

The Oregon Mist

Founded 1881

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County Official Paper

There is no set of men engaged in any line of business effort who gives more and receives less in the way of compensation than the editor of the average country newspaper. He is expected to be the mouthpiece and personal organ of every cause in which his community is interested. It rarely ever happens when a local organization for mutual benefit of the town in which he lives is to be formed by a few live progressive, but often very thrifty citizens, that the cost of the necessary and absolutely essential publicity is paid to the local editor. He is supposed to be a charitable megaphone—and too often he is—for anybody or any thing that happens along.

The local merchant often feels that the small monthly pittance doled out in exchange for a generous advertising space, is like money donated to any charitable institution—orphan asylum or a home for the feeble-minded. It rarely occurs to the local merchant, irrespective of whether he is a dry goods merchant, grocer or local retail lumber dealer, or simply an individual who has decided that merchandising consists in buying a few goods and marking up a price without regard to quality or previous condition of servitude. And this is often too often the type of merchant he has to deal with.

To succeed, the average country newspaper man has to be as wise as a serpent and harmless as a dove. The plea of many of the merchants against supporting the country newspaper is based upon the theory that either everyone in the community knows the store is in existence, or the big mail order houses of Spokane, Great Falls, Billings, Salt Lake, Seattle, Tacoma, Portland, San Francisco, Minneapolis, Chicago, New York, or Paris, are getting the business, and hence advertising would be probably of little more value than a serenade at a funeral.

The editors of the Inland Empire met at Spokane on June 22, and organized an association for mutual helpfulness, at which it was the pleasure of The Timberman editor to be present. The resolution which hits the nail squarely on the head when a lot of maudlin sympathy is being extended to the mossback merchant, is to the point. Here it is.

"We further believe the merchant of the small cities and towns are in a measure responsible for the inroads of the mail order houses upon their trade. Having the advantage of immediate and personal contact with their customers, they should, by adopting modern merchandising methods and through intelligent and persistent advertising, be able to compete successfully with said mail order houses."

The resolution also depreciated the sending of the money away to the various large cities when goods can often be purchased at home for less money,—believing that such a course is inimical to the development and upbuilding of the community. Sounds reasonable and logical doctrine; but only country newspaper men who have bled, suffered and died realize the poignancy of grief and shedding of crocodile tears by the average merchant who feels that his best interests are often served by sending away for his job work, in direct contravention to the policy he is attempting to carry out for the benefit of the town—and aptly illustrating the "difference 'twixt tweedledum and tweedledee."

This now brings us up to the crux of this article: What the lumber manufacturing interests owe the country newspapers and

the policy they should pursue towards them.

A recital of the active campaigns which these powerful local organs for moulding public opinion have assisted to carry to success:

The forest fire legislation of the Western States was made possible largely through their advocacy of the cause.

Without the co-operation of the country newspaper the strong and vigorous public sentiment which sustains the local state forest fire associations, and the broader and more comprehensive work of the Western Forestry and Conservation Association would not be possible.

In the passage of the splendid workmen's compensation law now in effect in the State of Washington, the zeal and disinterested advocacy of the country press was the real dominant power which forced this meritorious piece of humane legislation through a none too willing legislature. Backed by ambulance-chasing lawyer, the casualty insurance company, which fattens at the expense of the injured workmen on one hand, and the imperative necessities of the other.

The passage of similar laws in the various states can only be made possible through the co-operation of the country newspapers.

For the reasonable and just taxation laws affecting every class of property.

In National affairs the country newspapers of the States of Montana, Idaho, Washington, Oregon and California did their full share in the passage of the amendment to the Interstate Commerce Act, which guarantees to every shipper a right to be heard before his rate can be advanced. A stable freight rate is as essential to the manufacturer as a stable currency.

In the passage of the Borah irrigation bond bill, providing for the issuance of \$20,000,000 of bonds to complete the National irrigation projects in the West, Senator Borah will bear testimony to the invaluable service of the country press. Irrigation means more to the lumber business of the West than any other single industry.

In this cursory review of some of the measures which the country press has aided, the writer speaks with authority as it came to his hand to help create the sentiment which made possible the enactment of much of this legislation.

