

St. Helens Mist

Founded 1881

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M. E. MILLER, Editor

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County Official Paper

On this fine, bracing Tuesday morning, December second, in the year of our Lord, 1913, the Mist feels in the proper mood to take to task the business man of our little city for neglecting their business. It is not very often that the proper feeling is aroused in this even tempered, mild mannered family newspaper to attempt to discipline any of the good citizens of the community, but so glaringly conspicuous has the neglect of the business of a number of our leading business men become that we feel it our duty as sponsors for the behavior of those people along certain lines, to call the attention of these men to this almost criminal neglect. There is perhaps not a man in business of any kind in this city who has not the very best interests of the city at heart. We are all striving to make St. Helens a better and bigger city. We all want to be heard from in our various lines. We all want to prosper and make money. We are all looking out for our own business, or should be and aim to do so at least. We are all trying to bear our proportion of the burden in making St. Helens a greater and better city. In making the city a better place to live and a prosperous and progressive community we all expect to reap some of the benefits as a result thereof. In all this work the Mist feels that it is and has been doing at least its full share. There has never been a time yet when the advertising columns of this paper were properly represented by the merchants and business men of the city. To permit a newspaper which is doing the very best it can to upbuild and advertise the community, to be distributed among the greater majority of the homes in Columbia county and which goes to eastern states and cities by the hundreds each week, without having a business announcement in it, is simply neglect on the part of that business man.

Any business man who says that advertising does not pay is not a successful business man. The right kind of advertising always pays, but the kind of advertising that some people do of course does not pay. We do not wish to be understood as asking for the support of any business man or firm if they feel that they are not getting value received for their money, but we do want to impress upon our negligent business men that we do the right kind of advertising and an ad carried in our columns will pay.

Think of it, you business men, Christmas right here and yet not a word has been said about it. No word of information to your customers as to what you have for Christmas. The large stores in Portland are advertising their wares. They are getting the business and a goodly portion of the business that should remain at home if properly advertised. The people of the community are not to be blamed for trading in Portland, for they do not know whether or not they can get what they want at home. It is purely neglect on your part and you are losing money every day by your failure to take advantage of the best advertising

medium which a local merchant can employ, the home paper.

Just by way of argument. Suppose the Mist should go to Portland and solicit and get some big live ads from some of the department stores of that city inviting the people of this community to look over their goods, with a list of beautiful Christmas goods? Those ads would attract hundreds of people to those stores and our home merchants would be the losers. The Mist is not in that business however. We aim to be a booster for St. Helens and Columbia County. We want to advertise the goods and wares of our local people. We want to do all in our power to induce home people to trade with home merchants. We have been doing this and we want to continue. But to look over our advertising columns and find just a small portion of the business houses represented does not have the inspiring effect of boosting for home merchants that we would like to have.

Since writing the above several Christmas ads have come in as you will note by glancing over the advertising columns this week. And those merchants who taking advantage of this means of letting the people know that they are in business and have stocks of goods will be repaid many times for the little cost of space in the Mist.

Others should do likewise.

It would be hard to find a better location for a creamery and ice plant than right here in St. Helens. Surrounded as it is by one of the best dairy regions in the world, with more than 1000 cows tributary, and where more than one half the dairy farms can be reached by launch, and the others by auto or wagon on good roads, it seems almost incredible that some enterprising person or firm has let the opportunity go by to take up the proposition here. The only drawback that presents itself is the competition of the Portland markets. This is not a drawback at all if properly considered by the creameryman and dairyman together. There is no good reason why the dairy products are not worth just as much in St. Helens as they are in Portland. The prices are high enough anyway, and for those farmers living off the river and slough, especially, the transportation charges would amount to considerable. With a united effort on the part of the dairymen of this community to co-operate with a creamery here on the river, there could be no such thing as failure. The producer would be paid as much as is paid now in the Portland markets and there would be none of the unpleasant features of short weight and attempted deductions for this and that reason. If a creamery man should come in here and install a plant it would be up to the farmers and dairymen to give him support in preference to the Portland creamery men and commission merchants who get all the best of the farmers that they can and then some. Down in Junction City, Oregon, the farmers have organized a co-operative creamery, and the figures from there are interesting as showing what might be done in any other community where united effort on the part of the dairymen and farmers is effected.

The report of the Junction City creamery, just published, proves that the industry has been a success in every way. This creamery was organized eleven months ago and during that time 84,000 pounds of butter has been made, about 5,000 pounds of which has been used by the farmers themselves. The remainder sold for \$25,094, buttermilk for \$273 and cream for \$487, making a total of \$26,095. Of this amount the farmers received \$22,240, less 1 cent per

pound for running expenses. The average price paid for butter during the last 11 months was 34 cents per pound, and the farmers received \$1200 more than if they had sold their products to private creameries.

What has been done in Junction City can be done in St. Helens, perhaps on a larger scale too. It means much to the farmers and to the community, at large. It is time something was being done along this line.

