

**St. Helens Mist**

Issued Every Friday by THE MIST PUBLISHING COMPANY

O. D. HEILBORN, Vice President and Manager.  
S. C. MORTON, Editor

**SUBSCRIPTION RATES**  
One Year \$2.00  
Six Months 1.00

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COUNTY OFFICIAL PAPER

MEMBER ST. HELENS CHAMBER OF COMMERCE

Member National Editorial Association and Oregon State Editorial Association.

**SUPPORT HOME MERCHANTS**

The work of Mr. C. L. Perkins, who is managing the Mists subscription contest, has afforded him an opportunity to study business conditions in small towns in nearly every section of the country. In speaking of the relationship existing between the merchant, the newspaper and the people, Mr. Perkins says:

"There seems to be a statewide movement on just now in favor of doing more to further the interests of the small town merchants. For some time the efforts of the mail-order houses to build up business anywhere and everywhere has cut into the profits of the small merchants, but from now on the slogan is going to be 'Support Your Home Merchant Whenever and Wherever You Can.' If this campaign is properly waged it undoubtedly will result in increased profits for the home merchant and that means increased business for every town that stands back of its local mercantile houses.

"The people in and around this town should read the advertisements in their home paper. Do you want the stores to shut up shop and quit business? Do you want the community to lose half its population? No. Well then, do not buy goods out of town by mail. Boost your home town. Some of you pore over advertisements of foreign concerns and then send a lot of money to out-of-town merchants. You are led to do this very largely by the clever advertisements of these merchants who employ experts to attract your attention.

"Give your home store a show—a plain square deal. Give them a hearing by reading what they have to offer in their advertisements. I will admit that the old-fashioned advertising is mighty poor reading, and I am trying to bring the merchants in the smaller towns all over the country to realize this. I am trying to get all of them to see the value of using the pages of your home paper to tell you folks what they have to sell and the prices they are asking.

"These are up-to-date ideas, and worth while considering. When you read in the weekly that So-and-So's store is headquarters for dry goods, you have not been enlightened much about the business. You have known this store for a long time, and when you observe in their advertisements they are claiming to be headquarters they should tell you some reason for the assertion. I am hoping these merchants will wake up and tell you what they are doing. Watch the paper, for he tell you about those attractive new waists, coats or suits he has just received. Ten chances to one they are of better quality than you can buy out of town for the same money. If you will make comparison you are apt to find that they are better bargains than those offered by Cash-In-Advance or No-Returns of Goods & Company.

"Read the advertisements in your home paper. Keep in touch with the people who pay taxes in this town and are a part of our community and what they are doing to help the commercial service. Some of you people believe everything you read in the catalogues and doubt the statements of your home merchants. Well, you know the 'Prophet is not without honor save in his own country' and Barnum said the American people liked to be humbugged. There is a large grain of truth in both of these assertions."

**STRAWBERRIES**

The development of the small fruit industry has raised the strawberry to a most important place.

The market for this fruit in 1919 opened at \$200 a ton and advanced rapidly to \$240 a ton. The average price for 10 years including 1919 was \$90 a ton.

Is any stronger argument needed to show the wonderful opportunity presented for profit by raising this crop?

The Wilson is ideal for jelly, jams and preserves and yields two to three tons per acre. The Etterburg 121 promises great results not alone from standpoint of productivity, yielding in California all the way from four to six tons per acre, but they are ideal for factory purposes, being solid red throughout and retaining their color. In California they crop four to six years.

The demands for strawberries has exceeded all sources of production at present. Take the Willamette valley, Oregon, as an example. Not to exceed 200 tons are grown and the best estimates show there is a market for at least 2000 tons.

A world wide demand has been created for this fruit and the problem now is to bring production up to a point where this demand can be supplied. The strawberry is now sent to the ends of the earth in its preserved form whereas in its fresh

form its shipping possibilities were limited. The development of fruit preserving and canning industry has made the market for this crop.

Plant strawberries should be a slogan in every community where they will grow.

**SMALL FRUITS AND LOGGED-OFF LAND**

In developing the small fruit industry the way is opened up for making use of thousands of acres of logged-off land. Utilization of this land has long been a problem as the cost of clearing it in large tracts has been beyond the average farmer. The small tract devoted to berries seems to offer a solution.

