

Advertising Rates.

LEGAL ADVERTISEMENTS:
 First Insertion, per line \$ 10
 Each subsequent insertion, line 5
 Business and professional cards,
 1 month 1.00
 Homestead Notices 5.00
 Timber Claims 10.00
 Locals per line each insertion 5
 Display advertisement, an inch, month 50
 All Resolutions of Condolence and Lodge Notices, 5c. per line.
 Cards of Thanks, 5c. per line.
 Notices, Lost, Strayed or Stolen, etc., minimum rate, 25c. not exceeding five lines.

RATES OF SUBSCRIPTION.
 (STRICTLY IN ADVANCE.)
 One year 1.50
 Six months .75
 Three months .50

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The Tillamook Headlight.

Editorial Snap Shots.

Welcome 1914.

The large number of men who are out of work is proof that business is not as good as it was this time last year.

The currency bill is now law, but those who borrow money will have to pay the same old high rates of interest.

A most anxious question for the dairymen: Will the price of butter fat take a drop as a result of the new tariff?

Those who think that if a contract is let for road work, the contractor does not have to comply with the eight hour law are mistaken. He does.

As there are about one thousand voters in Tillamook and Hoquarton precincts, it will be necessary to create more voting precincts at the next term of the County Court.

One trouble with taxation is the increase in the number of organizations that are empowered to levy taxes, viz., for this city: The State, County, School District, Port, City and Water.

We don't presume to have any intelligence, Bro. Trombley, for we note with great satisfaction that our mugwump friend's cranium is liable to bust at any time with over production of blubber on the brain.

The automobile craze may be responsible, to a certain extent, for the scarcity of money in Oregon, for it must mean an enormous amount of money sent East for autos, supplies and gasoline from this state.

We heard a dairymen say, while on his way home after attending the recent taxpayers' meeting at the court house, in referring to certain individuals who had taken an active part in having the budget reduced: "Those fellows were paid by the timbermen. Of course they were."

And no one ever heard W. G. Dwight raise a word of protest about high taxation when about \$300 was taken out of the school district funds to help pay the little army of high priced attorneys. Not much, they needed the money in their effort to avoid paying for the pavement and saddle the cost upon the city.

We were informed that some of the citizens from the south end of the county, who were in attendance at the taxpayers' meeting, held in Tillamook City recently, had a remonstrance against the high tax levy in one hand and a road petition in the other for the purpose of getting signers. Think of it! Isn't this a combination of your whiskeys - Nehalem Valley Reporter.

We want to inform the Reporter that a large number of those who attended the meeting from the south part of the county were in favor of the court's budget for road work.

The system in this county of buying high priced dairy farms with but little money down and notes and mortgages to make up the balance is not only a burden upon those who take the risk, but with a decline in the price of cheese it will be difficult for them to meet their obligations. Interest and taxes on high priced land, now that it is to be assessed its full value, will

cut a bigger swarth into the incomes of dairy farms than heretofore.

Don't send to other towns for your printing. Patronize the home newspapers and the home print shops, for it is not giving them a square deal to give work to those who come here and solicit it. Business men and public officials should adopt the golden rule this year and patronize home industry and home merchants first, last and all the time. That is the way to make more business. What is most surprising, however, that notwithstanding the newspapers of the county do a large amount of free advertising, there are those who sene away for their printing.

Be a booster for the entire county this year. That is the right and proper spirit. There is nothing to be gained by petty, sectional strife and in "knocking" everything if it does not benefit this or some other locality. The snapshot man will do his best to boost all parts of the county, especially for good roads for sections which have waited patiently for them while other sections of the county have been benefited. There is too much undeveloped wealth in Tillamook county to think that this can be concentrated at any one point. There are, of course, natural advantages which cannot be overlooked. No matter which part of the county or which city push to the front, it is a benefit to the entire county in many ways.

We haven't been one of those who have tried to get something for nothing, and we don't believe that those who think that they are going to get their pavement for nothing should succeed in doing so. Let us illustrate this in another way. A person is sued for a just debt and he goes to an attorney for advice, who advises him to fight the case. He loses out in the circuit court and then in the supreme court, which is proof that the attorney gave poor advice to his client and he had a poor case. But the attorney gets pay for his poor job nevertheless, and he would feel offended if anyone said he was not entitled to full pay. It must be, then, that it depends upon the kind of job that is not to be paid for.

