

ADVERTISING RATES.

Legal Advertisements.

First Insertion per line \$.10
 Each subsequent insertion, line05
 Business and Professional cards one month 1.00
 Locals per line each insertion05
 Display advertisements, an inch and 1/2 edge Notices, per line05
 All Resolutions of Condolence one month50

THE TILLAMOOK HEADLIGHT.
 F. C. BAKER, Publisher.

Editorial Snap Shots.

To the newspapers of Oregon is due more than to any other one factor the success obtained by the Liberty Loan campaign in Oregon.

We anticipate, before another crop of evergreen blackberries are ready for market, some enterprising citizen will start a fruit cannery here, not only to take care of the blackberries but other fruits and vegetables.

We are inclined to think that Mr. Hoover is overestimated, and that he has tackled a bigger job than he is able to manage. Citizens will have more confidence in him if he can control the food speculators, for that is where the rub comes and is costing so much money to keep body and soul together, while a whole lot of people are getting rich raising the price of everything.

There seems to be a disposition on the part of fishermen to violate the fish laws in Tillamook County. Whether this is because they have been allowed to do so in the past, or that the increase in the price of fish is a greater temptation to violate the law, we are inclined to think have something to do with it, the authorities are going to compel compliance to the law in the future. This is perfectly right and proper and it is just as well for the fishermen to make up their minds that they are going to be watched most carefully, and when they do violate the law it is going to cost them money. The best thing they can do is to strictly observe the law.

In arranging the quotas for the recent Liberty Loan drive for counties and cities, when making another drive a different system should be adopted. For illustration, one of the quotas placed Tillamook City at \$80,000 and Tillamook County at \$90,000. The \$107,550.00 raised by the two banks of this city was largely subscribed by persons living outside the city limits, so it is unfair for the city to take all the credit. Some few towns when the drive was on, obtained a good deal of newspaper notoriety, which they were not entitled to, for the people in the surrounding country helped to swell the amounts, and for that reason the people in the vicinity of Tillamook City are entitled to credit for helping swell this city's quota.

On Sunday, November 11, write a letter to your boy, or if you have no boy or relative in the American Army or Navy, write a letter to your neighbor's boy, and send him a copy of the old home newspaper. Let him know you are thinking of him, that you believe in him, that you are backing him and you want him to make good physically and morally. Tell him to make use of the Army and Navy M. A. C. It's the boy that is lonesome and heartsick for a letter from home that oftentimes falls. Let him know that the home tie is strong and he will be proud, happy and anxious to make good and come clean. The Y. M. C. A. is the nearest thing to home he has in the Army and Navy. Tell him you are helping this work and he will appreciate it. Between November 11 and 12 to the Y. M. C. A. hopes to raise \$35,000.00 for its work among the soldiers at home and abroad. It needs your help and your subscription, and the soldier or sailor needs that letter from home.

President Wilson, when war was declared should have taken the ablest men in both parties to help him conduct the war, but he failed to do so. Blunders have followed in rapid succession in the ship building program. Millions of dollars were wasted when U-boat chasers were built, now the charge is made that the Shipping Board, since its formation, has been reorganized and reorganized, and yet never during its history has it had among its members a single experienced shipbuilder. Charged with directing the biggest shipbuilding undertaking ever assumed in the United States, the Shipping Board today, as it was in the beginning, is made up entirely of men who never built a ship. Stranger still, there are no practical shipbuilders holding even advisory positions. There are naval architects on the Board's staff; there is a ship operator on the board; also a marine attorney, but no shipbuilder. And the shipping board will keep on making blunders until practical, capable men are put in charge of the work.

For real, genuine mossbackism, this takes the cake, taken from the Wheeler Reporter.

"Now that it is settled that the Tillamook County road bond issue of \$1,200,000.00 is absolutely dead, some steps should be taken by the county court to annul or hold up the contract of \$105,000.00 worth of hard surfacing on the road south of Tillamook until such time as means can be provided to finance the work and do justice to all parts of the county."

If anything upsets the snap shot man's equilibrium and raises his dander, it is rank nonsense like the above. Let's see, it was costing the county in the neighborhood of \$16,000.00 a mile for hard surfaced concrete roads, but with the assistance of the State Highway Commission it is now costing the county \$7,000.00 a mile for a far better

road, yet we are told by the Wheeler Reporter that the present contract should be annulled. We do detest narrowness and sectional prejudice, for this is what it means, but that is not the opinion of the broad minded people who live in the North part of the county. Road district No. 1 has no reason to complain. Over \$60,000 have been expended this year in the north part of the county and when the county is bonded, and it will be, then road district No. 1 will have a just apportionment of the money and obtain some hardsurfaced roads.

Who Does the Hooverizing and Who Should do More of It.

