

TILLAMOOK CHEESE MAKES GREAT GAIN

Few Years Ago Tillamook Cheese Was Below Others In Price

1919 SEES THE CHANGE

Local Product Leads The World Through Organization And Advertising

Under the title "Advertising as a Hope and a Reality", Theodore Macklin, of the Wisconsin College of Agriculture, has outlined the success of the Tillamook County Creamery association in marketing its cheese thru the standardization of the product and the liberal use of advertising as a means of creating a demand. The article appeared in the March 30 issue of Hoard's Dairyman. The charts used by Mr. Macklin to illustrate the comparisons between Tillamook and Wisconsin products have been obtained by the Headlight and accompany this article. Mr. Macklin says:

"Dairy farmers are interested in advertising because they expect to secure more money through its use. Just what this word advertising means is not so clear to them. Like everything that has been come to light in the field of human reason and experience, advertising may be good, bad, or indifferent, depending upon the conditions surrounding its use. Too much advertising will cost more than it is worth just as too little will fail to increase the demand enough to cause the bidding of better prices. The wrong kind of advertising as well as advertising of recognizably poor products will either or both defeat the purpose of the buyers of advertising. Like all good things, advertising must be done with judgment and understanding if it is to bring increased benefits to dairy farmers.

"Keen users of advertising have employed advertising successfully as a means of selling only under a series of suitable conditions which they first had to make. These essential conditions are not to be found except where diligent application of sound understanding and judgment has guided the producing, standardizing, and other marketing operations. If dairymen hope to succeed by imitating what successful business has done they must be shrewd enough to actually see and act as these successful men have seen and acted. It is therefore well for thoughtful dairymen to carefully examine not only the kind and degree of success attained by those who have achieved success thru advertising, but to scrutinize thoroughly all of the pillars upon which this advertising stood for its support.

"Fortunately a very concrete and conclusive illustration exists in the dairy industry of Wis. and Oregon to help clarify the conditions which are so essential to success through use of advertising. Facts are available (Continued on Page 5)

ORETOWN CLUB ORGANIZES FOR 1923

Oretown Garden club met Friday the 13th and organized for the year. William Porter was chosen as local leader and officers elected were: Wesley Porter, president; Boyd Miles, vice president; George Reigel, secretary. The club decided to meet every two weeks and set the next meeting at the home of Mr. Porter, Saturday April 28. Other members of the club are Roy Dunn and Edwin Redberg.

Dr. Robinson reports the birth of a daughter to Mr. and Mrs. E. E. Hamilton, April 18th and a daughter to Mr. and Mrs. Ernest Bohna, of Blaine, April 16th.

John Patterson was a Portland visitor this week.

Mr. and Mrs. F. C. Feldschau returned Wednesday from Portland after visiting for a few days with their daughters Mrs. Hawerth and Mrs. Haar.

BODY OF WM. A. COOK FOUND BY SEARCHERS

Aged Man Found To Have Died From Exposure In Attempting Lonely Trip

W. A. Cook, who left his home in McMinnville, April 3, with the intention of walking to Tillamook, was found dead, on a mountain trail about twenty miles from this city. Searching parties had been hunting for Mr. Cook for about a week before the body was discovered. The intention of the deceased had been to visit his daughter here, Mrs. J. M. Holden, and when he failed to appear the search was started. When the body was found it was discovered that death had been caused by exposure. The unfortunate man had apparently used all his matches and had nothing with which to build a fire. Coroner Henkle and a party brot the body out of the woods and sent it to McMinnville where it was buried in the Masonic cemetery. Mr. Cook was 72 years and 6 months old at the time of his death. He leaves besides his widow, four sons, John A. of Tillamook, C. H. of Dayton, Thos. H. of McMinnville, Rodney of Whiteson and two daughters, Mrs. T. T. Potter of McMinnville and Mrs. J. M. Holden of this city. Two brothers in Tennessee and one in Oregon also survive him.