When labor troubles come—and they come unbidden like a plague of locusts—the I. W. W. horde swept all before them for a time. The country press, always conservative, counselled the men to remain and work, and discouraged the movement in every way possible.

In financial crises in many a community the personal equation of the editor of the local newspaper—often scarcely known and little appreciated,

has helped stem the tide of disaster. But why continue?

What can be done by the lumber industry to repay and continue to deserve the support of these brave country newspaper men—who with often a hatful of type help fight the battles? One word tells it all: Advertise and advertise liberally. See that every man jack around the mill and office subscribes for the paper. Have your job work printed by the local press, wherever possible. If the local newspaper offices are not equipped to do the work, let them handle the order.

The big printer in the city will pay a commission and in time, as the community develops, the local plant will be prepared to do the work; but give him a chance first.

We are hearing a great deal these days of what the retail lumber dealer owes to the local newspaper. This is doubtless true—but the manufacturer of lumber owes more. He owes the very creation of just laws which help him to do business. This means more than any thing else to a manufacturer.—Timberman.

Somebody has a roast coming to them. It is not the people of St Helens either. Early last week the officers of the Portland Regatta Club, or Motor Boat Club, of that city sent down word that they would visit St Helens on Saturday in a body and that there would be probably 150 people and 25 or 30 motor boats make the trip. They said they would stay all night Saturday and return the following day. The Commercial Club of this City took the matter up and decided to hold a reception to the visitors and made arrangements accordingly, but before making final completion of them, to make sure, telephoned to Portland at noon on Saturday and were told that the Portland Club would be here strong. Along about 5 o'clock four or five boats and about 20 people arrived, among them being Mayor and Rushlight of Portland. Almost the entire population of our little city was lined up along the dock and street to welcome the visitors; the St Helens Brass Band was there to make the noise and the Streets were lighted up as never before in the history of the town. In short we were disappointed, because those four or five boats and the 20 people was all that arrived and upon investigation we find that the people who said they were coming did not show up at all, and those who were here knew nothing about the other fellows having made the arrangements to come. Considerable expense was gone to by the people, especially the Electric Light Co., to give these visitors a proper reception and then they failed to show up. The next time they want to come to St Helens they will probably come unheralded and unannounced and go away

the same way they came. Those people who were here were treated the best we knew how to treat them but the other fellows treated us shamefully and we want them to know it.

BE WISE



and do your Advertising in the Official County Paper

THE OREGON MIST

Don't Forget

our facilities for doing all kinds of job printing are second to none in the county

Prompt Service Right Prices

The Oregon Mist ST. HELENS — ORE.

WHITE & WHITE

Dealers in General Merchandise

Dry Goods, Groceries, Boots and Shoes, Hardware, Farm implements, Millburn Wagons, Milwaukee Mowers and Rakes, Wire and Nails of all kinds, Good Fir Wood, Shingles, \$1.90 per thousand, delivered in St. Helens or Houlton. Feed—Wheat, Rolled Oats, Shorts and Bran.

WHITE & WHITE Houlton, Ore.

Professional Cards

DR. L. GILBERT ROSS
PHYSICIAN & SURGEON
Office Bank Bldg. Both Phones St. Helens

DR. EDWIN ROSS
PHYSICIAN & SURGEON
St. Helens - Oregon

DR. R. L. JEFFCOTT
DENTIST
St. Helens - Oregon

T. S. WHITE
FUNERAL DIRECTOR
LICENSED EMBALMER
Houlton - Oregon

DR. ALFRED J. PEEL
PHYSICIAN & SURGEON
Bank Building St. Helens

DR. H. R. CLIFF
PHYSICIAN & SURGEON
Phone Main 432; A 1231; Res. E. 4637
1115 to 1117 Seiling Building Portland, Or.

GEORGE H. SHINN
ATTORNEY-AT-LAW
St. Helens - Oregon

M. E. MILLER
ATTORNEY-AT-LAW
St. Helens - Oregon

R. E. PHELPS
CIVIL ENGINEER & SURVEYOR
Houlton - Oregon

100,000 Fruit trees., Write for prices. A. Holaday Scappoose.

E. A. CROUSE E. W. KETEL

CROUSE & KETEL

Have Opened Shop in the Morgus Building on Columbia S., next to the St. Helens Hotel, and are prepared to do anything in the building line.