E. S. Routledge writing to the Oregonian on October 28 sounds a note which finds a most respective chord among the women of every community. His article is as follows:

Why pick on the women? In the city of Portland alone enough money goes up in smoke every day to feed 500 soldiers. I think with thousands of other mothers that there should be cards sent to every office building in the United States asking the men to sign a pledge to stop smoking for at least one day a week. I have observed the men closer than ever for the last two weeks. Go into any show house in town from the nickel one to the best, in the afternoon and you will find not less than ten men to every woman. I also have visited the restaurants from the best down, and have observed that nothing less than 25 cents, from that up to 50 and 60 cents is rung up for a man's lunch, and I'll bet if you could see the wives or mothers of these men you would find them in the pantry eating what was left of yesterday's dinner. I believe in playing fair, and not asking the women to do it all. There is not a good wife or mother in the city today but whose main thought is, what can I get for dad's or the boy's dinner tonight? They do not buy the expensive foods for themselves. So gentlemen, have a heart, and do a little Hooverizing yourselves.

Premier Lloyd George Tells Some Facts About the British Navy.

It may not have occurred to many persons that if England had not entered the war when she did the German fleet would have played havoc with the French and French channel ports. No doubt it was the plan of the Germans to bottle up France by sea and overrun her by land. England upset that plan, and she did so because she had the ships and the men, notwithstanding the submarine menace, and soon bottled up German ports and the German fleet. One does not realize what immense service the British fleet have been to the allies and to the United States. Premier Lloyd George gave some interesting facts which throw considerable light on the situation.

"The British navy was like one of those internal organs essential to life, of which we are unconscious until something goes wrong. In this war, said the premier, the navy has been the anchor of the allied cause. In this war, if it lost its hold, the hopes of the allies would be shattered.

"The premier told how the navy had guaranteed supplies to the army abroad and material which it had enabled the allies to get from abroad, adding:

"But for the navy, disaster would have fallen upon the allied cause. Prussia would have been mistress of Europe and, through Europe, of the world. Despite hidden foes, despite illegitimate naval warfare, despite black piracy, the navy has preserved the highways of the seas for Britain and her allies.

"Since the beginning of the war the navy has insured the safe transportation to the British and allied armies of 13,000,000 men, 2,000,000 horses, 25,000,000 tons of explosives and such supplies, and 51,000,000 tons of coal and oil. The losses of men out of the whole 13,000,000 were only 3500, of which only 2700 were lost through the action of the enemy. Although 13,000,000 tons have been transported by British ships."

"It was too early to summarize the effect of the blockade by the British navy, which would be complete," declared the premier, "if it had not left the gate to the Balkans unlocked. It was not the fault of the grand fleet if it had not many opportunities; that was due to the enemy's knowledge of its efficiency. Since the battle of Jutland the Germans had never seen fit to challenge."

A Saloonless Nation.

By Senator Kenyon of Iowa.

If someone were taking as much food stuff as goes into booze and dumping it into the sea, what would the people of the nation say?

Why do we prohibit the boys in the army and navy from having booze and insist that those who remain at home shall have it? If liquor is a bad thing for the boys in the trenches, why is it a good thing for those at home? When they are willing to die for us, should we not be willing to go dry for them?

The life insurance policy should endure until its mission is fulfilled. It is far preferable to first take a comparatively small policy and hold it securely, than to take a large amount of insurance and lose some, and perhaps all of it, through inability to meet the premium payments. Of course it is very gratifying to receive large applications for insurance and issue big policies, but a small policy that continues is more pleasing to the company than the big risk which lapses in its infancy.

War Saved the Beet Sugar Industry.

If there hadn't been a war there would be no beet sugar industry in this country today, and sugar prices would have been up to stay up, despite all the Hoovers that ever were born. For the determined policy of the Democrat party four years ago was to put sugar on the free list and it actually had a law in effect which would have taken off the entire sugar

duties in the spring of 1915. But the war scared our Democratic friends and they repealed the law before it went into operation.

If Europe hadn't had a war the United States would have had no beet sugar industry. Without a beet sugar industry the American housewife would have been at the mercy of the cane refiners, and the annual taboogan slide of sugar quotations would have been a matter of history.

Mr. Hoover has plenty of credit for other things. Let's allot the credit for the approaching drop where it belongs. If we have any scruples about thanking the war for anything, we can give some deserved gratitude to the Protective system that built up our American sugar industry for our help in time of need.

Steps in the Ladder of Cheerfulness.

(By B. C. Forbes.)

Good spirits make for good digestion. Cheerfulness costs nothing, yet it is beyond price.

It is an asset both of business and of body.

It helps you to get more—and it enables you to give more—more of that which is worth while.

The big men the leaders of tomorrow, will be those who can blend cheerfulness with their brains.

The wise owner will not enter his horse if it be in a franky mood, for he knows the race is already lost.

Life's race can best be run with a light heart and a buoyant countenance.

Success is the summit we all seek to attain.

We can step on no escalator or elevator and be whisked up without exertion.

The road is steep, steep as a ladder, and the exertion of brain and muscle is necessary to climb it step by step, painstakingly, perseveringly.

Cheerfulness is one step on the ladder.

Gain it early.

Success in business, if not in life itself, is simply the art of pleasing.

The problem of capital is to keep labor content.

