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PATRONIZING HOME INDUSTRY IS ONE WAY TO CUT DOWN TAXES

SOFT JOBS

HERE'S something that you probably have thought about many a time. William Meath, of the Canadian government employment service, says he has plenty of jobs waiting for men to fill them, but most of the applicants are unwilling to tackle really hard manual labor. Even able-bodied unmarried men shake their heads at offers of employment on harbor work and in the logging crews.

In varying degrees we have the same situation on our side of the border. There seems to be something about our civilization that tends to soften men and make them averse to "heavy work."

Maybe it's because we are getting accustomed to having machines do the more difficult jobs that formerly had to be handled by muscle and grit.

Maybe, too, we've gotten in the habit of passing the heaviest work to the immigrants who for years flowed to our shores.

Tony and Ivan fitted in naturally as ditch diggers and railroad section hands. The native-born American decided that it was "out of my line," and looked about for a white-collar job.

There is a growing national tendency to "pass the buck" when it comes to hard work.

Farmers can make interesting comparisons of the work they get out of a hired hand, today compared with years ago.

Hard work never killed any one, as the old saying goes, but a lot of folks seem to have their doubts.

VERY UNUSUAL

A SINGLE strawberry plant sells for \$50,000. This plant was originated by Harlow Rockhill of Iowa. He pockets the money, paid by a big fruit-growing corporation.

Rockhill's one strawberry plant, which brings him a fortune, is nearly as large as a bushel basket. Experts predict that the descendants of this plant will revolutionize the strawberry industry, producing larger, better and more berries than any now grown commercially.

Think it over. Selling a single plant for \$50,000 seems like a page from a book of fairy tales. But it's true. After all, we live in an age of fairy tales.

A HUGE wire cage is constructed entirely around an apple tree on the farm of Lewis Mood, near Petrel, N. J.

This naturally arouses the neighbors' curiosity. They ask questions, are dumfounded to learn that Mood recently sold a "slice" or "graft" from this tree for a sum that makes the tree worth \$8000.

Why? Because the tree produces an entirely new variety of fruit. From it may come hundreds of thousands of trees bearing something new, the Mood apple. And all from one original seed!

FANCY prices paid for berry plants, trees, prize livestock and hardier grains emphasize how science and the farmer are trying their utmost to give the nation better food and more of it.

Plant life is our slave. And almost miraculous is how it thrives and multiplies. The soldiers of Alexander the Great filled their knapsacks with dates in India. Eating them as they returned home, they cast the seeds to the ground. And from these seeds sprouted the date groves of Syria. It's so with most of the other forms of plant life that keep us alive today.

FAR UP NORTH

CANADIAN Mounted Police bring this story back to civilization from the Far North:

J. L. McCleery, a woodsman, 53 years old, got caught in a terrific blizzard on an island in the Mackenzie River. His feet frozen and only a sack of flour between himself and starvation, McCleery refused to be discouraged.

Lying helpless in a bunk along the wall of a log cabin, he managed to dig out the dried mud between the logs, securing access to the drifted snow outside.

He mixed the snow with the flour, making a paste on which he lived for 13 weeks.

All this time, he was unable to light a fire. His fur sleeping bag kept him from freezing to death.

His feet, frozen before he dragged himself to shelter, drove him nearly crazy with pain. In desperation he amputated the toes of his left foot, using a jackknife.

When found by a squad of Canadian Mounted Police, McCleery still was bravely fighting for life. They rushed him to Fort Norman, where surgeons amputated one foot.

You will be glad to know that this heroic man will live. And isn't it a monumental lesson to the rest of us, his courage and grit in the face of seemingly insurmountable obstacles?

At times, all of us get discouraged, often on account of obstacles and disappointments that are trivial compared with the hardships endured by McCleery. Surely his example should be kept in mind and give us the determination to battle and overcome our problems. McCleery showed what is possible for the person who refuses to admit defeat.

Do you want your friend to think of you the year 'round? Send the Headlight. \$2.00. A practical Christmas Gift.

