertising it extensively.

I know your farm and farm values, as I have lived in the Willamette Valley 19 years. Send me a full description, your lowest price and best terms. Come in or write me at 410 Railway Exchange Building, Portland, Oregon. Phone Main 7660.

J. S. BROWN

General Farm Agent

STEINBOCK'S

HOUSE OF BARGAINS

Great Opening Sale Now On In Full Swing

The Christmas Wants of Every Member of the Family Can Be Supplied At This Store

Clothing, Underwear, Dry Goods, Hats, Shoes, Crockery, Cooking Utensils, Etc.

Entire Stock Is Strictly New

Will be sold at prices that will be a revelation. Here are a few of our prices:

**Free Gift of Toys
To Kiddies All
Day Thursday
Bring Them All**

**Special
Brooms
48c**

Army Shoes \$5.25 a Pair

Master made shoes, best quality...\$7.25
Safety First Shoes at...\$6.25

Children's Shoes at Half Price

UNDERWEAR
Invincible Union Suits, regular \$3.25;
sale price...\$2.50
B. K. M. Medium weight Underwear,
regular \$2.50; sale price...\$1.45
Men's Union Suits, the highest grade,
cost \$3, our selling price...\$2.00
Children's Coveralls, cost \$1.75...80c
Dr. Denton's Sack Sleeping Gowns, up
from...55c

Men's Gloves

75c Work Gloves...40c
\$2.25 Leather Gloves...\$1.50
\$1.80 Work Gloves...\$1.35
20c Cotton Gloves...15c

Candies

Best McDonald's Chocolate
Candy at
30c lb.
Five lb. box of the same
cost \$3, our price
\$1.75

Crockery

42-piece set Golden Rim English; cost \$13.50, Our price...\$8.50

Brass Jardiniers

of all sizes, cost \$2.50. Our price...\$1.25

Stationery

High grade stationery selling regularly at
\$3.50, sale price...\$1.50 up
\$4.00 boxes, sale price...\$1.75 up
\$1.50 boxes, sale price...65c up
\$1.00 boxes, sale price...60c up
75c boxes, sale price...25c up

Neckties

A good variety to select from...59c
\$1.00 Ties, Sale price...

MEN'S HOSE

Men's \$1.00 Wool Sox...60c
Men's 65c Sox 40c Men's 50c Sox 30c
Men's 75c Fibre Sox 50c Men's 35c Sox 20c

Army Shirts

Guaranteed All-Wool Army Shirts
Regular price \$6.30; sale price...\$4.98
Work Shirts, price...86c

Army Blankets

\$4.65

There are hundreds of bargains like the above. Come in and prove it for yourself.
Do Your Christmas Shopping Here and Save Money

H. STEINBOCK, Proprietor

373-377 Court Street
Salem - Oregon