

THE ST. HELENS MIST

Issued Every Friday by THE MIST PUBLISHING COMPANY S. C. MORTON, Editor

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COUNTY OFFICIAL PAPER

Member National Editorial Association and Oregon State Editorial Association.

THE MISSING ESSENTIAL.

A newspaper publisher, wishing to please his readers, asked for suggestions, says Arthur Fowell in Leslie's Weekly:

"How can I make mine the ideal newspaper?" he inquired.

"Cut out the crimes, the murders, the sensational divorce reports," said the nice people.

"Cut out the accidents, the railway and steamship disasters," said the people who "couldn't bear" to read such things.

"Cut out the politics," said the old fashioned woman. "I don't understand it and haven't time for it."

"Cut out the league of nations and all that heavy stuff," yawned the flappers of both sexes. "What's it all about, anyway?"

"Cut out the so-called funny pictures," said the careful mother.

"Such pictures aren't funny, and they're bad, very bad, for children."

"Cut out the ponderous editorials," snapped the man who merely scans the headlines. "Nobody reads 'em nowadays."

"Cut out the woman's page," said the woman with the strong mind.

"Cut out the sports and theatres," said the intellectual. "Both are bad influences, and both have received altogether too much notice."

"Cut out—," began another and still another, but the publisher beat them to it.

"Stop, all of you," he cried. "On second thought, I have decided to cut out myself. It is no use trying to publish the ideal newspaper until I come across the ideal reader."

Saying which, he shut up shop and went into the wholesale saxophone business for rest.

TALKS WITH ADVERTISERS.

Change your advertisement at least every other issue of the paper. Don't wait until the last minute but decide days before just what you are going to bring especially to the attention of the public.

Get your copy to the newspaper office two or three days before the date of publication so that the printer will not be rushed and can give you a good set-up.

A small advertisement run often is more effective than a large one run occasionally. It is well to use a liberal amount of space when you can, but it is eternally keeping at it that does the business.

If you give this subject of newspaper advertising some real thought, you will begin to find pleasure in writing your store news. You will get real fun out of planning the campaign and the work of preparing the copy.

Read the magazine advertising of the big national advertisers and catch some of the spirit of real advertising. The largest mercantile establishments in the world have been built up by advertising of the careful, painstaking, stick-to-it type.

If you use the same kind of advertising in the newspapers that you used ten years ago, or that others used at that period, you are behind the times.

You must talk to your customers in a different manner. Give them straight-from-the-shoulder jobs—strut them, rouse them, tell them something. It pays to advertise if you know how. If you don't know how—learn. It is as important to know how to buy goods at the right prices for you must sell these goods in time at a profit.

Are you one of the merchants who pay much attention to buying and little in getting these purchases before the public? Both of them are of equal importance. Remember that your local newspaper is your best medium.

The souvenir that you give away, the circular you send out, both have their places—but the newspaper is a great salesman, busy all the time if you will but learn how to make it talk for you. Advertise in our paper next week.

The committee on tax investigation for the state of Oregon has arranged numerous meetings in the several sections of the state and will endeavor to find out why taxes are so high. Doubtless they will, in gather useful statistics and will, in a measure, arrive at a conclusion, which in the main will be correct but without any exhaustive investigation we would advance as our opinion as one of the main causes for the high taxation, the very simple and apparent fact that on every ballot we are called upon to express our sentiment and give our approval to some tax scheme which appears meritorious and which adds to our taxation. The voting of a tax is much easier to do than to pay the bill which we voted upon ourselves.

The breeders of Shorthorn cattle in this county have formed an association. It will be their purpose to work together along a definitely arranged program for the breeding of better stock and getting better stock into the county. Those who have made a study of raising cattle have ascertained that it pays to have good stock and it does not pay to keep the "boarder" cow. The Shorthorn breeders' association has taken another step towards progress and it will pay them.

Some of these people who think they are reformers are just common scolds.

LOSING ANOTHER CHANCE.

Woodrow Wilson, ex-president of the United States, had an opportunity to have his name enrolled as one of the great Americans but because he chose to be alone in deciding the fate of America at the Versailles conference, or to be alone in the formulation of plans which would affect the American people and posterity, Wilson was rebuked and justly so, but now he again appears in the limelight. President Harding wants peace and in marked contrast to the action of Mr. Wilson he calls a conference of the leading minds of the world and asks the conference to prepare a program or outline a plan whereby it would make war impossible. Having done this, President Harding steps aside and leaves this important matter to patriotic men of recognized ability, irrespective of party lines, so Harding did not play politics, but carried out the role of statesman. Representatives from the many countries met at Washington. They formulated a plan to make war improbable if not impossible. The nation accepted such plan and lauded its purpose. The people seem satisfied, but now comes Wilson and his coterie of supporters to make a fight on the adoption of the covenant. They remember the fight against the "Wilson" league covenant and will now endeavor to even up matters. It seems to be a case of politics vs. the public good. Wilson has again demonstrated his calibre and has lost another opportunity to be one of the great Americans.

