THURSDAY, FEBRUARY 17, 1921

THIRTY YEARS AGO.

Bay City- The machinery for the

new sash and door factory arrived per the "Augusta" and now we will soon hear the hum of the planer and the matcher;

Garibaldi-The business at the Truckee Company's store is increasing so fast that the services of an- foundry and extensive milling enter- again on Wednesday. other clerk is required. The smil- prises will be established at an early ing countenance of Mr. A. McNair date. may be seen behind the counter in company with that of C. C. Babbige. with a sack of fine eating apples but Oretown-Last week Messrs. A. and as Grant Mills requested us to say Representative Eddy has introduced L. Commons killed two panthers which their dogs had treed on the | donor away. Dundas place. The oldest one was about 81/2 feet long; the other was

half grown. The Australian ballot system is now a law, the governor having signed the bill.

TWENTY YEARS AGO. The appropriations for Trask river (From Headlight of Feb. 14, 1901.) road and the Clatsop and Nehalem | Governor Geer has vetoed the Barpassed the house, and have a ber Sunday closing law without his

Tillamook people.

The Tillamook incorporation bill

curred in by the senate this wek.

How Much Money Is **Spent Advertising**

NE of the well-known officers of the Associated Advertising Clubs of the World estimates that the total amount of money spent in advertising in the United States in 1919 was one billion six hundred million dollars.

Looks like a lot of money, doesn't it?

Some folks, who haven't thought about it, might say that this more than a billion and a half is simply an added burden on the American buying public.

But hold on a minute. This amount was less than 5 per cent of the total volume of business done in the United States during that year. It is considerably less than half the amount it cost the business houses of the United States to send out salesmen to call on dealers during the year.

It is considerably less than the amount paid by retail merchants to the railroads for hauling their merchandise, and it didn't add a cent to the total cost of the merchandise sold in the United States during that year. Everybody agrees that salesmen are necessary to business. Everybody knows that we couldn't do business unless we had the railroads to haul our merchandise about for us. Of course, they have to be paid. But one thing that some of us overlook is the fact that this more than a billion and a half spent in advertising increased total sales of merchandise in the United States to such an extent that the actual retail sales price per unit of merchandise sold could be made smaller than it would have been without any advertising. Of course, advertising makes people buy things that they wouldn't otherwise buy, but usually they really need these things and they can either live more comfortably or perform their work more efficiently because they buy this merchandise.

prospect for passing the senate, des- signature, thus completing the pro- der of the Hon. Geo. R.

THE TILLAMOOK HEADLIGHT

We visited the schools last Friday. G. A. Edmunds has over forty pupils make barbering next Sunday a crime. ary, 1921, and the date of the first and is doing good work. Mr. Hosmer's school is progressing nicely, \$ 2.50 to the city freasury for disre- 10, 1921, and the date of the last over fifty pupils being in attendance. garding the bicycle ordinance. According to the Tribune of Bay City that place is to have an iron patter of Tillamook mist was heard published by virtue of said order for

We are a little surprised to find that Bay City is wanting to throw This office has been presented off her municipal robes now there is Postoffice address: Tillamook, Oregon some prospect of securing a railroad. 2-10t7

nothing about it we will not give the a bill to repeal the act by which the town of Bay City was given a charter. The residents, finding city airs

has passed the house and will be con- and honors burdensome after two years of experience, adopt the next Corporation, Chas. I. Clough Combest thing by applying to the legislature to smash the charter.

> Did you like Lewis Sargent in 'Huckleberry Finn''? See him again in "The Soul of Youth". ---Gem Mon-day night. Hear Miss McDevitt on our new "Wurlitzer".

Outplayed and outclassed in every department of the game, Tillamook High went to defeat here Saturday last publication of this summons and on the auditorium floor, before the fast McMinnville High quintet by a score of 59 to 9. Tillamook scored relief prayed for in the complant, merely through fouls.