CIRCUIT COURT JURY SELECTED FOR MAY

The jury list for May 1923 term of the circuit court has been selected and released for publication as follows:

released for publication as follows: C. O. Hopkins, Tillamook; Homer Bailey, Cloverdale; Howard Owens, Cloverdale; Herbert S. Mann, Tillamook; M. F. Holman, Meda; Henry N. Smith, Blaine; S. M. Batterson, Mohler; O. W. Bodyfelt, Hebo; J. M. Matthews, Tillamook; Leo Morrison, Tillamook; John A. Biggs, Bayocean; Dan H. Fletcher, Tillamook; Claude Lewallen, Hebo; A. A. Apsley, Tillamook; M. D. Ackley, Tillamook; Lloyd Jones, Tillamook; Wm. Glick, Cloverdale; W. J. Riechers, Tillamook; O. M. Burbank, Blaine; Wm. Purcell, Tillamook; A. E. Rittenhouse, Mohler; Ben Egge, Tillamook; W. A. Church, Tillamook; Lewis Anderson, Hemlock; Jas. Goldsworthy, Beaver; Walter F. Cason, Blaine; S. F. Brode, Sandlake; Al Boone, Cloverdale; Fred Briody, Sandlake; Edward E. Allen, Sandlake; Walter Nelson, Tillamook.

CHILD IS TAKEN AWAY BY COURT

In a jury trial before the county court this week a child which had been in the keeping of Mabel Campbell was adjudged dependent and sent to the Boys and Girls Aid society. Some time ago a child was taken from the Campbell woman and recently she, in some manner, got hold of another. Testimony in both cases showed mistreatment and home conditions that were unsuitable for the rearing of children.

Dr. Boals operated on Charles Atkinson of Sandlake this week for appendicitis.

Mrs. E. W. Bills, of Hebo, was shopping in town the first of the week.

Miss Vera Richards is in Portland this week visiting Agnes Glaisyer.

Mrs. E. E. Koch and Mrs. David Kuratli were Portland visitors last week.

T. E. Epplett left Sunday for Independence where he has a fruit farm. He will also visit his son and daughter in Portland before returning home.

Mr. and Mrs. W. E. Penter were in town Friday from Cloverdale.

Mr. and Mrs. Walter Kent and daughter Erma Louise of Mohler were in town Monday.

A. W. French went to Portland Tuesday to be present at a reunion of the Marines, to honor Major-General Lejeune, who was there this week.

ROLLER SKATING IS TO BE CURBED

Children Put Others In Danger As Well As Themselves

MERCHANTS PROTECTED

New Parking Ordinances Thought Necessary On Account Of Congestion

A new ordinance was passed at the meeting of the city council last Monday evening whereby all teams hauling for hire in the city will be required to pay a license. The fee for this year was set at \$5.

The council ordered that during the construction of the Beals building there will be no parking on the east side of 2nd avenue between 3rd and 4th streets. This is to keep the merchants on that side of the street from being shut off entirely as they would otherwise be. It was also decided to put in two street lights on Miller avenue near the Williams bridge.

Owing to the prevalence of young children roller skating about the streets, which has for some time past been a menace, both from a pedestrian standpoint and for the children themselves, who are in danger of being struck by automobiles, the council instructed Chief of Police White to warn children away from the busier streets of the city, and not to allow them to roller skate in these sections. This action was thought to be better than the passing of an ordinance prohibiting skating, with the attendant complications of enforcement.

On account of the congestion caused by the increasing number of automobiles parked about the streets of the city, and the expected greater increase that will, in all probability take place during the tourist season, plans will be discussed and an ordinance prepared at the next council meeting to relieve this condition.

Child is Kidnapped But Returned

The young son, Buster, of Mr. and Mrs. Victor Glad was taken from the Eric Glad home last Friday morning by his mother and carried to Portland. The parents have separated and the child had been living with his grand-parents. J. M. Wilson, through the local Klan and the organization in Portland, got hold of the child within 24 hours after the kidnapping, and Buster has now been returned to his grandparents.

Roseburg—\$170,000 court house to be built.

LOCAL KU KLUX KLAN ARE CONSOLIDATED

Many Tillamook County People Are Joining Organization Made Famous Recently

While Grand Dragon Fred L. Gifford, head of the Ku Klux Klan of Oregon, was in this county last week the Wheeler organization of the Klan is reported to have consolidated with the Tillamook Klan, making one big organization for the county. About fifty new members are said to have been added to the order within the past week. There are supposed to be something less than a thousand members in the county at the present time.

ROAD CONTRACTOR SHOT BY INDIANS

Jim Baker, who was in partnership with Cliff Dunn in the road contracting work in the Neskovin project last summer, is reported to have been shot and wounded by Indians in Klamath county where he has been spending the winter.

