

St. Helens Mist

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COUNTY OFFICIAL PAPER.

CIVILIZED WARFARE.

There can be few illusions left about civilized warfare. Undoubtedly this war has been more destructive of human life and happiness than any ever waged by the Huns. The devastation in Belgium probably exceeds in extent that ever visited on any country in a like length of time. In spite of all Hague conventions and London conferences for the alleged purpose of ameliorating war's rigors to noncombatants, the sum of ruthless brutality perpetrated in Europe since the first of August probably matches up pretty well with the best performances of Attila and of Alva.

When unarmed civilians are lined up and shot because somebody with whom they may have had no connection whatever fired on a man in uniform, to say that it is according to the rules of civilized warfare is no answer to the indictment that the act is mere barbarism. A plea of military necessity no more justifies drowning crews and passengers of unarmed neutral ships than a plea of personal convenience justifies an individual in knifing a man who happens to be in his way.

The notion that war can be civilized is a patent absurdity. It is a negation of civilization—an appeal backward to ruthless brute force. On the whole it shows more brutality now than in Attila's time, because civilized arts have vastly increased its scope. Restraints by way of protecting noncombatants have been imposed on it; but in Europe their effect has been outweighed by steadily increasing enlistments, until nearly the whole able-bodied male population is now combatant, and so liable to be shot in strict accordance with the rules, says the Saturday Evening Post.

Probably nobody yet grasps the significance of casualties running into the millions.

THE MERCHANT VS. THE "STOREKEEPER."

In conversation with a leading merchant of a nearby city a few days since, who uses quantities of advertising space, he lamented the fact that some business men and especially so his competitors, did not advertise largely. "I cannot get the full benefit of my own advertising expenditures unless those in the same line of business also advertise," he said. "Their lack of enterprise allows much in which we both could share to go to the mail order houses and seriously prevents the extension of our trade territory to include that which is really tributary to us but which goes elsewhere." The words are quoted to show how an up-to-date merchandiser looks upon live local advertising as distinguished from the attitude of the "storekeeper" who can see nothing but waste to advertising appropriations.

If these could only be brought to see how cheaply their sales message through the columns of their local paper could be carried to their prospective purchasers, what profits would they realize and how they would help trade not only for themselves but as a whole. The local paper reaches everyone in the local trade territory, something which no other publication on earth does. It is more closely read by every member of the family than is any other publication. The cost of efficient and effective advertising is less than in any other publication in the country.

Note these things, too: The advertiser must watch his prices closely, because he must put them down in black and white for everyone to read and for competitors to meet if they can. This makes the merchant a careful and scientific merchandiser. Honest advertising pays. "Deliver the goods," or quit business. Successful advertising increases the volume of business. Everyone knows the story of how Henry Ford accounts for his great success.

WHY ARE YOU HERE?

Why are you living in St. Helens? Is it because of the splendid money-making opportunities? Is it because of the possibilities of fortune amassing or is it just because of the beauty and healthfulness of the place? How did you happen to come here? Somebody told you about the place, didn't they? Or did you just happen in, and falling in love with the place decide to make this your home? The longer you stay the more in love you get with the place, don't you? Well, how will it be if St. Helens livens up and becomes a real good place to make a living, and more? There are thousands of other people throughout this grand nation just like you. If they learn of its beauties and its healthfulness they too will come, not to make money especially, perhaps, but they will be those who have their living already made. They will come, some of them to live permanently, and hundreds of them to spend a few months and take advantage of the good air, enjoy the scenery and relieve their tired brains. From such St. Helens will reap a harvest greater in dollars than now gleaned from many other resources. Publicity is the seed of such a crop or any other one similar. In order to reap, one must sow. It takes money to buy seed; it takes money to plant and successfully cultivate a crop. The greater the effort, the greater the reward. That which appeals to and holds you will affect many others in the same way when they experience it.

OREGON'S SCHOOL EXHIBIT.

According to Assistant State Superintendent of Public Instruction Carlton, who has just returned from the exposition at San Francisco, Oregon's school exhibit in the educational palace is attracting the attention of all educators and those interested in bettering the rural schools and in training boys and girls to become expert farmers.