The Legislature of 1913 made at least one serious mistake. That is of course a common offense of all legislatures, to make mistakes, but this one is really a serious one. The law providing for the collection of taxes by the Treasurer instead of the Sheriff failed to make any provision for the salary of the Treasurer and as a result the Treasurer is compelled to work for nothing or resign. The treasurer of Columbia County receives the magnificent salary of \$50 a month, which was inadequate at any time, and now with the additional work of collecting and handling nearly \$300,000 of taxes, under a heavy bond, responsible for all the work of deputies etc., it seems a shame for the public to expect it of him. That amount will not pay him properly for the responsibility

alone without doing an hour's work. It is a farce to expect him to do anything more than \$50 worth of work. The County Court is helpless, according to their construction of the law, to help the Treasurer out in the way of salary, and the Attorney General has expressed the same opinion.

The Assessor is now required to make up the tax rolls, instead of the Clerk, and he is in the same class with the Treasurer except his salary is a little more than that of the Treasurer. But the work of his office has been increased very materially and he is still required to work for the same salary.

Truly a Legislative Blunder was made.

The White House bride, Mrs. F. B. Sayre, expressed her thanks to the Pendleton Commercial Club for an Indian bathrobe gift. We are wondering what an Indian would do with a bath robe.

For Sale—A store in a town with a bright future, 4 large lots including all buildings and stock with furnished rooms, horse and wagon, for \$12,000. Parties retiring from business. Inquire Mist office or Box 73. St. Helens. 1mo

For Sale—15 head of good dairy cows. J. A. Nelson, Warren. 3tp

EUROPEAN PLAN AMERICAN PLAN

EVERYTHING MODERN AT THE

ST. HELENS HOTEL

J. GEORGE, Proprietor ALL BUSES CALL AT HOTEL

RATES \$1.00 AND UP

SPECIAL RATES TO REGULAR BOARDERS

RAINIER MINERAL SOAP

The Soap of a Thousand Uses

*COME ALL YOU PAINTERS,
PRINTERS and MECHANICS
and TRY A BAR OF*

RAINIER SOAP

C. H. JOHN & CO.

THE HOUSE OF QUALITY

All Work Guaranteed. Estimates Furnished.

R. CONSTANTIN

Plumbing and Heating
Sheet Metal Work

St. Helens Oregon

W. J. MUCKLE WASHINGTON MUCKLE

MUCKLE HARDWARE COMPANY

DEALERS IN

PAINTS HARDWARE OILS
HARNES SASH DOORS

COWLITZ and RIVER STREETS ST. HELENS, OREGON

For Christmas.....

KODAKS, CAMERAS, XMAS BOOKLETS,
LETTERS, POST CARDS, BOOKS FOR OLD
and YOUNG, GUITARS, VIOLINS, BANJOS,
LADIES HAND BAGS, MUSIC ROLLS,
GENTLEMENS CARD AND BILL BOOKS,
PERFUMERY AND TOILET WATERS,
CALENDERS AND NEW YEAR CARDS

A. J. DEMING, DRUGGIST, ST. HELENS

Speed

Accuracy

Stability



These are the essential features in a typewriter, possessed ONLY by the

UNDERWOOD

which holds every international Record for

SPEED and ACCURACY

"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER COMPANY
(INCORPORATED)

68 Sixth Street Portland, Ore.

BRANCHES IN ALL PRINCIPAL CITIES

CHRISTMAS WILL SOON BE HERE

OUR

CHRISTMAS NOVELTIES
ARE NOW ARRIVING

Come and see what we have before making your Xmas purchases

REMEMBER we have a complete line of House Furnishings, IN ALL GRADES, with prices according to QUALITY.

What could be nicer for a Xmas gift than something to make the home more attractive?

SHERWOOD & ROSS

UNDERTAKERS HOUSEFURNISHERS EMBALMERS

MERRY CHRISTMAS

It will be a Merry Christmas to some of your dear friends if you give them one of those nice Silk Kimonas at MORGUS & SON'S POPULAR STORE.

We also have some fine Silverwear, Ivory Toilet Sets and other fancy articles. Real live looking Dolls and Teddy Bears. Boots, Shoes and Clothing.

H. MORGUS & SON



Chris Johnson & Sons

SUCCESSORS to St. Helens Auto Co.

Will positively meet every train

Autos for hire. Calls answered day or night

Phone connection

Look for the cars with the Red Cards

ST. HELENS OREGON

Allen, Felton & Quick

REAL ESTATE DEALERS

INVESTMENTS, RENTALS, INSURANCE, COLLECTIONS, LOANS, LAND TITLES, APPRAISEMENTS, ADMINISTRATOR, GUARDIAN, FISCAL AGENT, CONVEYANCE, EXECUTOR, INFORMATION AND EMPLOYMENT

ST. HELENS OREGON

Columbia County Abstract And Trust Co....

Abstracts, Real Estate, Insurance.

Loans, Conveyancing

St. Helens, Oregon