

**ADVERTISING RATES.**

<b>Legal Advertisements.</b>	
First Insertion per line . . . . .	\$.10
Each subsequent insertion, line.	.05
<b>Business and Professional cards one month.</b> . . . . .	1.00
Locals per line each insertion. . . . .	.05
Display advertisements, an inch and Lodge Notices, per line . . . . .	.05
All Resolutions of Condolence one month. . . . .	.50

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



**Editorial Snap Shots.**

We wish everybody a happy Christmas.

The Red Cross meeting at the City Hall next Sunday will be of a patriotic nature. Wear your Red Cross buttons.

We don't know whether this is the right kind of Hooverizing. Only a comparatively small number of marriage licenses have been issued of late. That is not giving the young women of marriageable age a square deal.

In less than two weeks the old year will have passed and we are about to enter a new year. Let's get together and make it a hummer for Tillamook County, everybody putting his shoulder to the wheel to make this a bigger and better Tillamook county.

Just one dollar. That is all it takes to become a member of the Red Cross. But if anyone wants to give a Christmas offering of a larger amount it is their privilege to do so. But why wouldn't it be better to make a Christmas gift to either of the local Red Cross funds?

Get into the band wagon. A number of Tillamook merchants are going to put their business on a cash basis the first of the year. That means that everybody who is owing them will have to dig up forthwith and come up with the "dough" when they want to buy anything in future.

Some one, if not more, in every home in Tillamook county should be a member of the Red Cross. There is nothing sectarian about the Red Cross movement, but it is doing real Christian work in a practical way. All denominations are helping with the one object in view of doing good and to alleviate the suffering of others.

In a few months time the first ship built for the government in Tillamook county will be ready to launch. It is going to be a gala day with one of the biggest crowds down at the ship yard to see the launching. It is to be hoped, however, that the county court will have the road fixed by that time, so that the big crowd can get there without trouble or danger.

There don't appear to be many persons in this neck of the woods who are grooming themselves for public office. It is because other vocations are paying higher salaries and one don't have to run the gauntlet of public criticism, for no matter how competent and economical one may be in public office there are always those who complain and criticize without just reasons.

Whenever there is a tie up on the railroad, it takes the postal authorities an indefinite time to make a change in the routing of the mail, consequently we are kept without mail for days, when, as a matter of fact, one day's delay should be the limit. Had the postmaster here had the discretionary power, the mail could and should have been routed via the Grand Ronde to Willamina or Sheridan.

Every woman in Tillamook county should affiliate with the Red Cross, and this is a golden opportunity to do so, especially at this Christmas time. A large number of women have gone into the work and are donating their time to this commendable cause and others are anxious and ready to do the same, so we make an appeal to the women of Tillamook county to come forward and become a member of the Red Cross.

Two very commendable organizations before the war had been woefully neglected for want of support. We refer to the Red Cross and Y. M. C. A. One thing the war did, it showed us how we had allowed these two organizations to struggle along without proper financial support. If we were remiss in the past it is pleasing to note how the people are anxious now to provide the money so that they can carry on their splendid work.

It is not our intention to indulge in any criticism of President Wilson,

but it is becoming more and more a demonstrated fact that he has not obtained the assistance of the ablest men for heads of departments in the prosecution of the war. The Secretary of War and several other cabinet officers are simply politicians and have not the ability or initiative to head their departments in times of war. But the president appears to stick to men of his own political party, and this is where he seems to have erred.

Most of us get a little peeved when told to Hooverize, and it is not out of place to ask the reason why we resent to curtailment of this, that and the other thing. The answer is, we have all, more or less, been wasteful and as a result of the war it is going to make us all more thrifty and less wasteful in our habits of living. And although we do not appreciate being preached to about Hooverizing, nevertheless, it is a mighty good thing for individuals as well as the nation. A great deal of waste is being cut out and people are going to save their money as well.

It seems that Germany is wanting to strike a decisive blow before the United States will be able to participate in the fighting. It is safe to say that Germany will never be able to break through on the Western front, for the allies are well prepared to meet any drive that Germany may make there. Germany scoffed at the commencement of the war at England's little contemptible army, and as soon as the United States entered into the war it commenced scoffing at our army as though it did not amount to anything. Thus far England's little contemptible army has been the greatest sore in the side of Germany and when the boys from this country commence to do their bit by the side of the English, Germany will find that the two armies it scoffed at will prove to be the main factor in winning the war.