Corporations now refuse to elect crotchety executives or managers or superintendents or foremen, for a crotchety overseer makes crotchety, dissatisfied men.

Promotion today is for the cheerful, not the choleric.

To place a cantankerous individual in charge of a business is to pitch a crowbar into the machinery.

A happy boss oils the whole plant—laughter is a lubricant.

What means pensions, profit-sharing, sick benefits, compensation for accident, group insurance and the like? Are they not but means to the one great end, the making of men satisfied?

Disatisfaction breeds carelessness, indifference and all manner of inefficiency.

Cheerfulness is the parent of competency.

The longest face is apt to be awarded the shortest envelope.

"I would give a million dollars to have Charlie Swab's smile," J. Ogden Armour, head of the \$500,000,000 a-year packing business, recently told me.

Schwab himself attributes no small part of his success in building up a business employing 60,000 men to his inexhaustible sunshine.

If a smile can be worth a million, why cultivate a frown, for which there is no market?

The Lackawanna Railroad dismissed a superintendent simply because he could not handle men harmoniously.

There is philosophy in the motto overhanging my desk: "Smile, darn you smile."

POINTS THE WAY

The Statement of this Hillsboro Resident Will Interest Our Readers.

Our neighboring town Hillsboro points the way in the words of one of its most respected residents:

Mrs. W. H. Morton, 1439 Second St., Hillsboro Ore., says: "I can always speak a good word for Doan's Kidney Pills, since they pulled me through a terrible attack of rheumatic pains. For over a year, I wasn't able to dress myself and every cord and muscle in my body pained so that I couldn't rest day or night. I was in constant misery every minute. During this time trouble with my kidneys set in and they were irregular in action and congested. I felt sick and nervous all over. I couldn't get anything to relieve the suffering, until I began taking Doan's Kidney Pills. In a few weeks, my kidneys acted more freely and the rheumatic pains began to ease up. I stuck to them until I had finished about twelve boxes when I was able to get around as well as ever and do my work. Today I can get around without any pain or effort. I take a box of Doan's Kidney Pills Price 60c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same as Mrs. Morton uses. Foster-Milburn Co., Props., Buffalo, N. Y.

Announcement.

Mrs. J. C. Holden announces that she will open her Piano Studio, Sept. 1, for private and class instruction. Mrs. Holden is a graduate of the Dunning Improved System of Music Study and will establish classes in this method. Anyone desiring further particulars may call at any time.

Ornamental Fire Places Built of Brick and Stone. All Fire Places absolutely guaranteed not to smoke or money refunded.

Brick work of all kinds done on short notice.

We make a specialty of repairing smoking Fire Places.

RALPH E. WARREN,
 TILLAMOOK ORE

TUESDAY & WEDNESDAY
NOVEMBER 13th and 14th



Beatriz
Michelena
 In
7 BIG ACTS
The
"Unwritten Law"

IS ANY WIFE SAFE?

New York Evening Mail says: A Picture in which there are no flaws—it is wonderful.

The greatest court room scene ever filmed. Miss Michelena's tears are as real as her beauty

Come Early As we believe that this to be the Greatest Production ever offered a Tillamook audience, we hope every one who can possibly arrange to see this picture, either evenings, will do so, as we were unable to secure it for more than 2 days.

1st Show 7:00 p.m.
2nd Show 8:30 p.m.

GEM THEATRE

Admission: 20c. Children, 10c.

Golden's Women's Shop

Low prices are our only means of success
 We have moved to the best store in the city.

Six months ago THE GOLDEN CO., started business here. It had no customers; it's birth place was in a \$20.00 rented store on First St., with only an occasional announcement in this paper. NOW IT OCCUPIES the best store on the main business street.

GOLDEN CO'S. POLICY of all value GARMENTS minus inflated prices, has enabled it to span a six months business gulf which few accomplish in ten. WHY? There must be a REASON.

Our success is the reward of reliable merchandise, Decidedly Lower Prices than those charged elsewhere

Every woman who admires Stylish, Well-Fitting Clothes will be interested in the New Fall and Winter

COATS SUITS AND SKIRTS

Golden's Women's Shop

Showing the most wonderful values in the season's latest and most approved styles in

Women's and Misses High Class Suits, Coats, Dresses and Skirts

Made to your measure to fit you perfectly in any style and material of your own selection, Or of Your Own Material.

Also a complete line of Ready-to-Wear Suits, Coats, Skirts, Dresses, etc.

So great an assortment of beautiful styles and fine materials can be found only in the large cities. Every garment is perfect in fit and faultless in workmanship.

Come and enjoy the pleasure of looking through this wonderful line whether you wish to buy or not.

Golden's Women's Shop Tillamook

Prompt Service, Perfect Fit and Satisfaction Guaranteed and Prices Always the Lowest.

We do all kinds of remodeling, dyeing and dry cleaning. Suits pressed for Men and Ladies. Prices the lowest.



This is one of the most sensible street and motor coats produced this season. One of New York's most exclusive Fifth Ave. shops are featuring this stylish model
 Price.....\$12.90