As a general rule logged-off land makes ideal fruit land. Ten acres of this cheap land will produce thousands of dollars worth of berries. A man can soon clear an acre or two for a start and add to his patch rapidly after that. Contract prices for such berries as strawberries, loganberries and raspberries are high enough so that a man starting in on a tract like this can see his way out with a good profit for his labor, not to mention the tremendous increase in the value of his land.

Senator Miles Poindexter of Washington, has announced his candidacy for the presidency in 1920. There is no law against a man being a candidate.

The Red Cross is again asking for your support. There is no closed season for the Red Cross.

The state press says that E. F. Brodie will enter the race for secretary of state. No better man could be selected for the position.

It will soon be time for the city dads to prepare the annual budget.

Street improvement is not an expense—it is an asset.

**CITY COUNCIL PROCEEDINGS**

St. Helens, Ore., Oct. 20th, 1919. The City Council met on the above date, in the City Hall, St. Helens, Oregon, in regular session. Present: Magnus Saxon, Mayor.

Robert Dixon, Councilman. James O'Connor, Councilman. C. L. Wheeler, Councilman. C. D. White, Councilman (absent) E. E. Quick, City Recorder. George Potter, City Marshal. J. W. Day, City Attorney. The minutes of the last regular meeting were read and approved. Reports: None.

An application was received from Dr. Hoskins, asking permission to give a dance in the City Hall on November 10th, 1919, under the auspices of the American Legion. Referred to the Marshal. Also an application was received from a social dance club to rent the hall for the winter months, on such dates as would not conflict with the use of the hall by the City. No action taken thereon.

In the matter of bids for the im-

provement of Columbia street and McCormick street, the same was taken up and discussed by the Council, the property owners present and the bidder, and it appearing that the cost of said improvement was too high and would work a hard ship on some of the owners, the same was laid over until the next meeting of the council for further consideration.

In the matter of purchasing a piano for the use of the upper hall, this matter was brought up by a representative of the Wiley B. Allen Music house and was discussed at some length, after which a motion was made and carried that the city purchase a piano, on the proposition made by the music house which was that they would sell them a Kublik Piano for \$475, and allow the City \$15.00 for the old piano. The recorder was instructed to draw a warrant in favor of the Wiley B. Allen Co., for \$460.

The matter of repairing the sewer near the residence of Dr. Edwin Ross, was brought up by Councilman Wheeler, who suggested that the float or large logs of the same caused the break, as they rested on the sewer and should be removed.

This being the time set for the hearing of objections and remonstrances to the improvement of West street, the same was taken up, and it appearing that no objections had been made, or remonstrances filed by any one it was ordered that the resolution and proceedings take its regular course of procedure.

The following claims were read, and on motion carried, ordered paid: Wiley B. Allen Co., piano, \$460.00 John McKie, for drilling . . . 3.00 Miles Mason, for work on sewer . . . . . 5.00

No further business appearing, on motion carried the meeting adjourned. E. E. QUICK, Recorder.

St. Helens, Ore., Oct. 27th, 1919.

The City Council met on the above date in the City Hall, St. Helens, Oregon, in regular session. Present: Magnus Saxon, Mayor. Robert Dixon, Councilman. C. L. Wheeler, Councilman. James O'Connor, Councilman. C. D. White, Councilman (absent) E. E. Quick, Recorder. George Potter, City Marshal. J. W. Day, City Attorney.

The minutes of the last regular meeting were read, and after corrections, approved.

Reports: The City Marshal reported that in the matter of the application of Dr. Hoskins for the use of the upper hall on November 10, 1919, that he had not seen him to make any arrangements for the American Legion dance.

A communication was received from the Warren Construction company, in regard to fill material in bid, stating that they would obtain as much material as possible from the present section of Casemat street, at cost plus ten per cent. In place of the bid for \$2.25. In the matter of the acceptance

of the bid of the Warren Construction Co.: This matter was brought up and discussed by the Council, the City Engineer and property owners and a motion was made and seconded, that the bid be accepted for two-inch bitumastic pavement and sand at \$2.00 per yard, which motion was voted upon and passed by the Council.

An application was received from P. A. Dixon to operate a moving picture show in what is known as the Brinn building located on Lot 22 in Block 11 in the City of St. Helens, Oregon. After discussion of the matter, a motion was made and carried that license issue to the said P. A. Dixon, as per application.

