

COMMENT

Editorial Page of the Tillamook Headlight

FEATURES

Tillamook Headlight

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OUR EDITORIAL POLICY

- 1. To advocate, aid and support any measures that will bring the most good to the most people. 2. To encourage industries to establish in Tillamook county. 3. To urge the improvement of a port for Tillamook City. 4. To insist on an American standard of labor. 5. To be politically independent, but to support the candidates for public office who will bring the most good to the people of Tillamook county and of the State of Oregon.

FRIDAY, APRIL 20, 1923

MAKING TILLAMOOK'S CHEESE FAMOUS

In this issue of the Headlight appears excerpts from an article which was published recently in a national dairy magazine regarding the success of the Tillamook County Creamery association in merchandising a commodity usually thought of as commonplace and deserving very little attention aside from the eating thereof.

The author of the article shows how, up to 1919, Tillamook cheese, which compared favorably in quality with other cheeses, was eclipsed in market price by other makes. He shows how the heads of the co-operative organization finally hit upon the plan of establishing a registered trade mark for the product as a guarantee of its origin, and how they advertised it to create a demand.

The price of Tillamook cheese immediately rose. People learned, by

means of the extensive advertising, that here was a product that could be depended upon for a standard of quality, and which could be readily distinguished by its trade mark. Since that time Tillamook cheese has maintained a trade supremacy, and as long as the standardizing and advertising plan is conformed to it always will.

It was very soon after Tillamook started the selling campaign that a co-operative concern operating in the Willamette valley tried the same scheme as had been introduced by Tillamook, trade marking and all, but this concern did not have the success of Tillamook on account of having to offer a less acceptable product. This tends to show, however, that if Tillamook should ever curtail or cease its selling plan another cheese would again take its place as leader and Tillamook would drop low in the scale of prices.

The romance that has been attached to the successful marketing of Tillamook cheese can be attributed to three things: A high grade product was offered its quality was guaranteed; and the world was told all about it. That is the entire secret.

Non-advertisers can take a lesson from the facts that are presented by the author of the story. Merchandise that will not stand comparison, of course, will move but little through advertising; so it is necessary for a merchant to offer some thing that he is not ashamed of. Then tell the buying public all about it and guarantee its quality.

Success is inevitable. But the non-advertisers who have merchandise of less than ordinary value to sell are surely doing well in keeping the public uninformed of the inferiority of their wares.

Volume 1, Number 1 of the Garibaldi News has brushed aside all superstition and has appeared on Friday the 13th. It starts off in a very satisfactory manner, and it is to be hoped that it will continue that way. Editor O'Connell, who inaugurated the News, formerly guided the destinies of the Bay City Examiner.

Dispatches from the seat of national government deplore the lack of "big" men as candidates for the coming presidential election. This condition as stated seems to be true. What can supply such men for us? They must be present in the nation some place. Will it take a war or some other great calamity to bring them out of obscurity?

There comes to our desk "The Range and Valley," a monthly magazine published in this county by Norman Wayne Phelps. Mr. Phelps

magazine deals with the spiritual side of life and is a very interesting little publication.

To the editor: We wish to correct the dispatch which appeared in the Oregonian Tuesday morning, in regard to our father Wm. A. Cook. Mr. Cook left McMinnville, Oregon, April 3, and camped the following night at what is known as the old Tunedell mill. A letter was sent to Mrs. J. M. Holden his daughter of Tillamook, telling of his starting and his not arriving when expected a searching party left McMinnville in search of him. They followed him down North Trask to what is known as the Eagle Rocks. The party was headed by T. T. Potter, with Dorothy Potter, Lynn Potter and Millard Cook and was met at Eagle Rocks by J. A. Cook, T. H. Cook, Edwin Holden, Clyde Cook, Frank Holden, Arthur Nowak, Elton Jones and George Russell and from there we traced him to what is known as Bark Shanty creek, and located him about one hundred yards from the river between Shanty creek and a small branch west of it. His canoe was located first, and his gun in about forty yards and about thirty yards from the gun we found his body. The cause of his death was from exposure. No matches or food were found on him. The body was carried out over the Bark Shanty trail a distance of four or five miles to the road near Trask House and was taken from there to Tillamook, by car and from there to McMinnville by W. T. Macy, undertaker, and laid at rest in Masonic cemetery, Mr. Cook was 72 years and 6 months old. He leaves a wife, Sarah Cook, McMinnville, four sons, John A. Cook, Tillamook, C. H. Cook, Dayton, Thos. Cook, McMinnville, and Rodney Cook of Whiteson. Two daughters, Mrs. T. T. Potter, McMinnville and Mrs. J. M. Holden of Tillamook.