We are heartily in favor of the "four power pact treaty" but before that pact is ratified by the U. S. senate, the Mist respectfully offers an amendment. Let us make it a five power pact treaty and include Mexico, for we note that Mexican rebels or bandits or robbers, or whatever is their right name, have again started warfare on Americans who reside in Mexico.

Now comes the news that the bolsheviks are going to suppress the anarchists in Russia. Here's hoping both parties to the scrap good luck.

A school house in Philadelphia caught fire the other day. And you should have seen the way the pupils did not help put it out.

As we understand the situation, everybody is in favor of a bonus for ex-service men, but nobody is willing to help pay for it.

A good many jokes have been made about the income tax, but to the man who has to pay it, it is a serious matter.

If we are the posterity that our forefathers prayed for, what sort of folks do you suppose our posterity will be?

THE BIBLE—ANSWER THESE QUESTIONS.

What was the name of Absalom's sister?—2 Samuel 13, 1.

What was the offering at the feast of the Trumpets?—Numbers 29, 1-6.

How many sons had Ham?—Four. Where is the first birthday party recorded in the Bible?—Genesis 40, 20.

What were the names of Eli's two sons?—Samuel 1-3.

What was the name of the blind beggar whose sight was restored by Jesus?—Mark 10, 46-52.

What was the name of Goliath's brother?—Lahmi.

Who was the high priest as the time of Jesus' trial?—Caiaphas.

Who was Manson of Cyprus?—Acts 21, 16.

Where is money first recorded in the Bible?—Genesis, 29, 16.

PUBLIC FORUM

COMPLAINS OF TAXES.

Editor of The Mist: I would like you to publish this letter for the sake of a few tax-burdened taxpayers. I am one of the

St. HELENS STEAM LAUNDRY

FOLKS OF REAL DISCRIMINATION PRAISE US FOR OUR SANITATION

The womenfolk of this town are mighty well pleased with the sanitary methods used by us. They know that it is a protection for their health and the health of their families to let us do their laundry work. Let us do yours.

St. HELENS STEAM LAUNDRY

suffering humanity that has been unjustly taxed this year. I have 19 acres of logged-off land. I have two acres cleared and one acre I use for garden, etc. The other acre, there are several stumps in it yet, I use for clover. I have a small orchard growing in between the stumps. I have a 3-room box house not finished yet, a small shake barn and a shake chicken house; ten chickens, 1 heifer 6 months old, 1 horse and spring wagon and no farm implements of any kind. My taxes were \$17.55 in 1920. This year they have jumped up to \$32.18. I haven't cleared my land for the last three years outside of a little surface clearing. I feel like the rest of my neighbors; quit clearing and get out of the county for there is a general dissatisfaction over the unjust taxation. They have lowered the taxes in a few cases and piled it on the rest of us. Don't you think \$14.68 raise in taxes this year a little steep in my case? I would like to hear your opinion of it.

Yours truly, ED WOODS, Beaver Homes.

We agree with Mr. Woods that a raise of \$9 per cent is quite a raise and such an increase caused us to investigate before expressing an

opinion. By reference to the assessment roll we find that our correspondent signed an assessment statement blank and gave in his property as follows: 2 acres cultivated land at \$50 per acre; 1 acre non-tillable land at \$10 per acre; 1 acre non-tillable land at \$12 per acre. Improvements, \$75. One horse valued at \$25, one cow three years old at \$25. The assessment blank does not show any farming implements. The valuation for 1921 is \$743 while in 1920 the valuation was \$330 and the blank signed by Mr. Woods shows that he had 1 acre valued at \$50 and 18 acres valued at \$10 per acre, and improvements at \$40, a total of \$230 or \$415 less than this year's assessment. From the statement of A. J. Morris, deputy assessor, the increase is due to the fact of bringing up the valuation to correspond with the values of other similar lands in the immediate vicinity of Mr. Woods' place, and he claims that the values given on the 1921 list were furnished by Mr. Woods. If this is not correct the Mist assures Mr. Woods that it will endeavor to gain further particulars. It appears to us, however, that either the assessment of 1920 of \$330 was too low or the assessment of \$743 in 1921 is too high. There is certainly a wide difference in the amount.

"A Service Foundation"

The first consideration when building a huge skyscraper is a solid foundation.

In Banking, too, a solid foundation is an assurance of STABILITY and SERVICE.

The First National Bank is building its service today upon a foundation backed by stockholders and directors who are all successful business men of this city and vicinity and are for a Bigger and Better St. Helens and Vicinity.

Our friendly service is the same whether your deposit be large or small.