From the meagre reports it appears that Baker was returning to his road camp with supplies when he was stopped by several Indians, who attempted to impersonate federal officers. They are said to have asked him if he had any booze. One of the men jumped on the runningboard of the car and Baker pushed him off and started away. One of the Indians then shot at Baker, wounding him in the hip.

'BOSS' IN HOUSE UNWELCOME GUEST

The family of A. H. Gaylord was treated to a demonstration of "a bull in a china shop" last Monday evening when one of a number of cows being driven by Yager and Braden entered the Gaylord house in the south part of the city.

The cow was a gentle one, which probably accounts for the fact that there was little damage done. Bossy entered the house from the woodshed door and continued through to the front room, then back again.

The owners of the cow were hailed before the city court and fined \$10 for driving cattle through the city unsecured.

Child of M. D. Ackley Dies
Harold, two year old son of M. D. Ackley, died Sunday morning from a number of complications. Funeral was held at Christian church Wednesday morning.
Mrs. Koenig was in from Garibaldi Saturday shopping.

MILL PROSPECTS SEEN IN BAY CITY

Old Mill To Supply Lumber For New Structure To Be Built

TO EMPLOY 100 MEN

New Spirit Is Injected Into Bay Town By Prospects Another Payroll Industry

The mill at Bay City formerly owned and operated by the Alley Lumber company, has been purchased and will be remodeled and put in operation by the Oregon Box Manufacturing company of Portland. O. H. Schwartzman and Geo. V. James are the owners of the enterprise.

It is expected that the old mill will be operated mainly for the purpose of turning out lumber for a larger and more modern structure to be built in the very near future. The new mill is expected to specialize in hemlock and spruce and it is understood that a logging contract has been let to Connie Dye to supply the desired timber from holdings near the old Netarts road for the new concern.

The new owners expect to employ about a hundred men in the operation of the new mill, which will be run by electricity.

Bay City people are feeling quite jubilant over the prospects for the future, as it is rumored that other milling companies are contemplating that town as sites for more manufacturing plants.

Ralph Edwards, who formerly operated a shoe store in this city, was in town Sunday from Warrenton where he is located now.

Mrs. Charles Graves who has been visiting her son Harold Graves for the past week, returned to her home Tuesday in Oregon City.

George Williams, son of Mr. and Mrs. James Williams, who joined the navy some months ago, has had the interesting experience of being on the flagship California, of the Pacific fleet during the recent maneuvers at the Panama canal zone.

Bob Lafoon, of Cloverdale is at the Shearer-Merrick hospital as the result of injuring an arm in a saw.

Miss Edna Ross, who is employed at the Good Samaritan hospital in Portland, spent Sunday with her parents at Wheeler.

FIVE YOUNG CHAPS SPEND NIGHT ALONE

One Boy Thinks Lord Should Have Delivered Him From His Trouble

Five boys, all young in years, went for a hike in the Netarts country last Saturday and became lost; enough so that they stayed all night in the woods and searching parties, sent out by their frantic parents, searched for them many hours.

The boys were Willis Mathieu, John Burleigh, Harvey White and Gerald and John Medcalf. It seems that they attempted to explore a trail near the Netarts road and expected to return that afternoon, but in some way became confused as to direction and night overtook them in a strange part of the mountain. Gilbert Funk and Leonard King and men from the sheriff's office spent Saturday night in a fruitless search for the youngsters. Sunday morning the boys were able to locate themselves and returned home.

It is said that one of the little fellows, when it began to grow dark, prayed for the Lord to put him out of his misery, and that they all were in a bad state of fright.

WEBSTER HOLMES DIES SUDDENLY

Webster Holmes, well known local attorney died suddenly at his offices here last Saturday morning. Cause of death was given as heart failure.

The deceased was born at Eola, Polk county, December 7, 1867. In 1889 he married Emma Williams, who with one child, Mrs. Clent King, survives him.

In 1893 Mr. Holmes was admitted to the Oregon bar and practiced law in Salem until 1907, when he came to Tillamook. He was appointed to fill the position of circuit judge by Governor West for the counties of Tillamook, Yamhill and Polk.

Mr. Holmes was known as a very shrewd trial lawyer and has conducted many cases successfully during his long practice. He leaves a large number of acquaintances.

The funeral was held Monday at the Christian church under the auspices of the local Elks lodge. Burial was at Salem Tuesday.

SENIOR CLASS PLAY ENTERTAINS CROWD

Those who attended the senior class play last Friday evening were loud in their praise of the event. The play was a lively comedy and the cast well selected.