"What pleased me most," he said, "is the number of people who wish to adopt our system of work for the rural schools. Groups of representative people come every day to find out how Oregon has been able

to make such an advance in her rural school system. The exhibit is bound to produce good results as those who have adopted it in their home states will speak of it as the "Oregon system," and those who are thinking of coming to Oregon to reside, always come to the education booths to find out what kind of schools the state has. The commercial value of showing our school work will be more than repaid, but the thing is that Oregon, through her school exhibit is helping other states and nations to make more efficient their rural schools, thus doing its share of the work in advancing the common good. Prominent educators, who have viewed the exhibit, say that Oregon through its standard for rural schools, its boys' and girls' clubs and playgrounds is doing work equal to that done by the United States government for the schools in the Philippine islands, and this work is attracting the attention of educators in all parts of the world."

OUR BAND.

This is the time of year when on certain evenings of the week at a certain hour one can stroll to some certain spot of most any city the size of St. Helens and be waltzed heavenward by the strains of beautiful music. Why not this privilege in our bustling little city? We are told that St. Helens has one of the best musical organizations of the state. Why not an open air concert one or two evenings of the week? Nothing could please the music lovers better. Music is a civilization, and education and a contentment promoter, if you please. Musicians as a class are not only always happy but make others happy. To be able to coax a succession of sweet sounds out of a piccolo should be as much a matter of pride as to be able to extract the decayed root of a verb in any dead language or to harmonize the integers of an algebraic problem. After we grow up and go into the tiresome business of making a living, we have scarcely any use for algebra to help us out of a tight place. But music is a constant necessity. Our souls crave for it. Our emotions respond to it and our bodies relax and recuperate under its spell. Music is and always will be a living language, a language that needs no interpreter.

WHAT CONFIDENCE IS WORTH.

Confidence makes credit good. It makes business lively and it gives a good steady measure of men and politics. The strength of our government is that while we fight out our political campaigns fiercely and almost bitterly sometimes, we always know that we won't go to the dogs even if the other side is elected. For example, the rot at the heart of storm-stricken Mexico is that no one has any confidence in anyone else. But to the contrary, each element in Mexico suspects every other element of the world. Money is bad, markets are bad, business is bad, men hate each other, fear each other; victorious generals do not trust the people or any other generals, and are not themselves trusted, and a country so utterly desolate of trust and confidence is bankrupt more ways than one. Indeed, in our humble opinion, Belgium's state is better than Mexico's, infinitely more hopeful. There is confidence and unity.

FAIR WEATHER FRIENDS.

It has been well said that: "a friend is the first person who comes to us when the world goes out." There is any amount of truth in that. There are many so-called friends who stand by while the money holds out and the skies are propitious, but what is needed is one to stand by when sorrow and trials come and the money takes wings—and how true it is that if the number of fair weather friends is large, even much larger is the number of those who extend the willing hand and express their sympathy in many beautiful ways "when the world goes out."

The disaffection of Villa causes no sensation along the Mexican border, because the people there have seen one storm after another gather in the north, and it is not to be supposed that the cause of the "low barometer" has been removed. The Mexicans do not fight hard enough, and the results of revolutions are indecisive. The evolution of society below the border cannot be artificially stimulated within itself. It will take time for the Mexicans to work out their problems and to us, after having spent some two years in and out of the state of strife, the only way the natural flow of events can be accelerated is by armed intervention.

An article in a recent issue of the Oregon State Prison publication "Lend-a-Hand," asks for an unlimited mail privilege. It seems to us that if there is ever a man on this sphere that should be granted every privilege—nay more, the right, if you please, to write and receive communications, it ought to be the prisoner confined in his lonesome cell. It does not only help to make a better man to be in touch with the outside world but gives him strength when his term expires to go out with a firm step, better prepared to make another start.