We pay 4 per cent on Savings Deposits

First National Bank

ST. HELENS, OREGON Member Federal Reserve System CHAS. GRAHAM, President H. A. CHILDS, Cashier

Weekly Offerings of the RUTHERFORD REALTY CO.

The thrifty man invests his money, the poor and foolish spend theirs. The first investment of the wise and thrifty man is a home.

BUSINESS CHANCES

Good confectionery business, hotel on highway, garage on pavement, two good rooming houses.

HOUSES

1-Room Shack, good all soil lot, fenced and spaded, fine river view, with range, bed and dishes, all for \$125 cash.

5-Room House and 16 good lots, mostly all nice garden soil, good location, nice orchard, only \$2500.

6-Room Modern House and 3 good soil lots, very close in, nice location, garage, \$2750.

FARMS

25 Acre Farm on extra good road, lots of nice fruit, place about 1/2 under cultivation, house, barn and other buildings near Deer Island, only \$2500.

10 Acres all clear, nice orchard, on creek, no rock, right in town, buildings, snap at \$3500.

4 Acres, 1/2 clear, 3-room house, barn, garage, fruit, city farm, close in, only \$2500.

10 Acres good part cleared, good 4-room house and good barn, Yankton district, only \$1600.

Farms for rent.

RUTHERFORD REALTY CO.

Phones — Office 123 — Residence 38-J and 74-W

Is Your Income Growing?

Are you adding to it regularly? Unless you are, you're not making the most of opportunities to increase your income. Steady Saving builds the income—and through a Savings Account in this institution builds it with the earning power of 4% compound interest.

SHERMAN M. MILES, President J. E. HUTCHINSON, Cashier

Columbia County Bank

Water, Water Everywhere. Chamberlain's Cough Remedy. Notting so Good for Cough or Cold. "Everyone who has used Chamberlain's Cough Remedy speaks of it," writes Edward P. Miller, bottletown, Pa. "People who come to this preparation are seldom troubled with any other. It is easy to allay a cough or break up a cold."

Quality-Service-Sanitation-Low Prices FOUR GOOD REASONS

Why you should patronize this market. The best QUALITY of Meat that can be bought. We give you the Best Service possible. We have the most SANITARY market in the city. And PRICES that are lower than you pay elsewhere. Your co-operation makes this market possible. FARMERS: If you have good beef cattle and hogs we want to buy them. Market prices paid.

MORTON & WILSON (Two Markets) The Strand—Columbia St.—Central—Willamette St.

Bargain Prices on Fisk Tires

Our lease on the garage building we occupy has expired and we must vacate the premises so we must sacrifice our large stock of FISK tires.

10 Per Cent Reduction From Regular Prices

The price has been reduced 10 per cent on both Cord and Fabric tires. For instance, the 30x3 1/2 Tire for Fords, Maxwells, Chevrolets and Overlands is priced at \$16.85.

Our Price is \$9.77

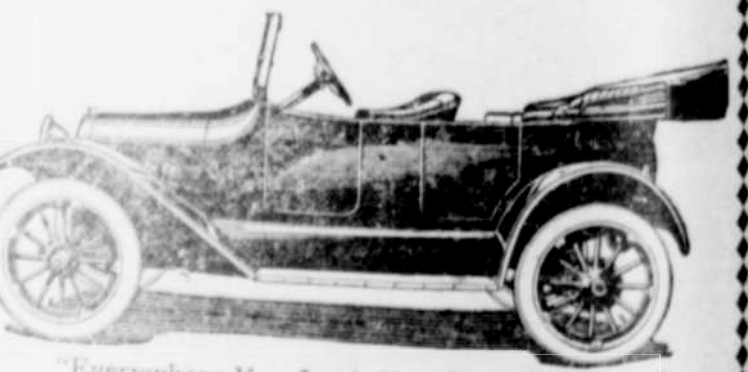
(We have 40 of these tires—first come, first served) We have all sizes up to 34x4 1/2 in both cord and fabric. Now is the time to get that tire you need or will soon need. Don't put it off, phone or call as this BIG TIRE SALE ends MARCH 20.

DEER ISLAND GARAGE Lengacher & Makinster, Props. Deer Island, Oregon Phone 14F22

Superior Four-Ninety Chevrolet

Imagine an automobile big enough to hold five people and having a— —Powerful valve-in-head motor, one that uses gasoline miserly. —a real chassis, well balanced from motor to rear axle, and made up of sturdy units —a real transmission, of the sliding gear selective type. —a neat, good looking body, comfortably upholstered. —all details of higher priced cars—complete in equipment—a real automobile in every way.

And then think of the price—\$675.00 f. o. b. St. Helens Chevrolet "Four-Ninety" at the new price, is without a doubt, the world's most wonderful motor car value.



COPELAND AUTO CO. ST. HELENS, OREGON