We want to express our appreciation and admiration of the women of Tillamook County who have taken up Red Cross work. It is from a sense of patriotic duty that they are giving their time, energy and money to this commendable work. One cannot go into a Red Cross work room in this county but what is impressed by the unselfish disposition and real Christian spirit of the women, who are actively engaged in Red Cross work. They see the importance of their work because women in other counties for the past three years have been engaged in Red Cross work and now that the United States is involved in the titanic struggle, women in this country are more than anxious to devote their time to preparing to meet a large casualty list amongst our own boys in the near future, when all kinds of bandages, garments and hundreds of other things will be greatly needed.

Our advice to Tillamook dairymen is to stay with the cheese industry. It took years of hard work and a lot of boosting to bring about the reputation that Tillamook cheese have enjoyed for many years. Because of the great demand for condensed milk there are those who would favor going into that business. It would not be wise to do so for a small temporary benefit. Until the war Tillamook dairymen always received more for their milk than in other localities, and they will continue to do so after the war. What is helping the cheese industry of the county today is knowing how to handle the selling and turning out a superior article. This is bound to win. Considering the steady advance in the price of cheese in recent years, with no set backs or losses, we consider that the dairymen have done well and the business end has been well looked after. So this is no time to throw overboard a splendid industry that every dairyman has done his bit to build up. Stay with the cheese boys.

Who will win the war? The nations that can maintain their man power. Of course, there are other things to be taken into consideration. The allies have the preponderance of man power today, and with equal losses on both sides, Germany is now confronted with physical exhaustion and every battle that she participates in reduces her man power at a time when the United States is throwing its great man power into the fray. It is true that Germany may be able to maintain a defensive attitude on the Western front and thereby prolong the war, but it is the loss of man power in Germany that is beginning to tell. For illustration, when Russia went to pieces, Germany could have made a tremendous drive into that country, but failed to do so. Simply because she did not have the man power and that prevented a large part of Russia being overrun by the central powers. The repeated pounding Germany is getting on the western front is gradually exhausting her man power, so much so troops from Russia have been rushed to the Western front. It is not so much to gain territory, as it is to inflict severe punishment on the man power of Germany that the English and French have never let up throwing shells into the enemy's lines. After three years of vigorous pounding Germany has suffered terrible in man power, and to our way of thinking this is what is going to bring Germany to her knees.

Those who have been in the habit of getting things on "tick" at the stores will have to Hooverize, for some of the business men are going to place their businesses on a cash

basis after the new year. It is a good idea and should have been adopted years ago. There is now plenty of work for everybody at good wages, and if people cannot pay cash now and have to go to the different stores for credit, it is dollars to doughnuts that business men who give credit to that class will have considerable losses. We believe now is the proper time for every merchant to run his business on a cash basis and forever cut out giving credit to people who run bills in about every store in town. Someone has to pay losses on account of the credit system, and it is generally conceded that this falls on those who pay cash. It takes time and money, and often more than the profit to collect under the credit system, to say nothing of the vexation it brings to business men with thousands of dollars on their books at a time when the jobbing houses are crowding them for money. The big department stores in Chicago and other places do not give credit, and to compete against these local business houses cannot do so if they have more or less loss on account of the credit system. Cut it out now, and cut it out for good, for now is a splendid opportunity for every merchant to do business on a cash basis. This is another instance where we can Hooverize, and it will be a good thing for everybody.

**Join the Red Cross.**

The American Red Cross is offering every one, rich and poor alike a chance to contribute personally to the Christmas spirit of the enlightened world. At such an anomalous season—when there is not peace on earth, when good will toward man is mocked by death-dealing cannon and blood-stained steel—what could be more blessed than to comfort and cheer the thousands of suffering of Liberty's defenders in the hospitals behind the battle lines?

To relieve the suffering of the wounded and to salvage battered human wrecks is the primary function of the Red Cross. Let us not forget that very soon our own boys in large numbers will be carried in Red Cross ambulances to Red Cross hospitals, there to receive every care scientific Red Cross methods afford.

Where a few millions will start for "over there" many more millions must remain at home. To these latter the Red Cross, in its drive for 10,000,000 new members between December 16 and December 25, offers the best form of stay at home service—membership in and cooperation with the Red Cross. It urges that you join the Red Cross, and then influence others to join by displaying from your home, your office, your store, or your factory the Red Cross service flag which bears one small red cross for each member where the flag is displayed.

Isn't it worth a dollar to you to know that you are privileged to fly the service flag and that you are helping—even in a small way—to lessen the agony of the boys in the trenches?