It's too bad that real estate speculators have succeeded in placing big mortgage plasters on dairy farms in this county. The system of selling farms at high prices, with little money down and big mortgages, have done much to inflate the price of land, for those who buy land under those conditions pay too much for it. A reaction is sure to come soon, when the dairyman with a big mortgage interest to pay will be the victim and lose what little money he had and years of hard work. But the real estate agent doesn't care a whoop, for he's made a big wad and looking after others to beguile and impose upon. It will only take a drop of a few cents in the price of butter fat, which is liable to do from now on, and then those who have invested in high priced farms with little money are immediately thrown into a tight place.

The parcels post system had its first big rush on Christmas and we are glad that the postal department was equal to the occasion. It proved a strenuous time for those in large offices, and imposed a large amount of extra work upon postmasters and those who handled it, but with no extra pay. Those who opposed parcels post now admit that it is a success, for it was business men who were scared and opposed parcels post. Since it proved such a success, there are those who want the government to take over the telegraph and telephone business. This is altogether a different undertaking and of far greater magnitude, to say nothing of the enormous expense and debt that it would plunge the country into. It is true that England took over the telegraph business many years ago and before the telephone was invented, but so enormous and extensive in this country, we think that the wisest course for the government to do is to let it alone. The Postmaster-General is advocating ownership of telephone and telegraph lines, and it was not long since that Mr. Bryan advocated government ownership of railroads.

Taxation is increased because the State tax is higher, and in this connection it is not out of place to state that the Supreme Court declared the eight hour law valid, which will increase the expenses of running State institutions, and consequently, the over burdened taxpayers will be called upon to pay the extra cost and deficit next year. We simply mention this to show that it is no other than the sovereign will of the people that is piling more taxation on the people. The eight hour law was passed under the initiative and referendum law, with a large majority of citizens voting for it, and it fully demonstrates that class legislation can be passed under the Oregon System, even if it does place more taxation on the people. Politically, the sovereign will of the people dodge helped quite a number of office seekers obtain soft jobs, for so many of our citizens imagined that the Oregon System would revolutionize conditions and reduce taxation. The proof of the pudding is in the eating. The labor organizations were not slow to grasp the situation, and invoking the initiative and referendum, introduced and passed the eight hour law. No one can blame them for it, for they knew that a large proportion of the voters, those who pay little or no taxes, generally vote for those things that increase taxation, and the taxpayers receive little consideration at the hands of the transient, floating voter. The sovereign will of the people is nothing more than this, those who can command the most votes, and in this instance it was the labor organizations and those who pay a small proportion of direct taxation, making it a clear case of class legislation. The Oregon System is becoming unpopular and will be more so than it is today, because the taxpayers see for themselves that instead of decreasing taxation it is doing the opposite, as the eight hour law passed under the new fangled system clearly proves.

Today Tillamook County enters upon a new year, and from all indications it will be one of the most progressive in its history, for the county is on the eve of a great lumbering development. This was made possible by the advent of a railroad and the improvement of Tillamook and Nehalem bars. The latter is partly completed, and as a result of this the Wheeler Lumber Company has erected a mammoth lumber and planing mill that will soon be in operation, employing 500 men. This is only one of the many large saw mills that will spring up from time to time in that part of the county. The improvement of Tillamook bar this year will be a great boom to the central part of the county and to Tillamook City, which will become the center of the lumber industry in this vicinity, the same as it is for the dairy industry. We look for many new enterprises in this city and neighborhood to be commenced this year, so as to be in operation as soon as the bar is completed. One thing that is of great importance to Tillamook City, in fact, it is something that the energies of the citizens should be centered upon, and that is the deepening of the channel from this city to the bay. We hope the Port of Tillamook will be able to devise some practical plan that this improvement will not be delayed, for it is of vital importance to this city. This is, however, something that our live wire citizens should take hold of with a vim. There is much to encourage those who have had confidence in and boosted the county for many years, for our prediction that Tillamook County will become a second Grays Harbor is not far distant. Let everybody boost and help bring this about.