The story was woven around the affairs of Bob Denker, an artist, played by Noah Richards, who by a series of lies to his relatives had put himself into a bad predicament. Two of his friends, also ex-service men, played by Alfred Gabriel and Wesley Tippin attempt to help him out and in doing so get themselves into trouble. Ruth Gould as the "poor lone widdy" and Mary Lamar as Liz created quite a sensation. Glee Rusk as Aunt Alice, Ila Davidson, as Elaine King, Lela Smith as Angela Scott, Bruce Austin as Liz's steady, and Trevor Hare as Uncle Will played their parts well and deserve commendation. Wesley Tippin's instructions in the art of cake baking were decidedly unique and much appreciated by the audience.

The proceeds of the evening which amounted to \$263.70, will be used for commencement expenses of the class and the remainder will be used to purchase a memorial to be left in the school.

Eugene Hester who has been living at Hemlock, moved his family to town the first of the week.
Howard McCloud who is attending the Hill Military Academy at Portland, came in Saturday evening to spend the week end with his father Guy McCloud at Mohler.

Millard Nendel was in town Sunday from Warrenton visiting relatives.
A son was born to Mr. and Mrs. Frank Wilson at the Shearer-Merrick hospital Wednesday morning.

WOBBLY OUTBREAK LOOKED FOR MAY 1

Possibility That Sabotage Might Take Place Brings Warning

PEOPLE ASKED TO HELP

Sheriff Asks Cooperation Of All Law Abiding Citizens In Preventing Outbreak By Wobblers

A week from Tuesday, May Day, has been set by the I. W. W. organization of the northwest to attempt to disrupt the lumber industry of the country.

While peace officers have no actual knowledge of sabotage being contemplated, nevertheless they are on the alert for such actions and are asking citizens to help them guard the properties that may be threatened.

Sheriff Aschim yesterday issued the following statement regarding the May Day threats of the Wobblers:

"I wish to ask your paper to call to the attention of the public the fact that there has been a threatening by the I. W. W. organization that they are intending to take steps against various operations on or about May 1st of this year, which might result in criminal violence.

"While this office is not unduly alarmed as to the situation, it proposes to take every precaution to prevent even the first step toward such a move. Special officers have been appointed in various parts of the county and this office asks and expects the co-operation and support of every loyal citizen. This is an imperative duty incumbent on us all in order to promote and support the prosperity of our country, state and government.

The sheriff asks that any person knowing of any attempts or plans of the Wobblers to commit sabotage, inform him so that he may be able to investigate. Co-operation and sentiment on the part of the general public, Sheriff Aschim thinks, will do more than anything else to curb a lawless tendency by labor agitators.

JERSEY CALF CLUB ELECTS OFFICERS

Tillamook Jersey Calf club met Saturday April 14, at the creamery association rooms for election of officers and arranging the program for the summer. Officers elected were: Allen Krake, president; Lavern Ackley, vice president; Ferdinand Becker, secretary; Marjorie Krake, yell leader. Claude Ackley was chosen and accepted the office of local leader. Other members of the club are: Johnnie Blaser, Myrtle Shultz, Lillian Schultz, Joe Baumgartner, Owen Williams, Lorena Williams, Edwin Glad, Pearl Glad, Eunice Krake, Eula Krake, Lester Krake, Otto Hohfeld, Joe Steiner, Leah Graves, Audrey Graves, Argel Ackley and Thayne Smith.

TILLICUM BRIDGE CLUB HAS ENTERTAINMENT

Miss Edna Mills and Miss Therese Gaylord entertained the Tillicum Bridge club last Wednesday night at the home of the latter. Miss Margaret Coates won high score and Miss Bertha Collins consolation prize. The regular members present were: Edna DeSart, Georgia Barry, Margaret Coates, Grace Ricketts, Gladys Edner, Belle Wilson, Mae Clemo, Bertha Collins and the hostesses. Invited guests were: Beulah Rogers, Miss Rider, Nell Gaylord and Marguerite Brakel. Gladys Edner and Grace Ricketts will entertain the club Thursday April 26.

Kiwanians Have Womens Night

Tillamook Kiwanians met Wednesday evening in the dining room of the Christian church, when wives of the members were invited. Speakers of the evening were state superintendent of schools J.A. Churchill and a Mr. Whitney, engineer with the General Electric company.
Mrs. Albert Wade and children were in from Cloverdale Friday.