McCart was the scintillating star of the local team and the cheesemakers could not stop him from landing now in the possession of defendants the ball in the baskets. Coach Dim- Jones-Knudson Furniture Company ick of Tillamook would walk around the floor in an endeavor to find a weak spot in the local aggregation's team work, but it was in vain. Till- of the followng indebtedness of Carl amook proved to be one of the weakest teams that has played on the lo-

Listen! Where is that "Wurlitzer?" At the Gem, of course! Let's go!

NOTICE Bids will be received for the hauling of cheese and supplies to and from the Maple Leaf Creamery, 2 miles north of Tillamook City, for the year 1921. All bids must be presented at the office of Carl Haberlach, secretary, before noon, Saturday, February 19th, 1921. The board of directors reserves the right to reject any or all bids.

CARL HABERLACH, Sec.

Adv.

Administrators Notice of Final

Account NOTICE IS HEREBY GIVEN that the below named administrator has filed his Final Account in the Estate of Laura I. Chance, deceased, and that by an order made and duly entered, the County Court for Tillamook County, Oregon, has fixed Monday, the 28th day of February, 1921. at ten o'clock a. m. as the time, and the Court House of Tillamook County Oregon, as the place for the hearing of said Final Account.

(From Headlight of Feb. 20, 1891) pile the opposition offered by some ceedings necessary to make it a law. Judge of the above named Court, As it bears an emergency clause, it said order having been made and went into effect Monday, and will entered on the 10th day of Febru-Several of the citizens had to pay publication hereof being February publication is the 17th day of After a spell of bright weather the March, 1921. This summons being a period of six consecutive weeks.

> S. S. JOHNSON, Attorney for the plaintiff.

Summons By Publication

In the Circuit Court of the State of Oregon, for Tillamook County. Maggie Knudson, Plaintiff, vs. F S. Harmon Furniture Company, pany, a corporation, Alex McNair & Company, a corporation, Jones-Knudson Furniture Company, a cor poration, John Erickson, Adolph Erickson, Claude Myers, Chris Nelson and Carl Knudson, Defendants. To Carl Knudson, one of the defendants above named:

In the name of the State of Oregon

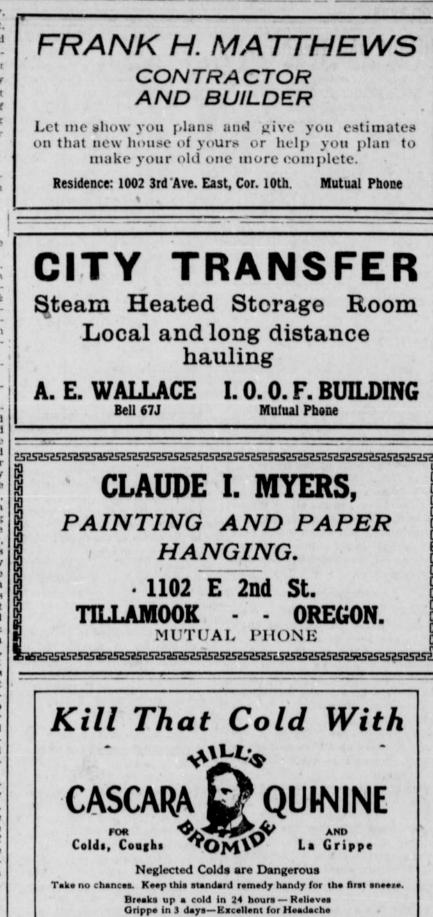
You are hereby required to pear and answer the complaint filed against you in the above entitled cause on or before the date of the if you fail to appear and answer, for want thereon the plantiff will apply to the above named Court for the which is briefly as follows: That a decree be entered herein. declaring that 50 shares of stock of the Jones-Knudson Furniture Company, and John Erickson, be declared the property of the plaintiff, held in trust for her by the two defendants last named, subject to the payment Knudson, to-wit: Alex McNair & Company, \$6.00; Chas. I. Clough cal floor this season. —McMinnville News Reporter. i Company, \$50.51; John Erickson, 236.76; Adolph Erickson, \$85.80; Claude Myers, \$50.00, and Chris Nelson, \$204.00; And further, that