Tillamook business men have been "stung" the same as business men in other towns by advertising fakirs, who make a big wad and then skip out. It so often occurs that business men will patronize advertising fakirs but will not patronize the home newspapers, which is the cheapest and best medium of advertising. There is no denying this. But we suppose the advertising fakir will come and go as heretofore and business men will continue to bite. There is one way to deal with advertising fakirs, which some of the progressive towns have adopted, and that is for business men to refer them to some com-

mercial body. The Hillsboro Independent had something to say on this subject, which is worth repeating:

If the Commercial Club can put the kibosh on the horde of fake advertising solicitors who raid Hillsboro almost every month in the year it will perform a service that alone will justify its existence and which will confer a benefit on every business man in the city. If the club follows the proposed plan of promoting an agreement that no merchant will patronize a plan that has not received the endorsement of the club that is all that will be necessary. The smooth gentlemen who flit into town and clean up a pot of money on a scheme which benefits no one but themselves well understand the plan of playing one competitor against another, and Smith is induced to spend money for a worthless advertisement because his competitor, Brown, will be in it. The agreement will mean that both Smith and Brown will see the proposal in its true light and have nothing to do with it. Getting right down to the facts the strange part of the business is that protection is necessary. The science of advertising is no longer an experiment. Millions are annually invested in it, and the returns, when it is rightly used, are greater than anything else in which the business man invests. And the men who reap the millions and reap the reward will tell you that as a means of publicity no plan equals newspaper advertising. Yet we see merchants who never patronize the columns of the newspapers paying large sums for space in cards composed entirely of advertising and hung on fences, in stables or placed in any spot where they can be got rid of. The price paid would secure generous space for several weeks in a reputable newspaper, but usually the victim, unmindful of the fortunes made in the intelligent use of newspaper publicity, will say that newspaper advertising does not pay. It would seem that his own common sense would show him that even were it true that the fake which he patronizes would benefit him, much greater benefits might be expected from a medium which is circulated legitimately to people who want it enough to pay for it, and that if people will glance at an advertisement printed on a card that is hung in a barn a greater number will read it if it appears in the newspaper they pay for.

The Northwestern Beekeepers Association plans on making the bees work twelve months in the year. Was this not accomplished by the Kansan who crossed the bees with lightning bugs, so they might work day and night?

Those who are banding themselves together under the name of "Spugs" will soon learn that the giving of useless Christmas presents cannot be prevented. The American people enjoy useless giving the same as they enjoy enforced tipping.

The value of the nation's fourteen principal farm crops for the year is placed by the Department of Agriculture at \$4,940,301,000, an increase of \$12,958,000 over that of the same crops last year. But the grand total of wealth produced on the farms was put at \$9,000,000,000 of which animal products alone amounted to \$3,000,000,000.

Even the not very thrilling role he plays at a wedding as father of the bride is being taken from man. At a recent wedding in Chicago the bride's mother not only gave the bride away in a more or less common place manner, but she pronounced a benediction over the newly married pair worthy of a bishop. But this was an "ethical wedding"—apparently the customary religious ceremony is not regarded with favor by these new moralists—where the bride and bride-groom exchanged contracts instead of religious vows.

At Glasgow, Scotland, was launched the new British battle cruiser, Tiger, known as the "mystery ship," because details of her construction were so carefully guarded by the government. It is known that she is to develop the heretofore unattempted horse-power of 100,000 and is expected to have a speed exceeding the fastest merchant ship. Her displacement is 30,000 tons, length 700 feet, beam 90 feet and her battery includes eight 13.5 inch guns, twelve 6-inch guns and two 21-inch submerged torpedo tubes.

Postmaster General Burleson's annual report contained the expected declaration in favor of the government acquiring ownership of all telegraph and telephone facilities of the nation. His investigation of the subject gave him the estimate of \$500,000,000 as the amount necessary to acquire the wire systems in existence, and the money could be raised through a bond issue charged against the postal service as a whole. Rates would be based on actual cost, plus interest charges and the sinking fund. Burleson says that his study of the purposes of the postal service leads him to the belief that the government should have control of all the means of communication. He points to the government success with the parcels post as evidence of the practicability of the scheme.