T. H. COOK. From Exchanges John Wilson and two Hoxies of Tillamook recently killed twenty-two sea lions on the rocks at Netarts—"Thirty Years Ago" in McMinnville Telephone Register.

From Exchanges

In Portland they sentence a man to five days in jail to pay a fine of \$50 for driving a car while intoxicated. Here in Dallas a man is serving 90 days and has a fine of \$250 for the same kind of an offense. It is reasonable to suppose that in consequence the highways of Polk county will be safer to travel than in Portland.—Polk County Itemizer.

We candidly believe that the people of Oregon are entitled to pass upon

the income tax passed at the recent session of the legislature. From discussion of the matter it is evident that many of the people are not fully informed as to its provisions, and such being the case the public discussion that would follow its reference to a vote would prove of much value. The only objection is the fundamental one to the entire Oregon system—which is really responsible for the high taxes. The cost of all the primary elections, the referendums and other votes is so great that the state is fairly reeling under the burden. We do hope that the farmers who are said to be overwhelping in favor of this system will make a study of the entire question and all that it involves.—Polk County Itemizer.

The real, loyal citizen takes great pride in the appearance of his home town. He gets a mighty good "kick" out of the good things said about his community by the visitor from abroad. He might not show any outward appreciation of these demonstrations, but he appreciates them just the same. Therefore it is most satisfying when city improvements of any kind are contemplated that they be of the very best and most substantial, as well as pleasing to the eye. Anything that detracts from the standpoint of beauty is a poor investment for any live town—or dead one, either.—Roseburg News Review

OREGON INDUSTRIAL NEWS

Wallowa—Imnaha market road to be built soon.

Astoria—\$200,000 building proposed for twelfth street site.

Oregon winter wheat crop for 1923 estimated 18,750,000 bushels.

Salem Chamber of Commerce appoints committee on railroad to San-tiam.

St. Helens shipping three to six million feet lumber a week.

Lebanon creamery starts spring with heavy run.

Dock extension at Warrenton to bring added activity at Kelley lumber mill.

\$5,000 hotel to be built at Diamond Lake.

Medford—Work resumed on \$80,000 armory building.

Klamath Falls—Permits for erection of new building to cost over \$107,000 let.

Medford—Baptists to build a \$40,000 church.

HIGH SCHOOL NOTES

The Senior play which was presented in the Tillamook High school

gym Friday evening, April 13 was one grand success from every standpoint.

The net proceeds of the play was \$263.70 (expenses were about \$37.) After the senior invitations and cards are purchased the senior class will use the balance of this sum for purchasing a memorial to be presented to the high school.

Miss Mary Lamar gave to the students a very interesting report of the business show which she attended at Corvallis. We earnestly hope to have our high school represented at this show next year.

The student body are considering the question of awarding pins to those debaters who made the team and who are in school.

COMMISSIONERS COURT

(Continued From Page 2)

Table with names and amounts: Chas. Haybarker 70.82, Tom Ewan 79.80, James Goodman 70.11, Sam Tomlinson 146.11, A. L. Myers 57.42, Wm. Rusing 63.80, Chas. Stevens 71.90, J. S. Minor 15.95, E. A. Ball 33.68, W. F. Cain 149.73, Carl Larsen 15.95, A. M. Mead 112.25

Table with names and amounts: Emmett Illingsworth 112.32, F. W. Crane 87.78, M. Johnson 86.13, Fred Seabrook 154.56, Joe Seabrook 35.95, F. P. Hobson 19.14, Frank Illingsworth 7.75, H. A. McCuen 4.78, S. Vermilyea 6.38, G. W. Wilks 15.95, H. Vermilyea 3.19, James Sperry 52.63, Fred Rusing 5.58, A. E. Rittenhouse 8.37, A. E. Rittenhouse 3.40, A. E. Rittenhouse 15.18, W. H. Sales 15.99, Ed Tomlinson 17.97, Joe Vermilyea 28.71, S. Vermilyea 19.77, Ed Tomlinson 4.78, E. R. Alvord 90.76, Fred Johnson 4.00, Fred Johnson 4.77, Clarence Davis 50.33, Emil Larson 59.90, Crowthers Chas 118.98, O. Kruger 19.93, Southern Pacific Co. 25.00, Nehalem Garage 104.17, J. N. Robinson 20.73, O. Kruger 17.14