It pays to advertise is what every wide-awake business man is perfectly aware of. Not only to boost business, but cities, counties and state all require to be advertised. With that object in view the Portland Chamber of Commerce is making plans to raise \$200,000.00 for advertising purposes. If the figures were placed at \$1,000,000 it would be none too much, for California is far more energetic and alive to the advantages of advertising than Oregon. It may surprise some persons to know the large amount of money the seven Northern coast counties of California expend for advertising and the small amount of money the seven coast counties of Oregon expend for the same thing. To help the good work along, now that that the Portland Chamber of Commerce has started the ball rolling, every county in Oregon should get busy and raise money for advertising their own home county. In that way there would be better cooperation with the Portland Chamber. For the past two years Tillamook county has received considerable advertising and at very little actual expense, and much more could have been accomplished had more funds been available. What is now required is the backing of every business man to help boost the county, for in boosting the county that helps also to boost business. It is to be hoped that the industrial and business interests of Tillamook county will get behind the movement to give the county and state a larger amount of advertising, for it pays to advertise.

After a long and hard fight made by the Roosevelt Memorial Coast Highway Association, the Roosevelt highway has been designated a road of primary importance by the state highway commission, which is subject to the approval of the Secretary of Agriculture. We understand that some opposition has developed to the Roosevelt highway being designated a primary road by those in favor of the Dallas-California highway, and the Secretary of Agriculture has been asked to accept the state map. This will ensure a much earlier completion of the Roosevelt highway for by making it a road of primary importance it receives sixty per cent of the Roosevelt Memorial Coast Highway Association is reserving of a great deal of credit for its efforts in behalf of the Roosevelt highway, for has been quite successful in placing this highway on the state map. Had there been no organization of the coast counties, it is more than probable that the coast highway would never have materialized. This shows the benefits that were to be derived by having a strong, active organization in the past and the need of a similar organization in the future, for there is a large amount of work to be done and a large amount of money to be expended before the Roosevelt highway is completed. We all hope that there will be no delay in the completion of this great highway that means so much for the coast counties and the state of Oregon.

The slaughter of over 10,000 persons every year in the United States by automobile accidents is appalling, to say nothing of the thousands of persons who have come near being slaughtered also, but who have met with serious injuries. This is a tremendous toll to pay, yet it is somewhat surprising that there is no more, considering the reckless manner thousands of persons drive automobiles. How to prevent this slaughter of human beings is no easy matter to solve. Something must and should be done to prevent it, with the charge of murder filed against persons who kill people in auto accidents, will help some in making people more careful. But a few hangings would certainly have the effect of the present reckless driving of automobiles.

The adverse vote to the exposition in Portland in 1927, was, no doubt, a great disappointment to those who had favored the proposition. No doubt high taxation had a controlling influence and the method of financing the exposition seems to have played an important factor, with the prevailing opinion that large sums of money were to be expended on Gallica lanes. Whether the proposition can be financed in some other way remains to be seen, with a modification of the plans and heavy expenditures in a site eliminated. No one should doubt for one moment that the exposition would do Oregon a great amount of good and add thousands of new settlers to the state, which the previous exposition in Portland was instrumental in bringing about, in fact, it gave Oregon a good boost. There is another thing to consider, at the time of the previous exposition, the automobile and good inter-state roads cut no figure in bringing visitors to Oregon, but should it be decided to have the exposition, it would bring the tourists and home-seekers to the state in autos by the thousands.

We believe it. Visitors to Tillamook county the past few months declare abusiness here is much better than the other places.

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Complete Set of Abstracts of the Records of Tillamook County

Children Using Milk Make Most Rapid Progress

FIFTY two thousand five hundred children of Los Angeles were questioned as to the amount of milk they consumed daily, their ages were recorded and heights and weights obtained. The heights and weights of these children were compared on the basis of their consumption of milk, and the figures revealed the startling fact that in every age, without exception, the milk-using children were taller and weighed more than the non-milk using children. It was also found that the milk-using children made more rapid progress in their studies. In every grade the milk-using children were slightly younger than the non-milk using children. The milk using children gained on the average 2.25 years on the non-milk using children, from the kindergarten to the eighth grade.

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