upon the extinguishment of said indebtedness the said stock, or so much thereof as may be left after such extinguishment, be transferred on the books of the defendant Jones Knudson Furniture Company to and in the name of the plaintiff. Plaintiff further prays for general relief. This summons is published by or der of Hon. Homer Mason, County Judge of Tillamook County, Oregon by an order made and entered on the 27th day of January, 1921, in the absence from Tillamook County, of the Judge of said Circuit Court, the first publication hereof being Febru-

1921 Dated Feb. 3, 1921. T. H. Goyne and S. S. Johnson, Postoffice address, Tillamook, Ore

Give a look at the prices of canned peaches, pears, salmon and berries at the Burge Grocery-a cut of 25 per cent.





So this big advertising bill of the business houses of the United States is just as essential to the business machinery as lubricating oil is to an automobile.

You might save money in running your automobile by putting no oil in the crankcase, but you wouldn't have a car very long. Thus, in these modern days, you may think you are saving money by not advertising, but the other fellow who does advertise is getting the business, while you are saving your money. After a while he will have all the business and you won't have any money left to save.

NOTICE IS FURTHER GIVEN that all persons having any objection to said Final Account and to the discharge of this administrator, appear at said time and place, and show cause if any there be, why said ad-ministrator should not be discharged and his bondsmen exonerated. MARION T. CHANCE Administrator of the Estate of

Laura I. Chance, Deceased. 1-27 t5

"Humoresque" all day Sunday, 1 to 11 p. m. at the Rex. Adv.

SUMMONS BY PUBLICATION In the Circuit Court of the Stat of Oregon, for Tillamook County. Charles I. Yoeman, Plaintiff, vs Ruth J. Yoeman, Defendant. To Ruth J. Yoeman, the above named defendant.

In the name of the state of Oregon, You are hereby required to appear and answer the complaint filed against you in the above entitled cause, on or before the last day of the publication of this summons as hereinafter set forth, and if you fail so to answer, for want thereof the plaintiff will take a decree against you as prayed for in said complaint. which is briefly as follows.

That the marriage contract existing between the plaintiff and defendant be forever annulled; and Meets that he have an absolute divorce every from the defendant, and for any oth-Friday er or further relief which the court may deem meet and equitable. K. of This summons is published by or- Hall.



of Oregon, meets on first and third Friday evenings of each month, at 8 p. m., in the W. O. W. hall. Visitors welcome Minnie Johnson, President

Elizabeth Conover, Secy

Corinth Post, No. 35, Dept. of Oregon Meets on second and fourth Saturdays of each month at 1:30 p. m. in W. O. W. hall. Visitors welcome.

H. W. Spear, Com'dr. Samuel Downs, Adjt.

Lodge

Johnson Chapter No. 24 R. A. M. Stated convocations every first and third Fridays. Visitors welcome. 1. E. Keldson, Sec.



Harvey Ebinger, Sec'y.

Tuesday eve. 7:30 p. m

Rebekak, Wednesday evening Camp 2-4, Thursday

Stated Communication sec ond Wednesday in each month. Visiting Brethern.

Your Favorite

or chorus, the latest dance music or the compositions of the world's greatest musicians are to be heard when you want them if you have one of our talking machines. No need to go in search of entertain-You can have it right at ment. home any time. Our talking machines are easy to play and easy to pay for. Ask for our terms,

E. E. KOCH, Druggist

28 W

HOW LONG COULD YOU GET ALONG WITH-

OUT A COOK STOVE? WE HAVE THE BEST

LINE OF RANGES IN TILLAMOOK CITY.

The Great Majestic

"The Range With a Reputation

ALEX MCNAIR & COMPANY

IS THE MOST IMPORTANT

PIECE OF FURNITURE

IN YOUR HOME?

Job Printing at the Headlight office