DIST NO. 2

Table with names and amounts: H. S. Brimhall 4.90, Chas. F. Pankow 284.00, Fred Edwards 23.94, G. C. Smith 23.94, Cal Teater 107.73, Chas. F. Pankow 2216.00, A. K. Cace 4.04, J. R. Collins 7.30, Kathleen Mills .21, H. S. Brimhall 4.75, Forrest Ayer 149.73, Chas. Rowe 32.35, J. C. Brown 134.73, Geo. Surgeon 25.00, Geo. Surgeon 7.00, Geo. Surgeon 15.00, Geo. Surgeon 35.00, Geo. Surgeon 2.53, Jess Walker 105.73, Frank Armentrout 6.38, J. H. Curry 15.96, Ernest Worthington 3.19, C. M. Vanderpool 30.89, James Christensen 14.90, Dave Jones 262.80, Fred Biggs 35.91, L. A. Derrick 43.14, Geo. Crimmens 64.71, Paul Vanderpool 64.71, John Cornett 89.23, A. E. Holden 32.00, A. E. Holden 31.92, Hull Johnson 35.95, F. E. Thomas 14.38, Wilbur Booth 7.19, Bob Nielson 35.95, Rush Bros. 15.95, G. C. Smith 75.82, Fred Edwards 35.91, Ralph Lucas 109.73, Guy Gfames 110.23, L. A. Whitcomb 137.23, W. S. Coates 7.99, W. E. Anderson 2.99, A. H. Gulstrom 2.39, W. Smith 8.00, W. Smith 35.29, W. Smith 50.06, F. DeFord 100.72, A. D. Devine 116.64, R. Beckwith 90.70, E. J. Schilling 183.50, Geo. Swexey 15.96, F. S. Yorks Lbr. Co. 112.56, Steinbach Iron Works 166.13, Nelson Electric Co. 7.75, Ross Chilcott 40.49, King & Crenshaw 34.20, Headlight 12.50, A. F. Coates Lbr Co. 939.14, Chas. F. Pankow 163.84, A. W. Plank Hdw Co. 33.15, Tillamook Iron Works 9.00, Till. Co. Mutual Tel Co. 2.05, R. F. Zachman 1.35, A. F. Coates Lbr. Co. 423.70, King Crenshaw Co. 107.15, Tillamook Garage 1.67, Union Oil Co. 37.71, Ore. State Highway Com 45.60, Coast Power Co. 9.70, Howard Cooper Corp 8.39, Standard Oil Co. 277.33, Wm. Robitach 29.85, Wm. Robitach 6.10, Thore Haugen 19.95, King Crenshaw Co. 523.19, G. C. Smith 39.90

DIST NO. 3

Table with names and amounts: Fred Aftoler 350.00, Chas. F. Pankow 541.00, Kathleen Mills .22, H. S. Brimhall 1.00, Geo. Oliver 65.00, W. C. Cheeney 79.80, Sunset Garage 6.00, P. D. Ott 278.14, Cloverdale Merc. Co. 14.11, Cloverdale Lbr. Co. 125.21, Roosevelt Highway Garage 22.03, Arrow Garage 10.50, Earl Porter 1.00, S. D. Moon 64.96, M. Chance 1.20, Al Boon 5.25, J. O. Daley 314.34, Hebo Garage 1.75, Tillamook Iron Works 4.80

REGARDING YOUR SUBSCRIPTION

Quite a number of subscribers of the Tillamook Headlight have by this time received bills for their subscription accounts.

It is our intention to discontinue all papers that are not paid for in advance within the next two weeks. This is not because we distrust our subscribers, but because it takes money to operate a newspaper and because the postal act of August 24, 1912 specifies that all matter taking advantage of the second class mail rate must be paid for in advance.

This has been somewhat disregarded in the past, but we have decided to be on the safe side and require that all subscriptions conform to this law.

There is a possibility of error in our case, and if you have not received credit for your subscription we would be glad have you call our attention to it so the account will be correct.

If, for any reason, any of our subscribers are unable to pay up at present but intend to later, all that is necessary is to inform us of this fact and we will carry them on an open account until they are in a better financial condition. If we are not notified thus or the subscription is not paid it will become necessary to discontinue the paper. Subscription money may be sent to us by mail or brought to the office.

We appreciate greatly the support that our subscribers have given us in the past and trust they will continue to patronize the Headlight in the future. We have a number of plans, which we expect to put in motion soon, that will make this a much better paper than ever.

HEADLIGHT PUBLISHING COMPANY

Advertisement for The First National Bank. Includes images of vault interiors and a 'BEWARE DAY AND NIGHT ELECTRIC BURGLAR ALARM' sign. Text: 'Complete Security', 'At night, our vault is electrically sealed by the operation of a big, complete, automatic Burglar Alarm System.', 'The First National Bank TILLAMOOK, OREGON ONLY NATIONAL BANK IN TILLAMOOK COUNTY.'

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