Jobbing at Reasonable Prices Plans and Estimates Furnished

E. A. CROUSE E. W. KETEL

A SPECIAL INVITATION.

St Helens, Ore., 1912.

Mr. Wage earner;

You are cordially invited to call at our store and inspect our large stock of general merchandise. Then make known your wants and we will quote you prices, quality considered, that cannot be duplicated in the city. Give us a trial. Yours For Business.

H. MORGUS & SON

All Work Guaranteed. Estimates Furnished.

R. CONSTANTIN

Plumbing and Heating
Sheet Metal Work

St. Helens Oregon

Patronize the Mist Advertisers

Watches Clocks

VON A. GRAY

Watchmaker and Jeweler. All Work Guaranteed.

Optical Goods St. Helens Or.

PETER G. PAPPAS

TABLE DE' HOTE DINNERS

On The Strand

Builder's Supply Company

Dealers In
Feed, Cement, Brick, Sand and Shingles
Doors and Windows
GENERAL BUILDING SUPPLIES

Phone 42 Warehouse on Sheldon Dock

Subscribe for the Mist. \$1.50

Very Serious

It is a very serious matter to ask for one medicine and have the wrong one given you. For this reason we urge you in buying to be careful to get the genuine—

THE FORD'S BLACK-DRAUGHT Liver Medicine

The reputation of this old, reliable medicine, for constipation, indigestion and liver trouble, is firmly established. It does not irritate other medicines. It is better than others, or it would not be the favorite liver powder, with a larger sale than all others combined.

SOLD IN TOWN FT

Str. IRALDA

Summer Rates between St. Helens and Portland
50 cents one way
75 cents round trip

Tickets good any time after April 4th

Boat leaves St. Helens 7:55 a. m.
Returning leaves Portland 2:30 p. m.
Arrive at St. Helens 4:45 p. m.

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April 1st, 1912

PRICE LIST

Subject to change without notice

COLUMBIA RIVER POWDER COMPANY

Rainier, Oregon
Agents for

DuPont Powder and Dynamite, Caps, Fuse

F. O. B. any point on the Columbia River in our territory carried by the LAUNCH DU PONT

50 Pound Cases net Weight

HERCULES DYNAMITE	RED CROSS Extra 40 per cent	HERCULES N. G. 40 per cent
2 Cases, 15.50 per Cx.	2 Cases, \$6.60 per Cx.	2 Cases, \$7.25 per Cx.
1 to 9 " 5.45 "	3 to 9 " 6.55 "	3 to 6 " 7.20 "
10 to 19 " 5.40 "	10 to 19 " 6.50 "	10 to 19 " 7.15 "
20 to 39 " 5.35 "	20 to 39 " 6.45 "	20 to 39 " 7.00 "
40 Cx. or over 5.20 "	40 Cx. or over 6.30 "	40 Cx. or over 6.90 "

Points on the River West of Maygers or Stella add 5 cents per case.

BLACK BLASTING POWDER \$2.10 per keg
10 keg lots or over \$1.90 per keg

BLASTING CAPS

No. 5X, 85 cents per hundred No. 9X, 95 cents per hundred
Lots of 1000 or over, deduct 10 cents per hundred

FUSE

Double Tape Triple Tape
55 cents per hundred feet 60 cents per hundred feet
1000 foot lots or over, deduct 10 cents per hundred feet

LEAVE YOUR ORDERS WITH

BUILDER'S SUPPLY CO. St. Helens

Pale Faces

Pale-faced, weak, and shaky women—who suffer every day with womanly weakness—need the help of a gentle tonic, with a building action on the womanly system. If you are weak—you need Cardui, the woman's tonic, because Cardui will act directly on the cause of your trouble. Cardui has a record of more than 50 years of success. It must be good.

E 60

Take CARDUI

The Woman's Tonic

Mrs. Effie Graham, of Willard, Ky., says: "I was so weak I could hardly go. I suffered, nearly every month, for 3 years. When I began to take Cardui, my back hurt awfully. I only weighed 99 pounds. Not long after, I weighed 115. Now, I do all my work, and am in good health." Begin taking Cardui, today.