In the matter of the petition to improve Winter street from its intersection with Tualatin street, and extending south to intersection of Winter street with Plymouth street, this matter was discussed and it appearing that no estimate of the cost of said improvement had been made by the engineer, he was instructed to prepare said estimate and report at the next meeting of the Council.

An Ordinance providing for the licensing, taxing and regulating of persons carrying on and conducting certain kinds of business within the City of St. Helens, Oregon. This matter was taken up by the Council and the different items therein passed upon and license fees established and was referred to the City Recorder to re-write as passed upon and present at the next meeting of the Council.

No further business appearing, on motion made and carried, the meeting adjourned.

Attest: E. E. QUICK, Recorder.

**Selected Candies**

Chocolate Shop Chocolates  
Helen Ardele Chocolates  
Fancy Chocolates  
Fancy Candies

**Lunches**

Served at any Time  
Coffee  
Chocolate  
Beef Tea  
Sandwiches

**MASON'S**

ST. HELENS, OREGON



**A HOME**

is not complete without a **Modern Bathroom**. It is as essential as a kitchen. Prices are reasonable. Let me show you how little it will cost you to make your home modern.

**R. CONSTANTIN**  
THE PLUMBER

Hewitt Building St. Helens, Oregon

**Flour Advanced**

We still have a limited amount of WHITE QUEEN FLOUR, and while it lasts we will sell it at \$12.50 sack or \$12.50 a barrel.

**Some Money Saving Prices**

- 1 lb Ghiredelli's Ground Chocolate . . . . . \$1.00
- 3 lb Ghiredelli's Ground Chocolate . . . . . \$3.00
- 5 lb can Marshmallow Syrup . . . . . \$1.00
- 10 lb can Marshmallow Syrup . . . . . \$2.00
- 5 lb can Dixie Belle Mollasses . . . . . \$1.00
- 1 lb Shasta Gunpowder Tea . . . . . \$1.00
- Shredded Wheat, per package . . . . . \$1.00
- Lipton's Ceylon and India Tea per lb . . . . . \$1.00
- Sea Foam Washing Powder, per pkg . . . . . \$1.00
- 7 bars Diamond W Soap . . . . . \$1.00

Better take advantage of these bargains and keep the cost of living.

**THOMAS H. ROY**

The Money Saving Grocer Yes, We Deliver  
Phone 42 St. Helens, Oregon

Obey that Impulse--Subscribe to The St. Helens



**Care of the Nails**

is carefully provided for here are the best to be had anywhere. We have sets of various kinds and separate pieces also. We also, of course, have the best of powders, pastes, soaps, polishes, etc. We invite you to see the display. Our manicure sets and goods

**A. J. Deming, DRUGGIST**  
ST. HELENS, OREGON



**Have You a Tidy Surplus Tucked Away**

**EVERYBODY** should be able to answer "Yes" to that question—for it is evidence that one is looking out for the future. We not only encourage the opening of accounts here at the Columbia County Bank—but do everything we can to encourage those accounts Growing. For one thing—we pay a liberal rate of interest.

**"THE COMMUNITY BANK"**

SHERMAN M. MILES, President  
MARTIN WHITE, Vice President  
A. L. STONE, Cashier

**Columbia County Bank**  
ST HELENS OREGON



**Don't Wait Longer to Buy that Heater You Need**



You have been postponing it from day to day but these chilly mornings should remind you that winter is here and that you should buy your heater now.

This Universal Heater is one of the best made. It has a 20-inch fire box; is cast lined and has nickle trimmings. It is the very type of heater you need for a 12x14 or larger room. It is very saving on fuel.

PRICE ONLY \$18.00

We have this same style heater in a smaller style at \$16 and the Universal Best Heaters, cast lined at \$1500 and \$17.00. Air Tight Heaters, \$3.85 to \$5.00. We have Stove Board, Dampers, Stove Pipe, Coal Skuttles, Stove Lifters, Elbow and in fact everything in the heating line except the fuel.

If you do not wish a heater, perhaps a PERFECTION OIL STOVE would be the thing you need.

REMEMBER—There is no better heater or stove made than the UNIVERSAL and we have a full line. Call and inspect them.

**E. G. DITTO**

HARDWARE, PAINTS, STOVES, RANGES, SPORTING GOODS AND AMMUNITION