**The Liberty Selling Plan.**

The meat price adjustments and war economics in their business many of the retail grocers of the country are adopting the Liberty selling plan. Not long ago the retail grocers of Newark N. J., and its suburbs cooperated in a newspaper announcement to the public stating that they had adopted this plan, and asking for cooperation from consumers. The Liberty selling plan embodies material reductions in prices on staple foods, and the public is asked to aid the reduction by paying cash for merchandise and taking it home wherever possible. Deliver service is maintained, but customers are asked to pay a nominal delivery fee. Where goods are charged on account a small sum is added for the actual labor and cost of carrying the account.

**THE REAL WORLD'S SERIES**

It opened in Bleeding Belgium, with Kaiser at the bat, He won the game at Liege and thought he had the series pat, Then Johnny Bull went in to pitch, and stopped the foe's advance, While a feature of the game became the fielding work of France. Russia went in to pinch-hit, along the Eastern front, While Italy and Roumania each laid down a perfect punt, They trimmed old Bill at Vimy Hill—with wine they filled the cup, While out along the foul line Uncle Sam is warming up. "Your Uncle Sam is warming up to mount the pitching hill, And show such speed and curves that he will strike out Kaiser Bill. That war machine to conquer worlds will know the very worst, When we hit one down to Hindenburg and beat his throw to first, When Sims goes up to bat and sweeps the subs from off the sea, And Pershing, sliding into third, spikes Crown Prince on the knee. Yes, Uncle Sam is warming up, and after he goes in, We'll be building baseball diamonds in the city of Berlin."

The wife of a Missouri Editor, whose family evidently wants to be shown, stood one day recently at the corner of the Times Square New York, holding the hand of her little daughter, 12 years old. They watched the passing crowd for about ten minutes when the little girl looked up and said: "Mama, when will I be old enough to wear short skirts?"

**DO YOUR SHOPPING EARLY.**

Everyone purchasing merchandise to the value of \$1.00 or over before 11:00 o'clock a.m. on Friday—Saturday or Monday will receive a gift for their efforts.

**SHOP EARLY**

# S M I S M I T H Y's H Y's

**TO THE CHILDREN**

We have 300 Santa Claus Pins to pin on your coat. On Saturday morning this week we will give these away to the children. 100 will be given between 9 and 10 o'clock, 100 between 10 and 11 o'clock, and 100 between 11 and 12 o'clock. One of your parents must be with you.

**SUGGESTIONS FOR CHILDREN**

Wagons, Rocking Horses, Chairs, Dolls, Doll Beds, Toy Dishes and Cooking Utensils, Stoves, Games and Toys, Handkerchiefs, Ties, Ribbons, Air Guns, Pop Guns, and pistols, Blocks, Cement Block Outfits, Tricycles, Wheelbarrows, Hundreds of items of every description Buy your Doll and Doll Buggy here. Xmas Tree Candles and decorations.

MARY PICKFORD IN "A POOR LITTLE RICH GIRL" ARTCRAFT PICTURES

## Christmas Night Special

### MARY PICKFORD IN "A POOR LITTLE RICH GIRL," AT THE GEM THEATRE.

This is without a doubt one of the best productions which "LITTLE MARY" has ever appeared in. Don't forget the time and place, as we will have this on 'Xmas. Night Only.

**Adults, 20c. Children Under 12, 10c.**

**IT'S YOUR WAR AS WELL AS THEIRS**

They are serving "over there" for humanity's cause. You can back them up at home by

**JOINING THE RED CROSS**

**All You Need—A Heart and—A Dollar**

Join during the Red Cross Christmas Membership Campaign, and express the true Christmas spirit. Oregon is called upon to furnish

**240,000 MEMBERS**

**RED CROSS SERVICE FLAGS**

will be issued with each One-Dollar Membership. You'll want one in your window on Christmas Eve, of course.

**SIGN UP TODAY**

**RED CROSS CAMPAIGN HEADQUARTERS**

**A CONSERVATION CHRISTMAS**

USEFUL GIFTS—BOUGHT IN TILLAMOOK will reduce waste and eliminate loss, thus benefitting this community, its industries and its people. It will mean a THRIFT CHRISTMAS.

A Gift Savings Account may be opened at the First National Bank by anyone—for anyone upon deposit of \$1.00 or more. Why not remember the children in this way?

**DIRECTORS:**  
A. W. Bunn, Farmer. P. Heisel, Farmer.  
C. J. Edwards, Mgr. C. Power Co. J. C. Holden, Vice Pres.  
B. C. Lamb, Building Materials. John Morgan, Farmer.  
W. J. Riechers, Cashier.

## The First National Bank

TILLAMOOK OREGON

**First Class Job Printing**  
at the Headlight Office