Oregon Agricultural College FARMERS' WEEK
 December 8 to 13, 1913

This will be a notable event in the educational history of Oregon. Farmers' Co-operation will be the leading topic of a stimulating series of lectures. The week will be crowded with discussions, and demonstrations in everything that makes for the welfare of the farmer and home-maker.

WINTER SHORT COURSE
 January 5 to 30, 1914

The College has spared no effort to make this the most complete short course in its history. A very wide range of course will be offered in General Agriculture, Horticulture, Animal Agriculture, Horticulture, Poultry, Husbandry, Dairying, Domestic Keeping, Mechanic Arts, Forestry, Science and Art, Commerce, Forestry and Music. Numerous lectures and discussions on FARMERS' CO-OPERATION, at home and abroad, will be a leading feature. Make this a pleasant and profitable winter outing. No tuition. Accommodations reasonable. Reduced rates on all railroads. For further information address H. M. TENNANT, Registrar, Corvallis, Oregon. Farmers' Business Courses by Correspondence without tuition.

Sidney E. Henderson, Pres., Surveyor.
 John Leland Henderson, Secretary Treas., Attorney-at-Law, Notary Public.
Tillamook Title and Abstract Co.
 Law, Abstracts, Real Estate, Surveying, Insurance.
 Both Phones.
 TILLAMOOK OREGON.

A 15 Watt Mazda Lamp
 On your front porch can be lit every night until midnight and register not over fifty cents per month on the meter.
 TILLAMOOK ELECTRIC LIGHT AND FUEL COMPANY
 WILL SPALDING, Manager.

Four Foot Fir Slabs
\$3.00 per Cord.
 Delivered.
 Dry Short Wood \$2.00 Load.
A. F. COATS LUMBER CO.

Any time any whiskey tastes so rough and strong it makes you shake your head and say "bur-r"---let it alone.
 Never put anything into your stomach your palate rejects.
 That's why nature gave you a palate.
 Try the new Cyrus Noble—the numbered bottle—the "soul of the grain."
W. J. Van Schuyver & Co., General Agents
 Portland, Oregon

Why You Need a New Range



Some housewives who display a remarkable amount of broad, sound, common sense along other lines, persist in the delusion—and it is a delusion—that they are really practicing economy by trying to get along—out of an old, worn-out range merely to save the price of a new one.

Your old range or stove was put together with putty and stove bolts and probably you can stick a pen-knife in the seams and joints anywhere on it where the stove putty has crumbled away. When a mure gets in that condition, it takes fuel enough to warm all outdoors in order to get your oven hot enough for baking—and then you run the risk of burning what is in the oven. You can soon burn up the price of the best range ever in a useless waste of fuel in an old, worn-out stove or range—and neither practical economy nor good management.

If you would practice real economy in your household management, you'll pay, the next time you are in town, to call at our store and closely into the perfect baking and remarkable fuel saving qualities of

Great Majestic Malleable and Charcoal Iron Range

Outwears Three Ordinary Ranges

It is the only range made entirely of malleable iron and charcoal iron. Charcoal iron won't rust like steel—malleable iron can't break, and while the first cost of a Great Majestic may be more than some other ranges, it outwears 3 ordinary ranges.

Half The Fuel

The Majestic is put together with rivets (not bolts and stove putty) making it absolutely air tight, like an engine boiler. The joints and seams will remain air tight forever as neither expansion nor contraction can affect or open them.

Pure Asbestos Lining

In addition, it is lined with pure asbestos board, covered with an

open iron grate—you can see heat escapes—no cold air enters—the oven—saves half the fuel—assures perfect baking.

Movable Copper Reservoir

The reservoir is all copper, like a tea kettle through copper set against left hand hinge box. It boils in gallons of water and reservoir—moves away and used only on the Majestic.

Ask us to show you the improvement over putty and stove bolts—malleable iron—charcoal iron—other ranges are weakest.

Other Exclusive Features

It's the best range at any price and should be in your kitchen.

FOR SALE BY
ALEX McNAIR & CO.

The Range with a Reputation