It is good to see the cheerful way in which most of the Columbia county farmers are going to work this season. Many difficulties have been overcome and throughout the county comes reports that they see their way to make the largest profits of any in history, and larger profits which careful and diligent husbandry entitles them to. The good markets here enjoyed and the larger production which is in sight, should make the next few years in Columbia county the most prosperous which have yet been enjoyed.

Five hundred miles of Germans,
Five hundred miles of French,
And English, Scotch and Irish men
All fighting for a trench;
And when the trench is taken
And many thousands slain,
The losers, with more slaughter,
Retake the trench again.—Life.

These are the days when President Wilson should read the part of Rudyard Kipling's poem: "If you can keep your head when all about are losing theirs, and blaming it on you."

It's a confounding problem; if they admit that Harry Thaw is sane, they admit the mistake they made in not sending him the way the law provides for murderers.

Japan has promised the open door in China, but she has got a new lock and key for it in case of an emergency.

If you have not had a clean-up day around your home or business block, do it now, and swat the fly.

CURRENT COMMENT

Nature is seldom neutral; it is nearly always too hot or too cold.

What has become of that old-awfully so—old-fashioned word "soubrette"?

Eastern time will only bring the brown-tail moth westward so much the faster.

Love in a bungalow puts a new face on it, but the income remains the same.

We fear Portugal is still paying too much attention to politics instead of public schools.

How many generations must pass away before the Rocky Mountains develop yodelers?

Usually, the man who "doesn't care" is reduced to that situation in spite of himself.

Is it a tussle to determine whether the "high seas" were made in Great Britain or "made in Germany"?

Straw hats hold bravely to the open, but white shoes saw their shadow and have gone back in the hole.

No doubt the jitney has its use; and its best use is to prove that large motor busses on certain routes ought to make a profit.

No attempt is made at Harvard to limit free speech, as President Lowell well says; and isn't the college paper itself called Lampon?

Capital punishment does not stop murder, they say. No, not with one instance of capital punishment to every seventeen murders.

If this war keeps on it may lead to the discovery that the Earth is the hell to which the wicked on the other planets are consigned.

Dr. Edison hasn't yet reached the ultimate. He might sleep only every alternate night; some people do that now, but not from choice.

Automobile etiquette: If you ride with your friend, it is your duty to keep watch behind, that you are not pursued by the motor cycle police.

These American cities will keep on changing their time schedules until the sun will become so befuddled it won't know when to set anywhere.

That old-fashioned man who worked to pay his way through college is so old-fashioned that he now works to pay his son's way through college.

There are men—outside the profession—who like to cook and a good cooks, but there isn't one living who has any taste for washing dishes.

Every year 8000 dogs may be set to the happy hunting grounds by municipal executioners. Then the appropriation runs out; but the dogs don't.

Peace propaganda never did reach the point at which any municipal trundled its old cannon presented the government out of the public square.

"Blessed is he who keeps troubles to himself," says a way philosopher; and thrice blessed is who refrains from making trouble for others.

A scientist says the perfect must have a mezzo-soprano voice, and the perfect husband might be putting the soft pedal on his part of his perfectibility.

Remarks a writer, "Let it try so hard, the strawberry can never be as red as the little red radish."

So nearly hollow, although some of the strawberry giants do have vitamins.

TWENTY YEARS AGO

The Mist, May 31, 1895.

It was thought the water in the Columbia has reached its highest for this year.

There were three steamboats front of St. Helens at one time Tuesday, each towing a log raft of logs toward the Portland market.

Mr. C. H. Johns has contracted the building of a new six-room cottage on his property north of H. George property, the erect which will commence next Monday and John Slavens of G. are the contractors.

At the request of a number of interested citizens we wish to announce that a meeting will be held in courthouse on next Monday evening at 8 o'clock for the purpose of discussing the question of consolidating the St. Helens and Houlton districts. All persons interested in school matters are requested present, as the question is of great importance.

The city council at its Monday night session appropriated \$400 from the treasury to be applied on the water plant which is now under consideration by Orchard & Jones, estimated that the works proposed these gentlemen will cost \$1500, and they asked the city bonus as above stated. The will be brought from Wiket place into the city, and it is intended to begin work on the new system.

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